

# How to get the most out of

# MUSEUM

## SHOP SUNDAY



ASSOCIATION  
for **CULTURAL**  
**ENTERPRISES**

TARAMAITRI



**@tara.maitri**

**hello@taramaitri.com**

**[www.linkedin.com/in/taraparashar](https://www.linkedin.com/in/taraparashar)**

**[www.taramaitri.com](https://www.taramaitri.com)**

# Who are you?

**I am Tara Parashar, the ethical digital marketing strategist. These days I go by Tara Maitrī.**

**Maitrī is a Buddhist word meaning 'compassion'. I structure all of my work around compassionate outcomes for online audiences.**

**Previous projects:**

- Social Media Strategy, National Theatre**
- EU Referendum Paid Social Strategy, BBC News**
- BBC Master-brand Account launch**

# The structure of this Webinar

## **1. Four ways to get the most out of Museum Shop Sunday**

- a. Post high value content**
- b. Engage with your audience**
- c. Use our hashtag on the day**
- d. Keep the momentum going**

## **2. Q&A**

# The structure of this Webinar

## 1. Four ways to get the most out of Museum Shop Sunday

a. Post high value content

b. Engage with your audience

c. Use our hashtag on the day

d. Keep the momentum going

## 2. Q&A



**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.**

# 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**

# Four ways to get the most out of Museum Shop Sunday 2020

- **Publish high value content in the lead-up to the day**
- **Interact with your audience more in the lead-up to the day**
- **Use our hashtag #MuseumShopSunday #SustainingCulture**
- **Keep the conversation going after Museum Shop Sunday**





**01**

**Publish high  
value content  
in the lead-up  
to the day**

**Step one:**  
**Breathe.**

**Panic posting is the number  
one mistake brands make  
on social media.**

**It is always better to plan more  
and to make high value content  
than it is to post because you  
need to get something out.**



## **Things that make you good at social media**

**Understanding your audience**

**Having a solid strategy**

**Posting consistently**

**Speaking to your audience**

**Creating a good value exchange**

## **Things that don't necessarily make you good at social media**

**Hopping on the newest trend**

**Creating memes**

**Posting constantly**

**Being an early adopter of a platform**

**Being a Millennial/Gen Z**

## **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.**

**Step two:**

**Go back to your mission.**



**Museum Shop Sunday is  
one part of an overall  
strategy to fulfil your  
mission.**

# Everything you post should be led by your mission. This will:

- ensure you are spending time and budget on content that works
- keep your message focussed and consistent
- help you plan and schedule your content
- prevent you from panic posting
- improve the likelihood that you will get the results you want

# Here's how Museum Shop Sunday can help you fulfil your mission:

**Increased  
visibility for  
your content**

**Potential to  
grow your  
audience**

**Set yourself up  
as a digital  
business**

**Make sales (if  
you have a shop)**



**You don't have to be on  
social media.**

**So, why are you there?**



**Have a go at completing this sentence:**

**My business is on social media because I want my target audience, who you could describe as \_\_\_\_\_ to [insert action here]. I think this will enrich their lives because \_\_\_\_\_.**

# Fictional Example Museum

- **Located in the West Midlands**
- **Recently set up an online shop made in Shopify**
- **5 staff and 3 volunteers**
- **Attached to a college of art restorers**
- **On Instagram, Facebook, Twitter and have small community sizes on each platform**

MUSEUM OF FAILED ART RESTORATIONS



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## Example for fictional museum:

MUSEUM OF FAILED ART RESTORATIONS



My business is on social media because I want my target audience, who you could describe as millennials who love schadenfreude to learn how to do art restoration properly. I think this will enrich their lives because my content is funny and feeds their interest in art restoration.

This connects to my institution's mission because if we learn to protect art, we protect the heritage that can give us a sense of belonging.

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**We did this exercise because it will help you  
keep your content consistent and focussed.**

**It will also help you define your  
VALUE EXCHANGE.**

# What is a value exchange?

**Having a good value exchange is the key to high engagement and follower growth.**

**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.**

**Everything you create for  
Museum Shop Sunday  
should reflect your value exchange.**

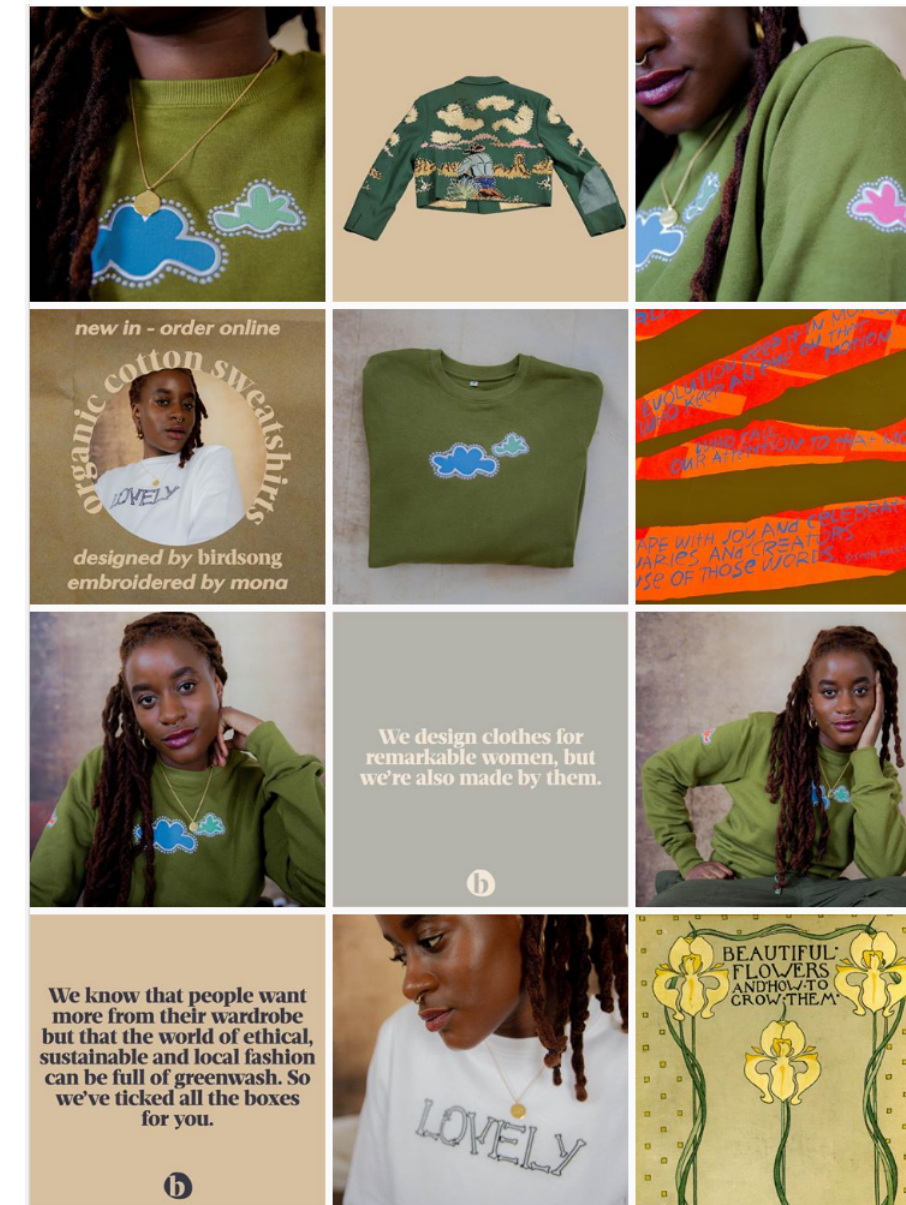


# Value Exchange Example

**This is the feed from ethical clothes company Birdsong.**

**The value they demonstrate is:**

- 1.introducing you to new creators**
- 2.informing you about their mission and what motivates you**
- 3.updates on their newest products**



# How to find your value exchange

*Who is your audience?*

**Think about who your target audience is on social media and what they might find useful or emotionally valuable to know.**

*What can you give your audience that no one else can?*

**This could be the wealth of knowledge you have at your institution, or perhaps access to makers that you can't buy anywhere else**

*What's the best medium for this message?*

**Is it a short video? Or a carousel post with text?**

*Give it the 'so what' test*

**Ask yourself 'so what'? If you can't come up with an answer, your value exchange isn't strong enough**





# Value Exchange: Fictional Museum Example

## *Who is your audience?*

**Our audience is millennials who enjoy schadenfreude. They enjoy humorous content that shows the Failed Art Restorations in the museum, and instructional content that teaches them more about art restoration. They can be found mostly on Instagram and YouTube.**

## *What can you give your audience that no one else can?*

**We are the best failed art restoration museum in the country. We sell gifts for budding art restorers and keen art historians that you can't buy anywhere else. We also have the expertise to recommend the products they need.**

## *What's the best medium for this message?*

**Carousel posts on Instagram, with a mix of video and stills. YouTube videos detailing how we restore art.**

## *Give it the 'so what' test*

**If we didn't provide so much high quality, easy to understand art restoration material then more great works of art would be lost to amateur restorers.**

**Step three:**

**Make some content**

# The ingredients of a great social campaign



# 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**

**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**

**Think about how to convey this messaging  
through the lens of your value exchange.**

# 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**



# How to create *your* content



## **Social media is like a toolbox.**

**Each type of content is good at generating a certain metric, which in turn is good at driving a specific audience behaviour.**

**Identify the thing you need to do, then choose the right tool for the job.**



# 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 metrics

**Sales/Conversions**

**Comments/Shares**

**Follows/Signups**

# Post Types & Outcomes Cheat Sheet

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

**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.**

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**75% of all videos  
in the whole world are  
viewed on mobile devices**



**72% of users  
prefer learning about a product  
or service from a video**



**Carousel slides on Instagram  
produce higher engagement  
rates than single posts**





**Some users only ever spend  
time in their Instagram Stories**



**Location tagging increases the  
likelihood that your content  
will be seen.**



**micro-influencers have the  
highest engagement rates on  
their posts**



**Square Facebook videos get  
35% more views than  
landscape ones**



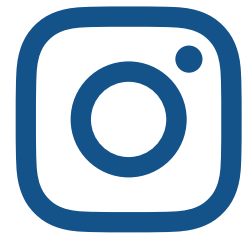


# Fictional Museum Examples

## Sales/Conversions

## Follows/Signups

## Comments/Shares



**Carousel:** five products to buy for the budding art restorer in your life

**Video:** time-lapse of a piece of art being restored, using products from the shop

**Image:** top 10 failed art restorations. Post one a day with commentary from art restorers about what went wrong.



**Carousel:** five products to buy for the budding art restorer in your life

**Video:** demonstrate an art restoration technique. Perhaps part of a series?

**Image:** match a failed art restoration to 'that moment when' - i.e. make a relatable meme



**Image:** highlight key products on sale in your shop at the moment

**Thread:** top 10 failed art restorations. Post in a thread, ask people to rank them using likes. Post the winner in standalone tweet.

**Text:** ask a question, offer some expertise. Perhaps an 'art news of the week' thread run by a curator?

**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.**

# 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>



# 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**



**02**

**Interact with  
your audience  
in the lead-up  
to the day**



## Don't post and ghost ?

**The algorithm chooses what to surface in the feed by how much engagement it gets in the first hour.**

**You can boost your own engagement by replying to comments you get or specifically inviting comments in your copy.**

**You should probably start engaging  
more in the comments and in your  
messages... today.**

# A good time balance:

**Post 3x a week, but engage in comments on your own accounts and on others for 10 minutes a day.**

RA

Royal Academy

@royalacademy

As the USA goes to the polls, let's rally around the most uncontroversial statement we can think of: Bob Ross is a saint.

Draw him for us for today's #RAdailydoodle.

(and remember: "We don't make mistakes, just happy little accidents.")

3:45 PM · Nov 3, 2020 · Hootsuite Inc.

22 Retweets · 3 Quote Tweets · 123 Likes

🗨️ ↺️ ❤️ 📧

📤

Carl Dermot Kelleher

@redmancreative · Nov 3

Replied to @royalacademy

I can't imagine Bob voting the wrong way! Since the charcoal sticks were still out 😊 #RAdailydoodle



🗨️ 3 ↺️ 1 ❤️ 37 📧

📤

RA

Royal Academy

@royalacademy · Nov 3

You win the prize for best 'fro of the thread!

🗨️ ↺️ ❤️ 4 📧

📤

Indoor Hanging Plants



Leafage

weareleafage • Following

London, United Kingdom

...

paigeeager93

So pretty!! 😍

2d 1 like Reply

— Hide replies

Leafage

weareleafage

@paigeeager93 they are aren't they?! 🌱🌱

2d 1 like Reply

❤️

fiona82\_

String of pearls drive me crazy but I do love em 😍

1d 1 like Reply

— Hide replies

Leafage

weareleafage @fiona82\_

hahaha we were saying

❤️

📖

🗨️

📧

🔖

Liked by kaewsuppamas and others

2 DAYS AGO

Add a comment...

Post



**03**

**Use our  
hashtags**

# How to choose your hashtags

**Please use #MuseumShopSunday on every Museum Shop Sunday post you create on any platform.**

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

# 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**



04

**Keep the  
momentum  
going**



**Ok so you built an audience.**  
**Congratulations!**

**Now it's time to double down on the great  
work you've done and keep the momentum up.**

# 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>

# The Growth Cycle



# Question and Answer Session