



SHOP SUNDAY

# Social Media Strategy

# What is this document?

**This is an easy-to-understand document full of practical advice, expertise and tools to help you make the most of Museum Shop Sunday on 29 November 2020.**

**We wrote this for you because we know that this is a challenging year for everyone. Museum Shop Sunday is important for all of us this year because it offers us the following opportunities:**

- 1. A day for all of us to come together and support each other**
- 2. A chance to drive some extra revenue, where revenue from admissions and physical footfall may have fallen**
- 3. A way to grow your digital audience through extra exposure**



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are we hoping to achieve?**

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01

**Why are we  
here and what  
are we hoping  
to achieve?**



# Why are we here?

**Museum Shop Sunday is on  
Sunday 29 November 2020**

**This year it is extra  
important.**

# The world is a bit weird right now

**Suddenly, we all need to be digital businesses. You may be experiencing:**

**Reduced visitor numbers**

**Uncertain future**

**Need to make up for revenue lost in other areas**

**Museum Shop Sunday on 29 November can help you establish yourself as a digital business. This document will show you how.**

**Out of difficulty comes  
opportunity.**

# The opportunity for shops on #MuseumShopSunday

- **A day to come together as an industry**
  - **Together, we can be heard**
- **Increase revenue**
  - **Opportunity to increase sales and make up for revenue lost during lockdown**
- **Grow your digital audience**
  - **This audience can easily convert to an in-person audience**

**What are we trying to  
achieve?**

# Let's set some objectives.

**I recommend setting two objectives, one mission based one and one pure financial one.**

**The objectives are interdependent.**

**We do not want to sacrifice our mission in the name of sales, but we need sales to fulfil our mission.**



**Mission-led  
objective**



**Financial  
objective**


Mission Project Objective:

**Encourage the public to see supporting Cultural Shops as local businesses that play a key part in the survival of Arts, Culture & Heritage**

**Museum Shop Sunday  
Mission Statement**

**We come together on Museum Shop Sunday to show commercial enterprises play such a vital role in helping arts, cultural and heritage attractions to survive and thrive.**





**Many Museums are shut,  
or opening to very small  
numbers.**

**This means less footfall  
for commercial sales.**



Financial Project Objective:

**Increase  
revenue for  
participating  
institutions**

# We are here to fulfil these objectives

## Mission Project Objective:

**Encourage the public to see supporting Cultural Shops as local businesses that play a key part in the survival of Arts, Culture & Heritage**

## Financial Project Objective:

**Increase revenue for participating institutions**



02

# Strategies and Tools for Success

**On Museum Shop Sunday, we are going to fulfil our objectives by showing the public that Museum Shops are the best place to:**

- 1. Buy interesting, unique items/gifts**
- 2. Support a local business**
- 3. Keep their local cultural institutions alive**

# Strategy outline

This is a basic outline of the strategy you'll follow to make the most of Museum Shop Sunday when it happens.



1

**Create strategically minded, mission-led content**



2

**Publish regularly in the lead up to the event**



3

**Everyone posts amazing content on Museum Shop Sunday using the hashtag**



4

**Continue to provide value after Museum Shop Sunday using #SustainingCulture**



5

**Gain insight on what worked and what didn't, integrate into future content**

**Here's everything you need to  
do that.**



# How to begin

# **Social media is not a broadcast platform.**

**It is a space for you to have conversations with your audience,  
using videos, comments, stories... whatever you like.**

**Like all good conversations, we should start by thinking about  
who you're talking to.**

**Let's have a look at our Target Audiences.**



# Target audiences

## Existing Institution Customers

**May have bought a product or visited the institution already.**

**Have a confirmed interest in supporting the institution.**

**Likely to be most interested in content that shows how spending money in Museum Shops supports institution.**

## Common Interest Customers

**May live locally. Interested in the core subject of your institution.**

**Looking for content that will enrich their interest.**

**Likely to be most interested in products related to their niche interest, and how shopping at the Museum Shop keeps the interest alive.**

## Cold Approach Customers

**Interested more in shopping and unique items than anything else.**

**Looking for content that provides a solution to shopping needs.**

**Likely to be most interested in content that shows the variety of unique products on offer at a Museum Shop.**

# Value Exchange

**Prospective customers have already given you their most precious asset before they double-tap for a like, or hit that purchase button.**

**THEIR TIME.**

**So what are you going to give them in return for it?**

**Your Value Exchange is the way in which your content and business enrich their lives.**

**You can be really specific about this or more general.**

**It's perfectly acceptable (and commendable) if your value exchange is joy.**

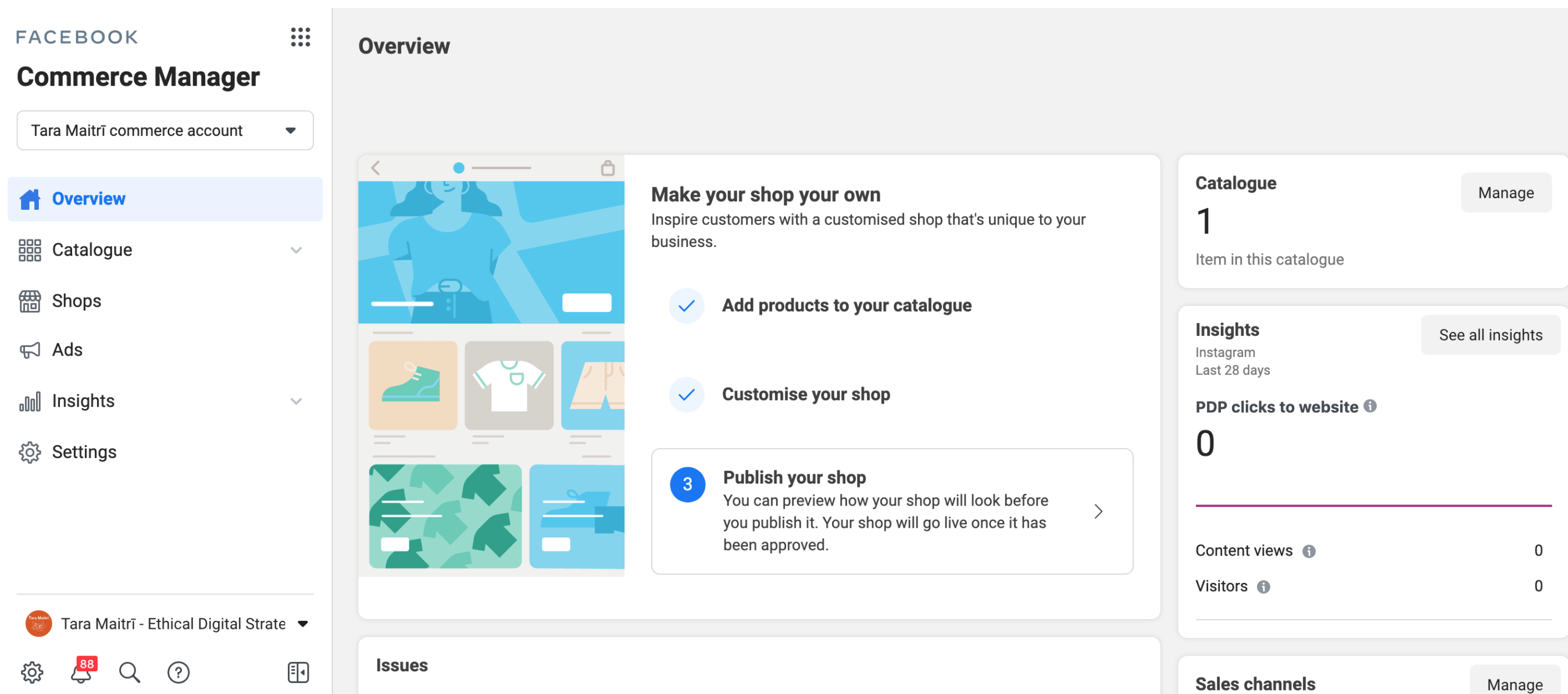
T A R A M A I T R I



**Optimise your profiles**

# Create a Facebook Shop

**You can be a shop on Facebook. You must also have your products listed on your website to do this. Go to [business.facebook.com/commerce\\_manager](https://business.facebook.com/commerce_manager) and follow the walkthrough to get set up.**



# New: Instagram Shopping

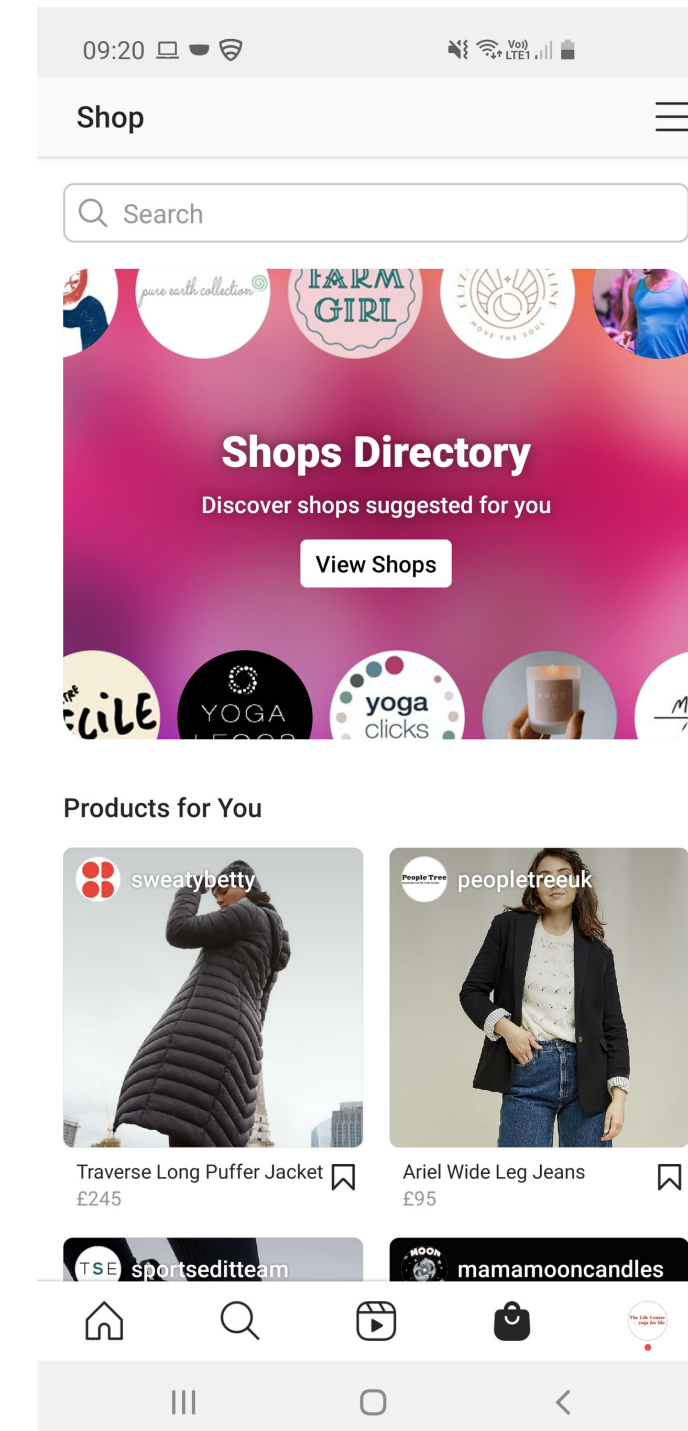
**Up until October 2020, you had to be a retailer to have an Instagram Shop.**

**Anyone can be a shop in the new Instagram update.**

**All you need is a product catalogue somewhere on your website, and an established Instagram account.**

**I would highly recommend you do this as shopping is featured prominently in the new Instagram layout.**

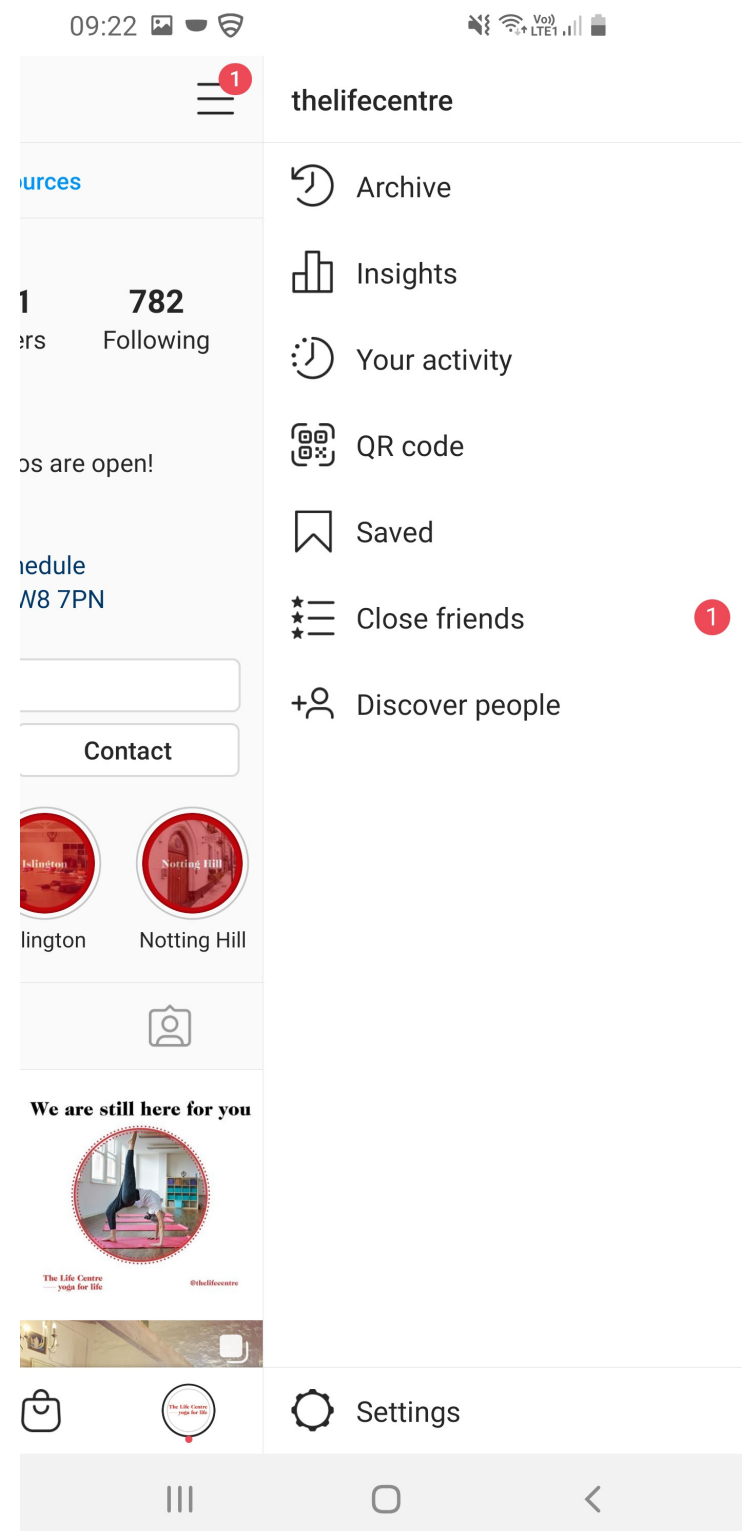
**Removing friction points between a customer and the purchase can have a really positive effect on sales.**



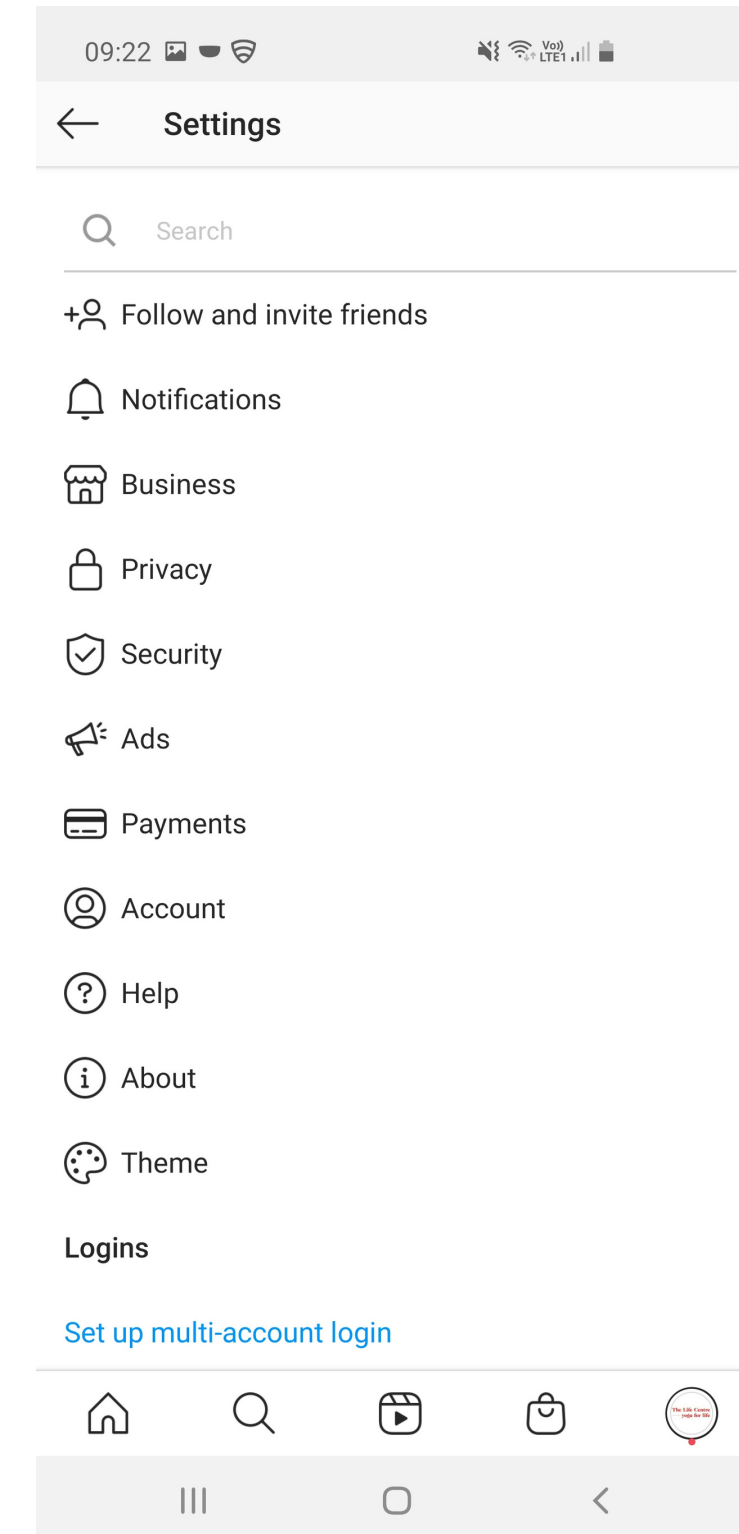
# How to set up Instagram Shopping

**Go to your profile and tap the three lines to bring up your menu.**

**Tap the settings cog at the bottom.**

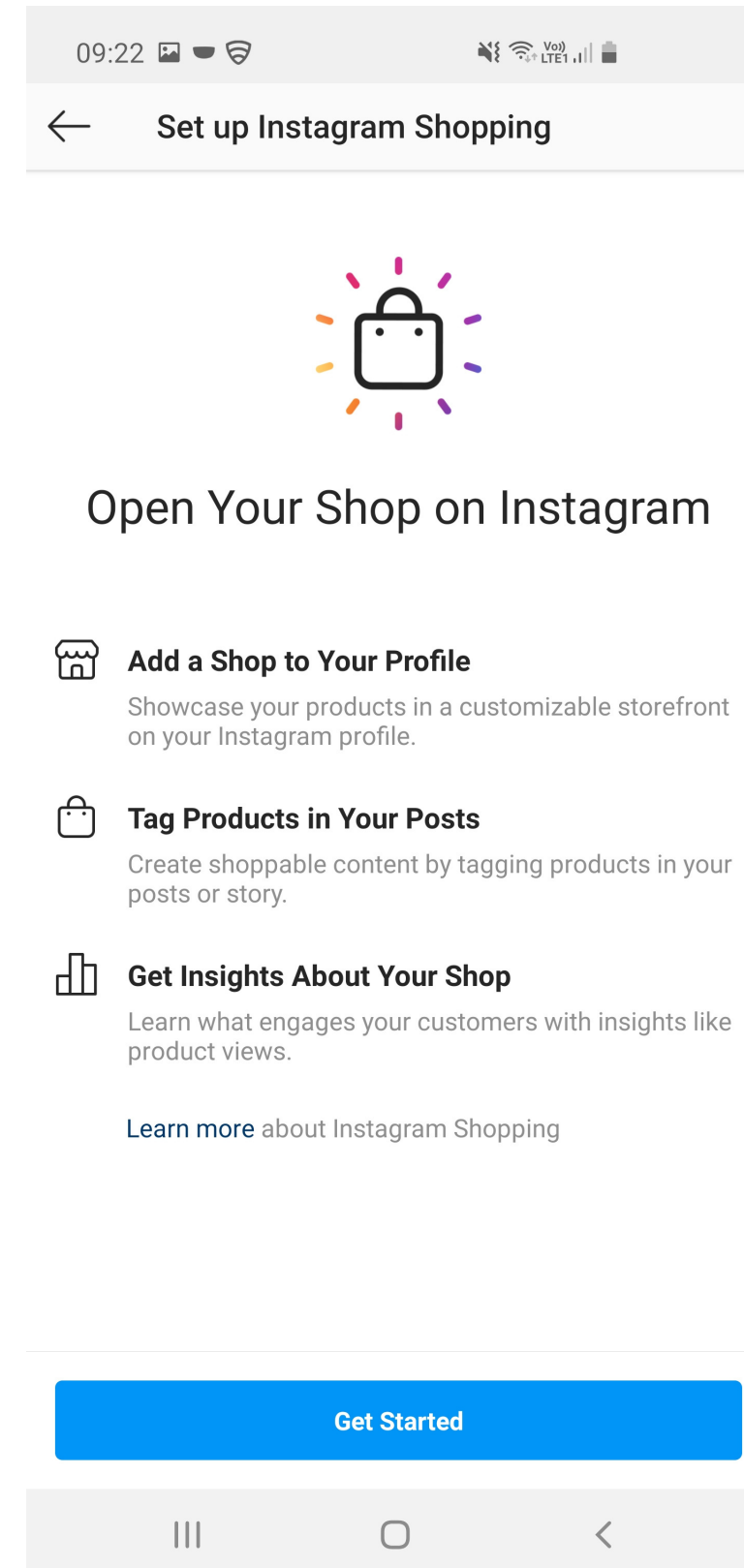
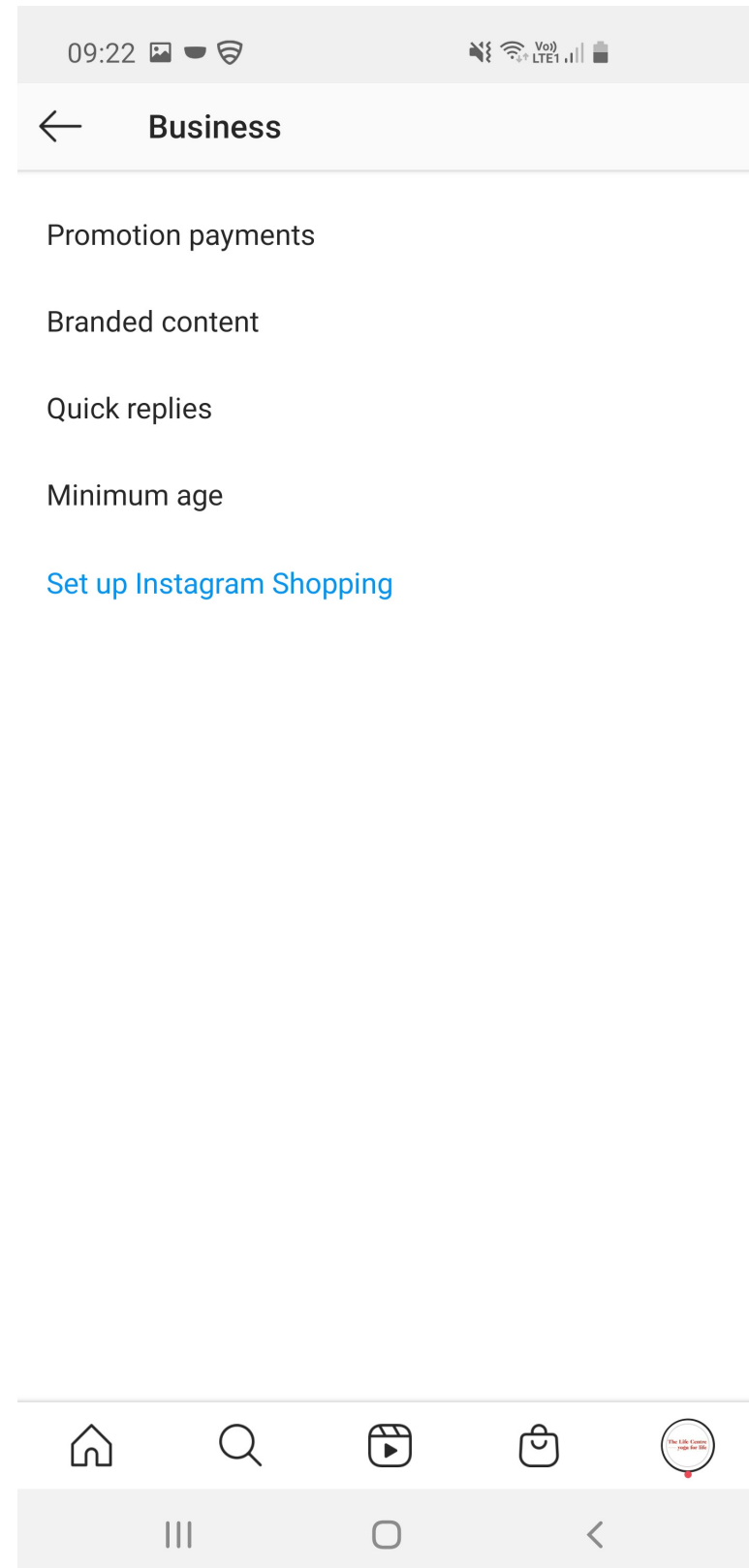


**Now tap 'Business'**



# How to set up Instagram Shopping

**Tap 'Set up Instagram Shopping' and then 'Get Started'**

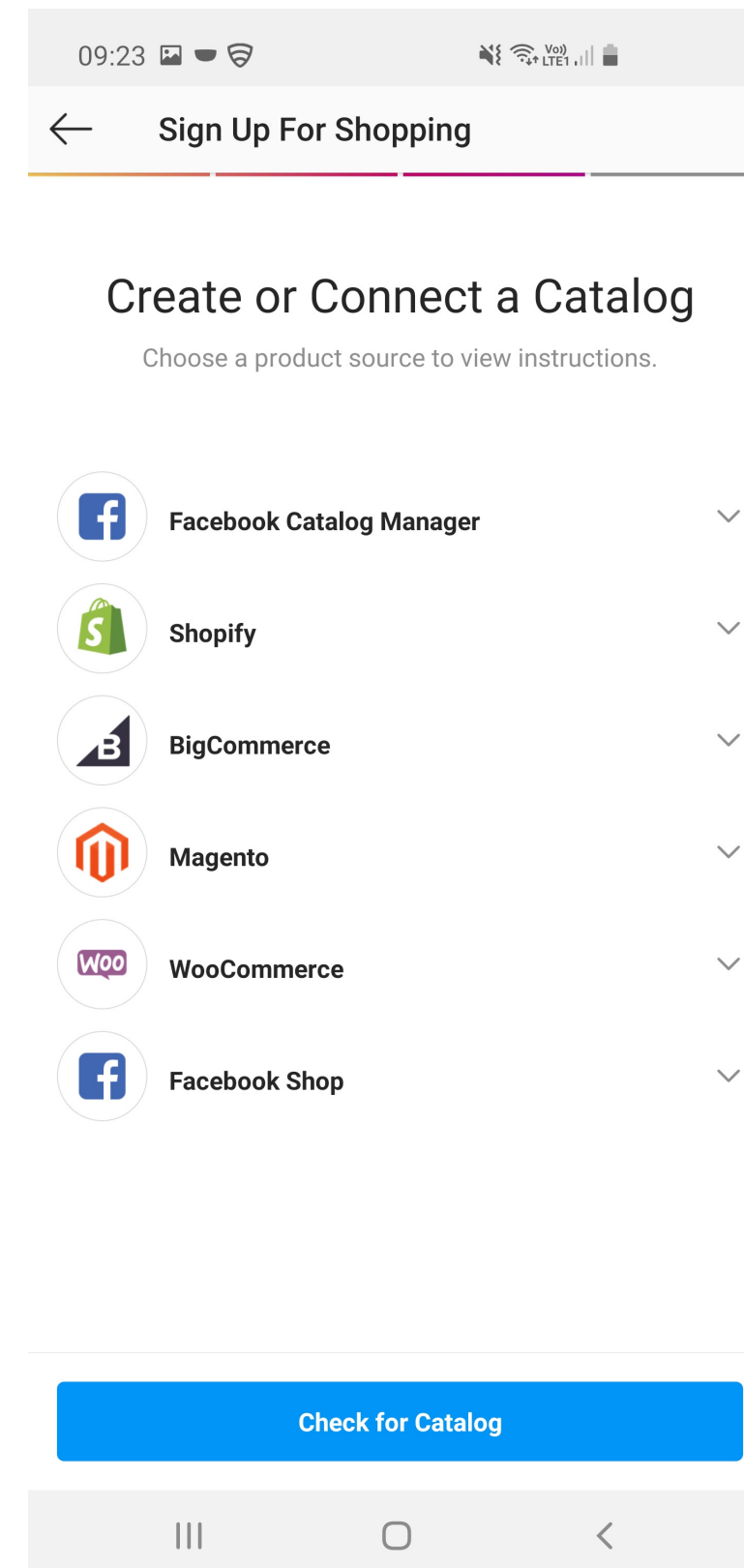
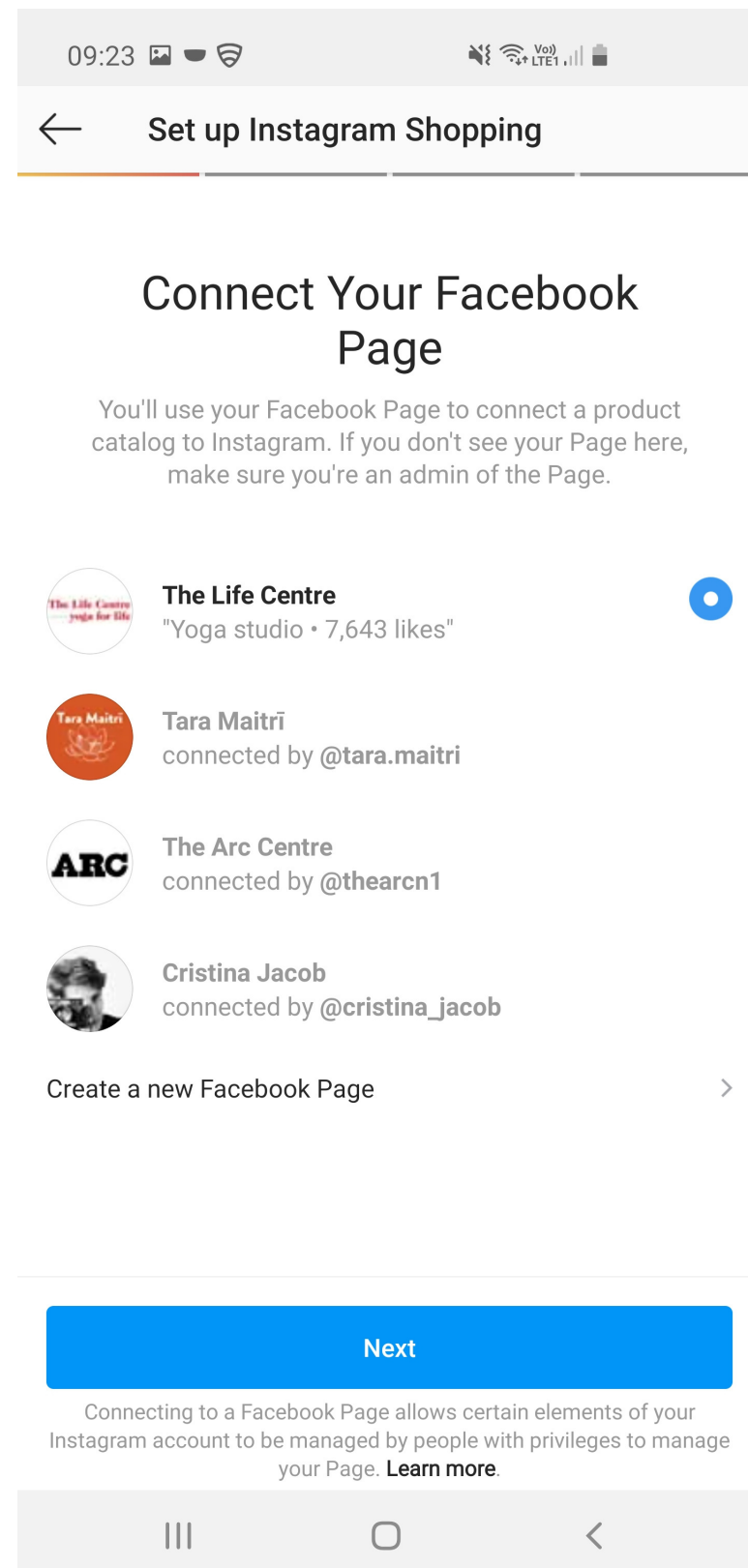




# How to set up Instagram Shopping

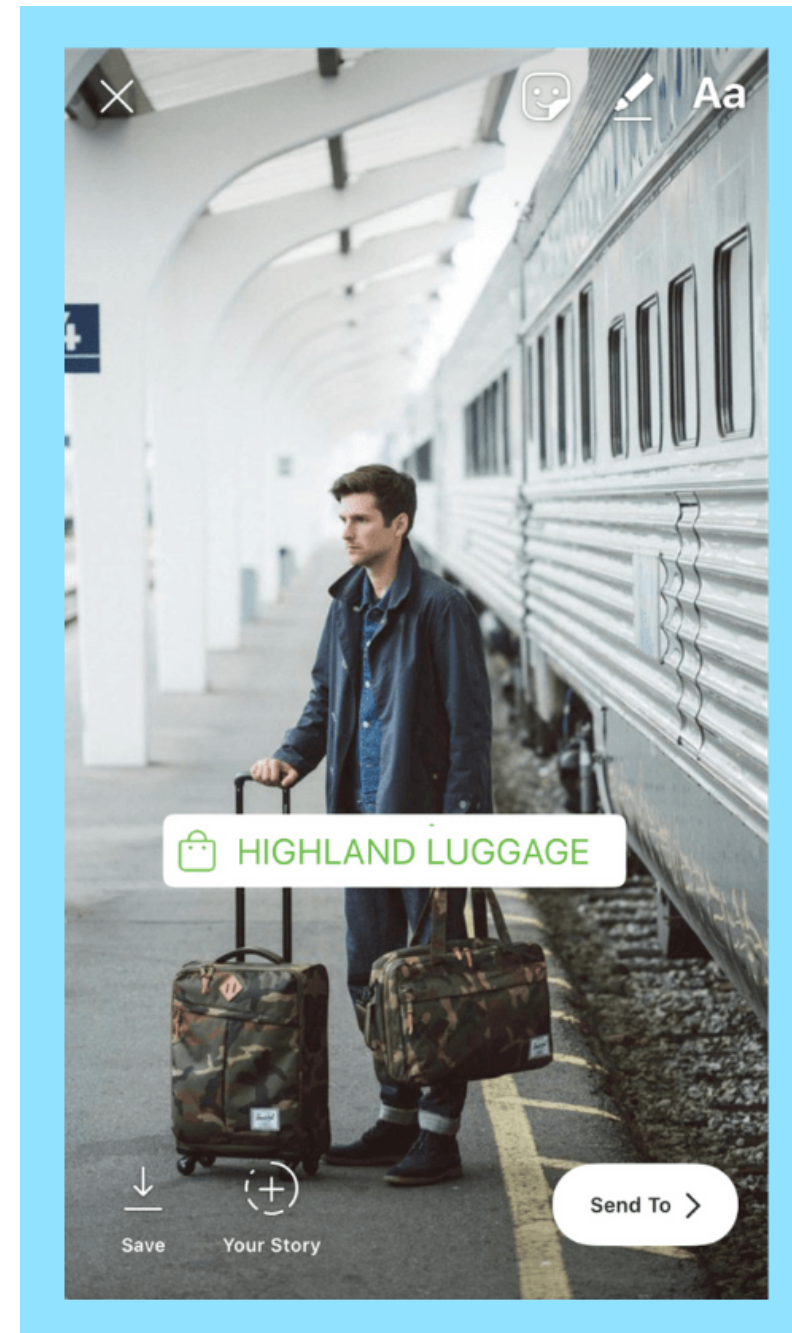
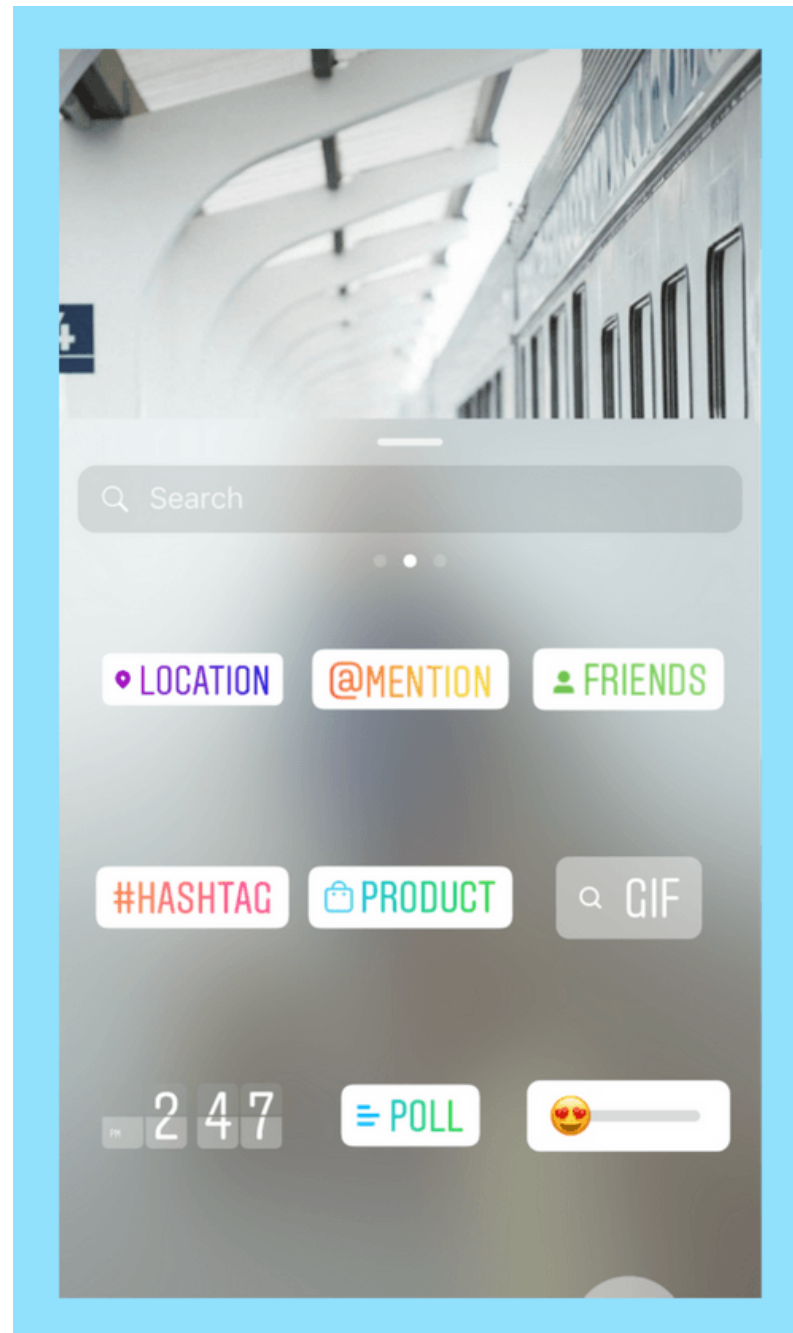
**Connect your  
Facebook page.**

**Then choose from the  
options.**





# Shop stickers



**Another benefit of being an Instagram shop or a Facebook shop is that you can call out specific products in your Instagram story.**

**There's a great guide on how to do that on Later's blog [which you can read here](#)**



# How to create *your* content

# What does success look like?

**Before we start making anything, we need to think about what we want to achieve.**

**Each piece of content on social media functions in a different way, and some are more able to achieve certain outcomes than others. In the following slides, I'll recommend a content plan that is aimed at achieving the following definition of success:**

**Increased revenue**

**High engagement**

**Follower Growth**

# What stats should you be looking out for?

**Increased revenue**

=

**Sales/Conversions**

**High engagement**

=

**Comments/Shares**

**Follower Growth**

=

**Follows/Signups**

**Psst:** you could say that the things in the boxes on the left are your KPIs or 'key performance indicators'

T A R A M A I T R I

# What stats should you be looking out for?




We need to use content types that are good at generating these outcomes

**Sales/Conversions**

**Comments/Shares**

**Follows/Signups**

# Post Types & Outcomes Cheat Sheet

	<b>Sales/Conversions</b>	<b>Follows/Signups</b>	<b>Comments/Shares</b>
	<b>Carousel</b>	<b>Video</b>	<b>Image</b>
	<b>Carousel</b>	<b>Video</b>	<b>Video</b>
	<b>Image</b>	<b>Tweet thread</b>	<b>Plain text</b>

**NB: These are broad across the platforms. What works for you might be a little bit different.**

**On TikTok you only have one content type: video.**

T A R A M A I T R I

# Content Pillars

**Content Pillars are 'themes' to your content. Each pillar supports a part of your overall message. You can adapt these pillars to suit your particular institution. These pillars are for Museum Shop Sunday content published in the lead up to and on the day of Museum Shop Sunday.**

## **Product**

**The best place to  
buy unique gifts  
(for yourself or  
someone else)**

## **Community**

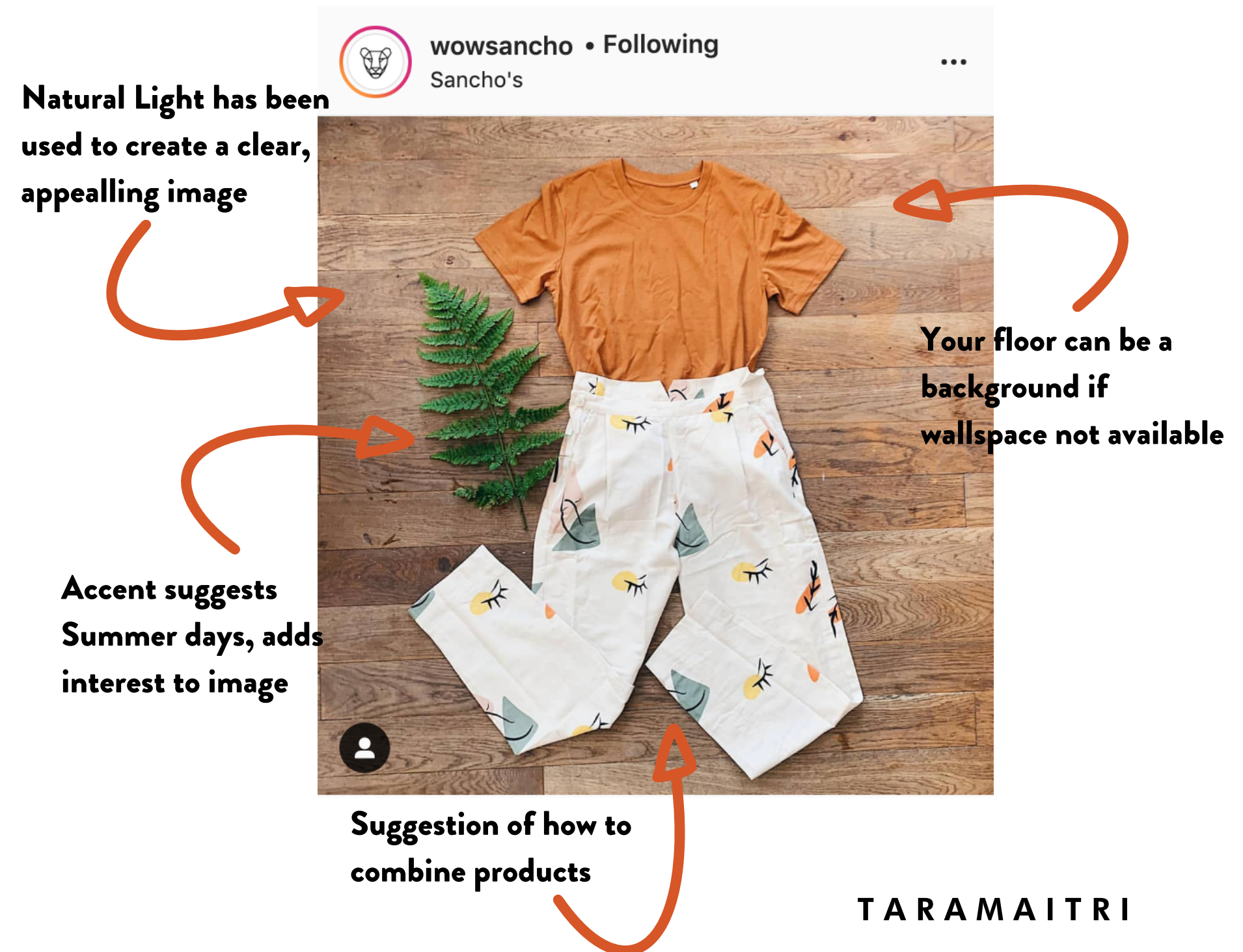
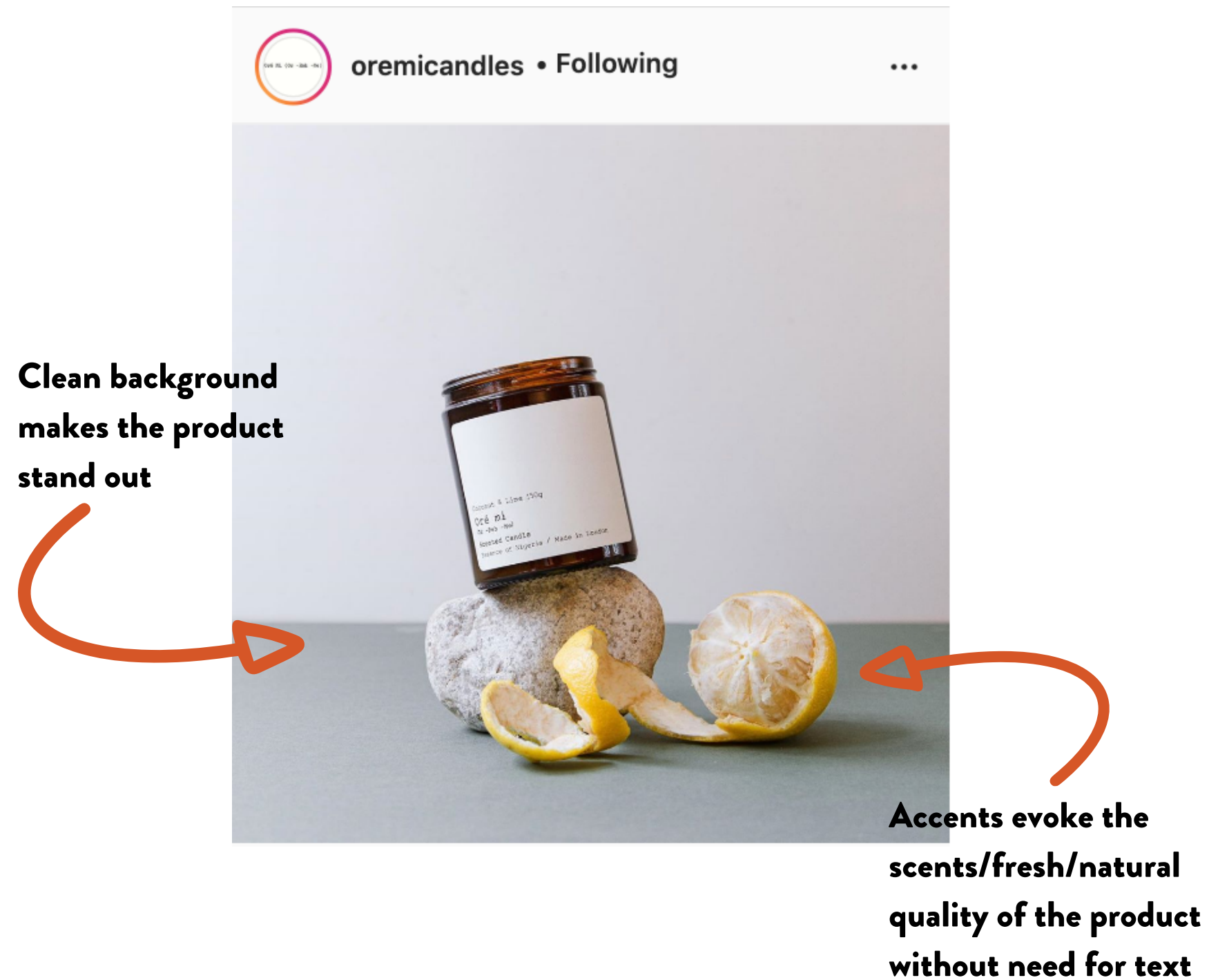
**The best place to  
support local  
business/makers**

## **Mission**

**A great way to  
support your  
institution**



# Content Ideas: Product - Still





# Content Ideas: Product - Flatlay



Interesting layout reminds you of Christmas shopping

More interesting than a usual flatlay

Multiple products build an image of a person. It's easier to imagine buying them as a gift for a similar person in your life.



Colour scheme inspired by a central object

Eye-catching accent connects to theme of products

Regularity of space between objects means they can all be seen clearly

T A R A M A I T R I



# Content Ideas: Product - Video



Quirky, eyecatching stop motion from Oliver Bonas on Facebook



From Vix Meldrew

**This is an Instagram Reel, but you could use this format again on TikTok**

**Sharing value and expertise through personal recommendation is a great way to engage audiences.**

**T A R A M A I T R I**



# Content Ideas: Community - Still



**Interesting images of makers at work.**

**Bright colours and unusual settings make these images work.**

**Try putting a few together into a Facebook multi-photo post or album or a carousel post on Instagram. These posts with multiple photos tend to get more engagements.**

# Content Ideas: Community - Video



**The rules on TikTok, Instagram Reels and most kinds of short social videos are:**

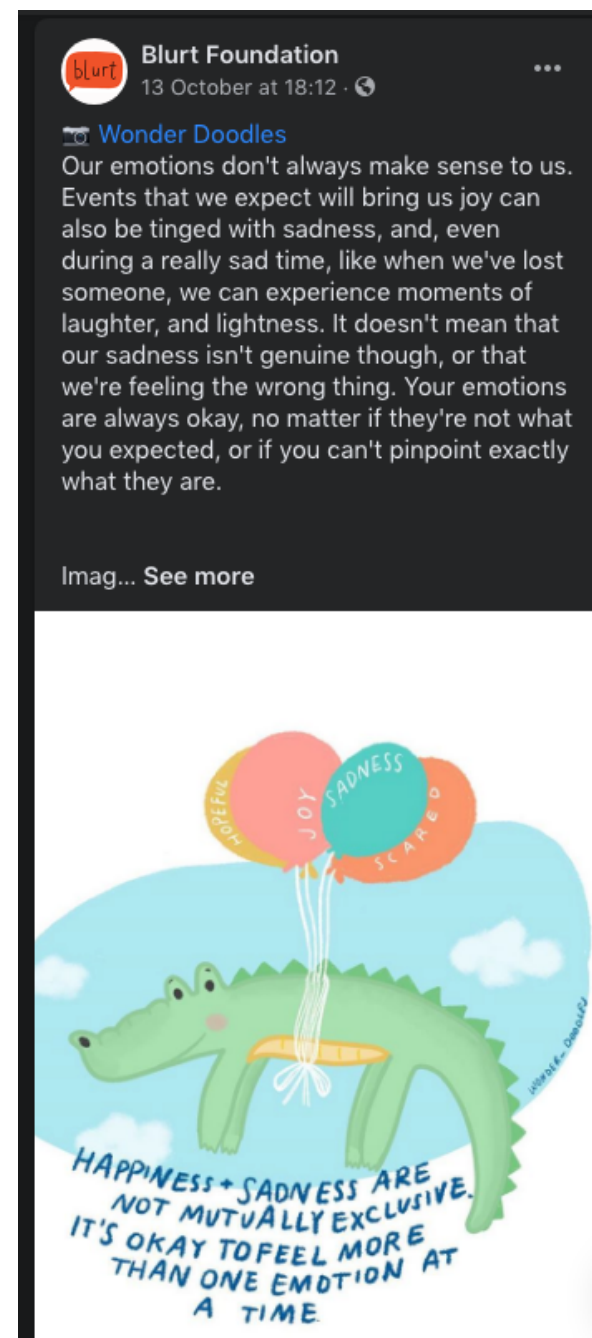
- 1. Have fun**
- 2. Don't think about it too much**
- 3. The whole point is to be a bit silly**

**These videos bring products together with items from the Museum to make a strong connection between the shop and the institution.**

**T A R A M A I T R I**



# Content Ideas: Mission - Text



**Illustrate your examples if you're using combinations of image and text.**

**You may also want to elaborate on the image in your caption. Don't be afraid to go long if you have something to say.**



# How to write *your copy* and choose *your* hashtags

**Excellent content deserves an excellent caption  
and a highly effective set of hashtags.**

**I've chosen some hashtags for you.**

**Read on for hashtag strategy and copy advice.**

# Three Organic Copywriting Rules

1. Keep it simple
2. Make it human
3. Get to the point

Social media users are used to being sold to.

They're sold to all the time by ads.

You don't want to sound like an ad when you're writing organic content.

Talk about the product you're talking about in a fun, human way that highlights why you think it's a great product.

Think about it like you're telling an acquaintance about a cool thing in your shop, not trying to sell it.



# Great Copy Examples

Reviews help persuade the user that the product is good



Scarfolk Council  
10 January · 🌐

"A brilliant work of satire. The Scarfolk Annual demands that you read it multiple times to decode every secret inside it"  
- The Quietus

"One of the year's most essential books"  
- Mail on Sunday

The Scarfolk Annual isn't just for Christmas...

Buy it now (compulsory) from Waterstones, Hive, The Guardian Bookshop, Blackwell's, Forbidden Planet, WHSmith, Amazon & others.

The 'compulsory' here is a nod to Scarfolk's usual, non-sales tone of voice

It is totally acceptable to ask your users to engage with you.



Draw a well-known masterpiece in the style of a toddler.

#RADailydoodle

3:45 PM · Oct 21, 2020 · Hootsuite Inc.

12 Retweets 7 Quote Tweets 61 Likes

Make sure you're talking to people in the comments under posts like this

# Hashtags

**A hashtag is a label for a conversation.**

**When you tap on a hashtag you see everything that everyone is saying in that conversation.**

**When you use a hashtag you are indicating that you want to show up inside a certain conversation.**

**Hashtags help you talk to your audience where they already are, making it easier for them to see you and buy from you.**

# How to choose your hashtags

**First up, you must use #MuseumShopSunday on every Museum Shop Sunday post you create on any platform.**

**You can also use our hashtag #SustainingCulture.**

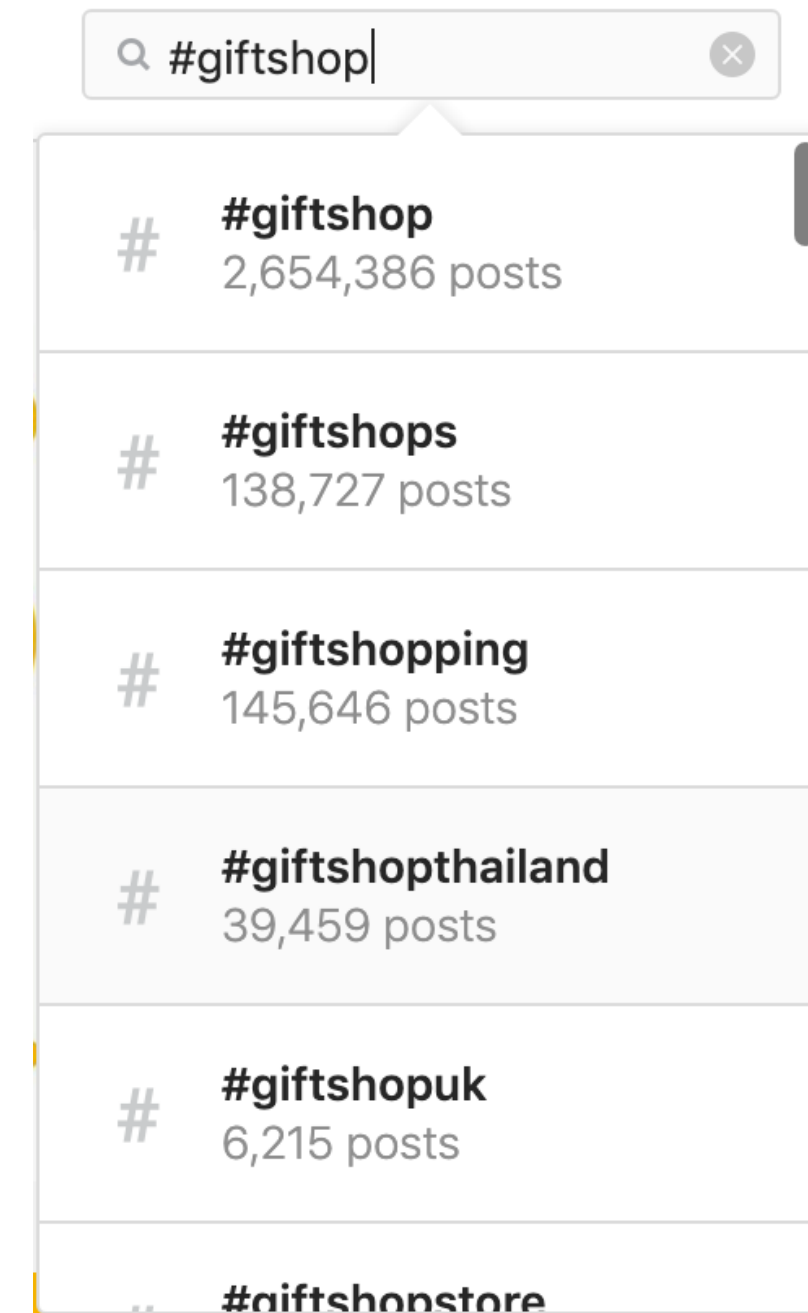
# How to choose your hashtags on Instagram

**You can use up to 30 hashtags on Instagram. I've chosen some for you here if you want to use them, but it's best to tailor them a bit to your niche.**

**Try and choose hashtags that are relevant to you and have under 50,000 uses. Find these by typing your obvious hashtags into Instagram's search bar and then scrolling down until you see ones that work for you.**

**You're more likely to show up to new audiences when you use smaller hashtags.**

**You can also use tools like Flick, HishHash and Display Purposes to do this.**





# How to choose your hashtags on Facebook

**Yes this is a thing.**

**Hashtags make your posts more likely to show up in search results on Facebook.**

**In recent months they've become more important, but marketers are seeing mixed results.**

**I would just use our two campaign hashtags #SustainingCulture and #MuseumShopSunday for this. If you want to choose your own be descriptive so you show up in search.**





# How to post your content

**In all of this, consistency is key.**

**I recommend that you begin posting about your brilliant shop a few weeks before Museum Shop Sunday as it usually takes a few posts to land a message with a customer.**

**You can follow the suggested post pattern in order to maximise your engagement on Museum Shop Sunday.**

## **An important piece of advice**

**Do not post and ghost. This will kill your engagement. Like I said before, social media is for having conversations - not for broadcasting.**

**Reply to comments you get. Comment on other brands/influencers' content if they comment on your content.**



# SUGGESTED POST CALENDAR

<u>Sun 1 Nov</u> <b>Announce Museum Shop Sunday</b>	<u>Mon 2 Nov</u> <b>Mission Content</b>	<u>Tue 3 Nov</u>	<u>Wed 4 Nov</u> <b>Product content</b>	<u>Thu 5 Nov</u>	<u>Fri 6 Nov</u> <b>Community content</b>	<u>Sat 7 Nov</u>	<u>Sun 8 Nov</u> <b>Mission Content</b>
	<u>Mon 9 Nov</u> <b>Community Content</b>	<u>Tue 10 Nov</u>	<u>Wed 11 Nov</u> <b>Product content</b>	<u>Thu 12 Nov</u>	<u>Fri 13 Nov</u> <b>Community content</b>	<u>Sat 14 Nov</u>	<u>Sun 15 Nov</u> <b>Mission Content</b>
	<u>Mon 16 Nov</u> <b>Community Content</b>	<u>Tue 17 Nov</u>	<u>Wed 18 Nov</u> <b>Product content</b>	<u>Thu 19 Nov</u>	<u>Fri 20 Nov</u> <b>Community content</b>	<u>Sat 21 Nov</u>	<u>Sun 22 Nov</u> <b>Mission Content</b>
	<u>Mon 23 Nov</u> <b>Community Content</b>	<u>Tue 24 Nov</u>	<u>Wed 25 Nov</u> <b>Product content</b>	<u>Thu 26 Nov</u>	<u>Fri 27 Nov</u> <b>Community content</b>	<u>Sat 28 Nov</u>	<u>Sun 29 Nov</u> <b>Museum Shop Sunday</b>



# SUGGESTED POST CALENDAR

It's a good idea to keep the activity going after **Museum Shop Sunday**. You can reduce the number of commerce focussed posts if you need to. Christmas will be just around the corner and now that we've positioned you all as great places to buy gifts people may well be looking to you for gift ideas.

<u>Mon 30 Nov</u> <b>Celebrate MSS sucess</b>	<u>Tue 1 Dec</u> <b>Highlight Christmas Gifts</b>	<u>Wed 2 Dec</u>	<u>Thu 3 Dec</u>	<u>Fri 4 Dec</u> <b>Staff members say what they would buy as gifts</b>	<u>Sat 5 Dec</u>	<u>Sun 6 Dec</u>
<u>Mon 7 Dec</u> <b>Last days to order in time for xmas</b>	<u>Tue 8 Dec</u>	<u>Wed 9 Dec</u> <b>Carousel of best sellers</b>	<u>Thu 10 Dec</u>	<u>Fri 11 Dec</u> <b>Friday faves</b>	<u>Sat 12 Dec</u>	<u>Sun 13 Dec</u>

# Scheduling

Highly recommend you begin using a scheduling tool if you're not doing so already. This will save you time and stress.

Below are a few free options that easy to set up and use.

**Facebook Creator Studio**

**Planoly.**

**Later**

**Hootsuite**

# Stories

**You have Stories on almost every platform now from Instagram to LinkedIn. It's important to use them, as some people spend most of their time in Stories and don't visit the grid or the feed.**

**Share all of your posts into your stories, but also keep them topped up with at least four stories per day.**

**Keep it fun and informal.**

# RECAP: Strategy outline

This is a basic outline of the strategy you'll follow to make the most of Museum Shop Sunday when it happens.



1

**Create strategically minded, mission-led content**



2

**Publish regularly in the lead up to the event**



3

**Everyone posts amazing content on Museum Shop Sunday using the hashtag**



4

**Continue to provide value after Museum Shop Sunday using #SustainingCulture**



5

**Gain insight on what worked and what didn't, integrate into future content**



**Do I need to do paid social?**

**No.**

**You do not.**

# A very light paid social strategy

As I've said, you do not need to spend money if you want to succeed on Museum Shop Sunday. However, if you do want to put a little bit of cash into your posts make sure you go back to the target audiences first.

You probably want to use either the Existing Institution Customers or the Common Interest Customers.

Also do not boost posts. Your money will not work very hard here at all. The more targeted you can be about who you want to reach the better.



# Reminder: Target Audiences

## Existing Institution Customers

**May have bought a product or visited the institution already.**

**Have a confirmed interest in supporting the institution.**

**Likely to be most interested in content that shows how spending money in Museum Shops supports institution.**

## Common Interest Customers

**May live locally. Interested in the core subject of your institution.**

**Looking for content that will enrich their interest.**

**Likely to be most interested in products related to their niche interest, and how shopping at the Museum Shop keeps the interest alive.**

## Cold Approach Customers

**Interested more in shopping and unique items than anything else.**

**Looking for content that provides a solution to shopping needs.**

**Likely to be most interested in content that shows the variety of unique products on offer at a Museum Shop.**

# Match your tactic and pillar to your audience

## Existing Institution Customers

If consent has been given for marketing, you could build a lookalike audience of your email list and run ads to them.

Ads should be mission-based.  
Aim to try and show them how buying from your Cultural Shop supports an institution they love.

## Common Interest Customers

Tell Facebook to find people who are interested in the subjects that your Cultural Institution covers.

Ads should focus on products and how they tie into your niche interest.

I wouldn't recommend going to your completely cold audience

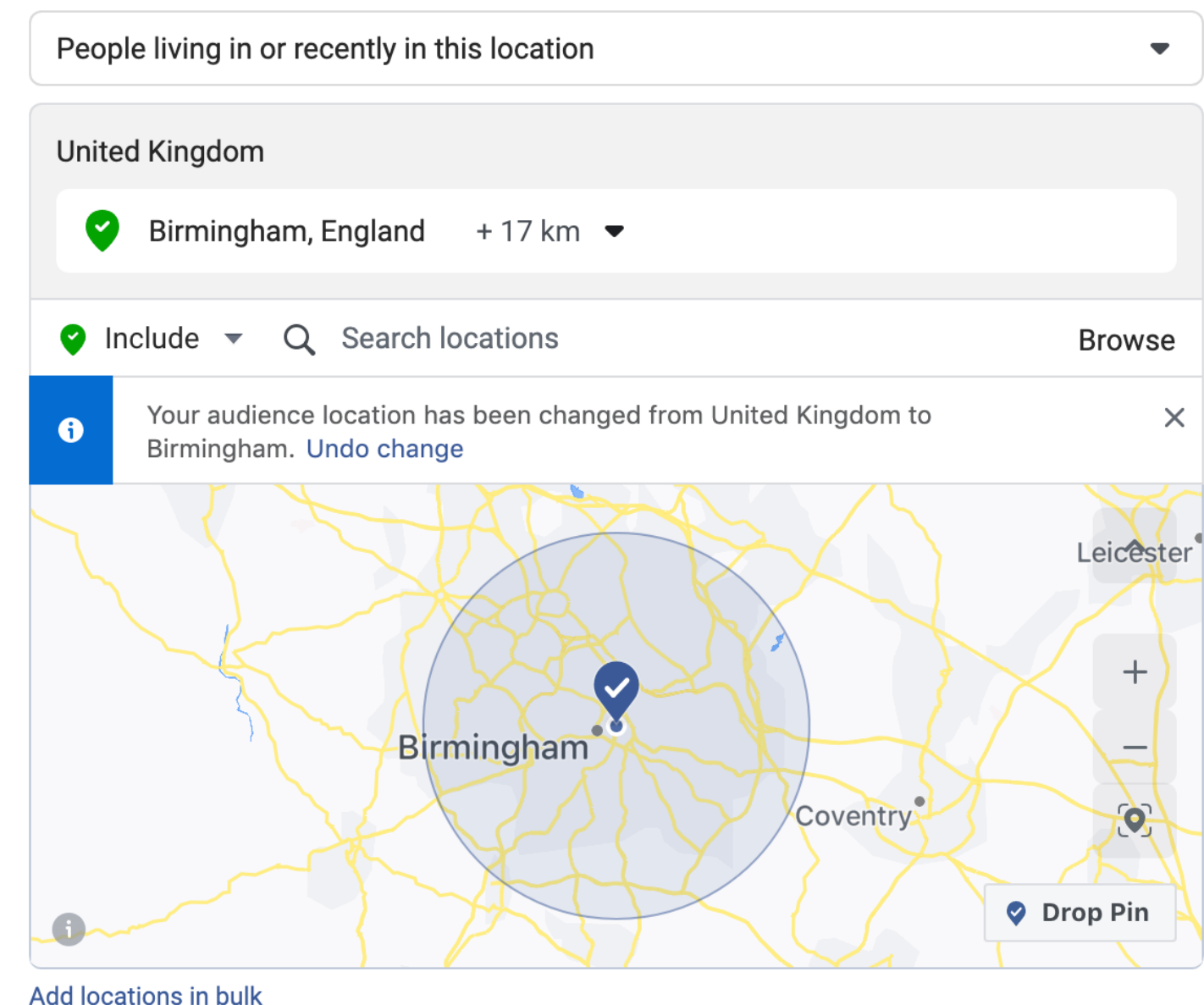
especially if you're working with a limited budget

# Thinking local

**You could layer Geographical targeting over the above targeting groups.**

**You can get as tight with this as sets of postcodes around your institution. If people tend to travel long distances to your location this might not work though.**

**Building a target audience of people who have a strong connection with your institution is the key to success.**



# What to put in your ads

1. Demonstrate how you can benefit customers
2. Describe in the copy how spending money with you benefits your cultural institution
3. Be present in the comments on your ad to boost its visibility and engagement
4. This will also show that you are a more approachable, human business

**Huel**  
Sponsored  
ID: 407804200230261

Bored of cooking lunch yet? Reclaim your lunch break with Huel Hot & Savoury - a nutritionally complete, hot & tasty, plant-based meal, ready in minutes. Fresh ingredients, real flavour and packed with all the good stuff you need to stay healthy.  
Huel is rated ★★★★★ on TrustPilot

**Not cooking lunch never felt so good**

Complete nutrition, ready in minutes

All 26 essential vitamins & minerals

Delicious natural ingredients

HUEL.COM  
Huel - Complete Food  
Free UK delivery.

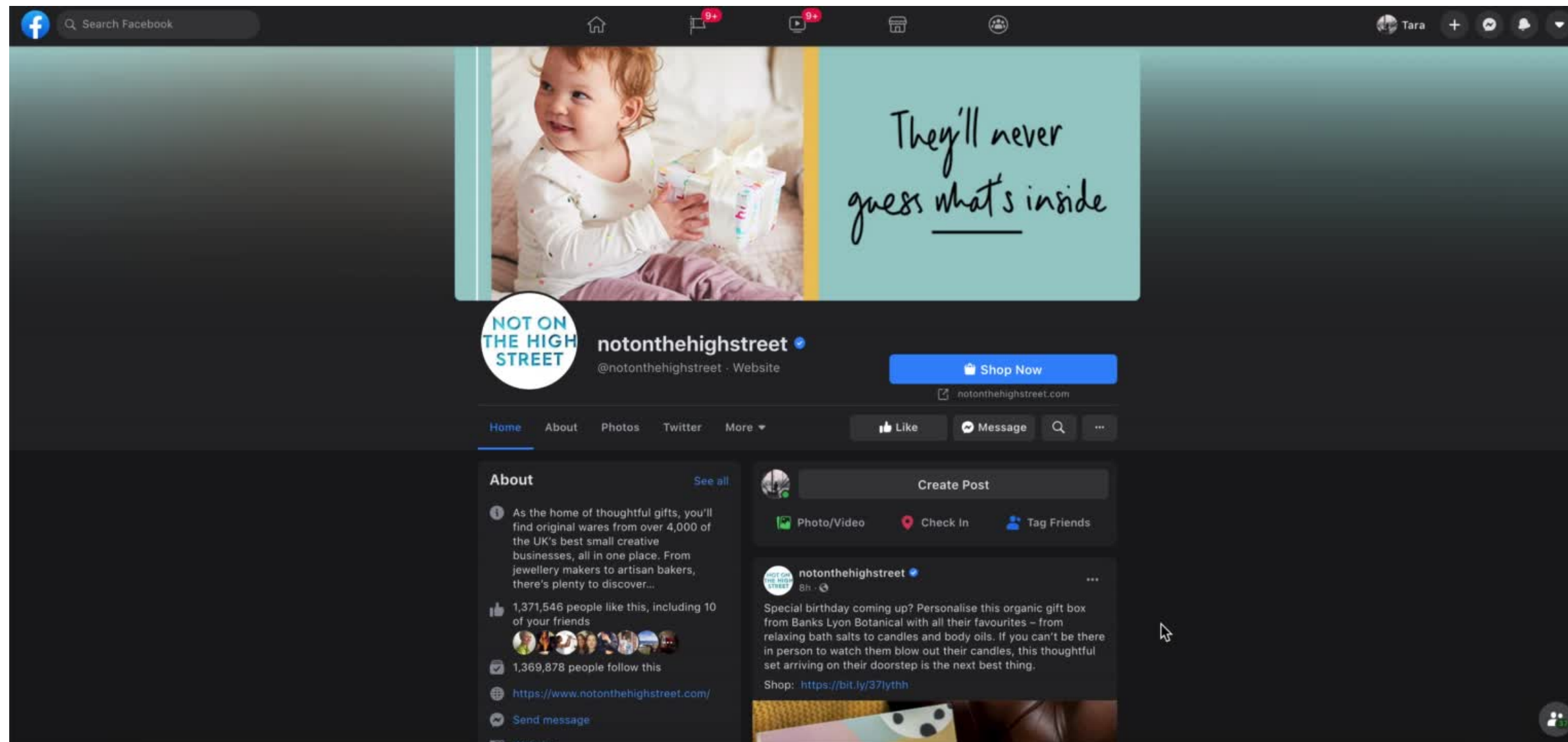
Shop Now



# Where to find ad inspiration

You can search for any brand and see its Facebook and Instagram ads at the Facebook Ads Library.

You can also do this:



TARAMAITRI



03

# Templates and Tools

# Content Templates

**All of these content templates live in Canva, a free online tool that you can use to create all sorts of social media images quickly.**

**I made this document in Canva too. Fun, right?**



# Templates for Content Pillar: Product

**1080 x 1080 / 1:1 / Square (Instagram, Facebook, LinkedIn)**

**1080 x 1350 / 4:5 / Portrait (Instagram).**

**1600 x 900 / 16: 8 / Horizontal (Twitter)**



# Templates for Content Pillar: Mission

**1080 x 1080 / 1:1 / Square (Instagram, Facebook LinkedIn).**

**1080 x 1350 / 4:5 / Portrait (Instagram).**

**1600 x 900 / 16:9 / Horizontal (Twitter).**



**@tara.maitri**  
**hello@taramaitri.com**  
**www.taramaitri.com**

# Who wrote this?

**I did! My name is Tara. Nice to meet you.**

**I bring data driven decision making together with emotional intelligence and empathy to create community-building, highly engaging digital marketing strategies.**

**I believe that digital marketing can make the world a better place. That belief has carried me through high profile campaigns at BBC News and a position as the Social Media Editor at the National Theatre.**

**I now work as Tara Maitri, an ethical digital marketing consultancy, where I work primarily on digital transformation projects for conscious businesses. I am based in my hometown of Birmingham.**

**The most  
important part of  
this strategy...**

**... is to have fun  
doing it.**

**Happy posting!**