Fears in Social Media Marketing and How to Conquer Them

Presenters:
McCown Griffin, Director of Marketing at the Children’s Museum of the Lowcountry
Jessica Reuter, Director of Marketing at The Iowa Children’s Museum
Melissa Sorvillo, Social Media Manager at Long Island Children’s Museum
Kerrie Vilhauer, Director of Marketing at the Children’s Museum of South Dakota
Fears in Social Media Marketing

What are you afraid of?
Fears in Social Media Marketing

Today we will discuss:

- Fear of Falling Behind or Making Mistakes
- Fear of Followers Losing Interest
- Fear of Confrontation
What will we learn?

Strategies and techniques for content creation

Tools for a variety of budgets and skill levels

How to handle controversies, complaints, and criticism

Including ways to leverage video and contests
Social Media Inspires Visits

Social media followers are more likely to visit cultural organizations.

Social media followers reported 36% greater intent to visit in one year and a 42% greater intent to visit in two years than non-followers.

47% are first time visitors.

https://www.colleendilen.com/2019/03/27/social-media-followers-are-more-likely-to-visit-cultural-organizations-data/
I’m afraid of...

Falling behind or making mistakes.

Meet your audience where they are.
Fear of Falling Behind or Making Mistakes

LICM Survey (2014) to develop overall strategy

- Constant Contact survey
- 197 responses (self-reported)
- 10 Questions
  - Relationship with museum (membership, frequency of visits)
  - What channels do people use and how much?
  - Demographics
Fear of Falling Behind or Making Mistakes

LICM Survey (2014) to develop overall strategy

People would follow LICM on...

- **Twitter**: 5%
- **YouTube**: 9%
- **Blog**: 1%
- **Nothing**: 38%
Fear of Falling Behind or Making Mistakes

LICM Survey (2014) to develop overall strategy

Focus on Facebook

Create Instagram, Pinterest, claim TripAdvisor, Yelp, clean up YouTube

Do NOT bother with Twitter
Fear of Falling Behind or Making Mistakes

LICM Survey (2018) to refine our content

- Google Forms survey
- 132 responses (self-reported)
- Focus on our primary channels: Facebook and Instagram
- 13 questions
  - Motivations and behaviors
  - Detailed post examples
Fear of Falling Behind or Making Mistakes

LICM Survey (2018) to refine our content

Do you follow LICM on social media?
132 responses

If yes, where do you follow LICM?
60 responses

If you use Facebook, how frequently are you on the app/site?
132 responses

If you use Instagram, how frequently are you on the app/site?
132 responses
Fear of Falling Behind or Making Mistakes

LICM Survey (2018)

If you saw the following Facebook post, what would you do?

131 responses

- I would not like, comment, nor share it: 32 (24.4%)
- I would like it: 48 (36.6%)
- I would comment on it: 7 (5.3%)
- I would share it with others on my profile, on a page or in a group: 14 (10.7%)
- I would click the link: 66 (50.4%)
Fear of Falling Behind or Making Mistakes

LICM Survey (2018)

If you saw the following Facebook post, what would you do?

132 responses

- I would not like, comment, nor share it: 39 (29.5%)
- I would like it: 45 (34.1%)
- I would comment on it: 27 (20.5%)
- I would share it with others on my prof...: 17 (12.9%)
- I would click the link: 52 (39.4%)
Fear of Falling Behind or Making Mistakes

LICM Survey (2018)

If you saw the following Facebook post, what would you do?
130 responses

- I would not like, comment, nor share it: 35 (26.9%)
- I would like it: 86 (66.2%)
- I would comment on it: 9 (6.9%)
- I would share it with others on my prof: 31 (23.8%)
Fear of Falling Behind or Making Mistakes

LICM Survey (2018)

1. Test
2. Measure
3. Tailor
4. Ask
Fear of Falling Behind or Making Mistakes

Insights and Analytics

- Compare apples to apples
- Changing algorithms
- Connections to website (bit.ly and Google Analytics)
Fears in Social Media Marketing

You know what they want.

Now what?
Fear of Falling Behind or Making Mistakes

Check out your handout for helpful tools, like:

- Befunky
- PicMonkey
- Dasheroo
- Later
- Canva
- Adobe Photoshop (Ps)
- Adobe Illustrator (Ai)
- Adobe InDesign (Id)
Fears in Social Media Marketing

What tools do you use?
Fear of Falling Behind or Making Mistakes

The takeaway:

Utilize data to guide choices, but trust your intuition to try new things.
I’m afraid of...

Losing followers.

What are some ways we can cut through the clutter?

Authenticity.
Contests.
Video.
Fear of Losing Followers

Number one thing: Be authentic. Be real.

2017 Consumer Content Survey:

86% of people say authenticity is important when decide which brands to like and support.
Fear of Losing Followers

Contests can create excitement.

1. Set a goal. (Increase user engagement. Increase followers.)
2. Offer a prize. (It doesn’t have to be big. Consider shipping expenses.)
3. Follow the contest rules within the Terms of Service.
4. Make it easy to enter.
5. Tie into a current event or partner with another organization.
6. Determine a timeframe.
The Iowa Children's Museum is feeling fabulous.

Family Day Pass Giveaway! 😊

Next week, our Executive Director Deb Dunkhase begins her retirement adventure and our new Executive Director Jeff Capps begins his role at The Iowa Children's Museum.

To celebrate Deb and welcome Jeff, can we hit 8,000 Facebook page likes over the weekend? 😊

Comment on or like this post to be entered to win. Then, share our page to help us out. 😊

If we can hit 8K by noon on Monday, January 14, 2019, we'll select a random like/comment to win a family day pass to The ICM. We'll tag the winner. 😊

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

We're giving away two tickets to our "Black and White" Celebrate Play Gala happening next Friday, February 22 at the Coralville Marriott! 😊

To enter, like this post and leave a comment telling us about your favorite toy or past-time from childhood. Comments with a gif or photo get a bonus entry! 😊

The tickets are a $200 value and include 2 drinks (open bar), full plated dinner, live music, and entertainment. Plus, there will be a silent/live auction and fun-filled cash games. All proceeds benefit The Iowa Children's Museum! 😊

We're running this on both Instagram and Facebook—feel free to enter on both! Contest closes at 5:30 PM on Friday, February 15. We'll combine all entries and randomly select a winner Friday night. 😊

This contest is in no way sponsored, endorsed or administered by, or associated with, Facebook.

Learn more about our gala at theicm.org/gala

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The Iowa Children's Museum
Published by Jessica Hansen [?] - March 18

**Giveaway Time!** Our Executive Director Jeff captured these feathered friends waddling past The ICM. Comment with a silly, kid-friendly caption. The caption comment with the most likes/reactions by Friday at noon wins a couple free museum admissions passes 😊

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GALA GIVEAWAY!

HELP US REACH 8,000 LIKES AND WIN A FAMILY DAY PASS!

2,741 People Reached
281 Engagements

3,878 People Reached
606 Engagements

Boost Post

Brittney Fox, Molly Piper and 37 others
52 Comments 3 Shares

Jennifer Pittkin, Jolona Salahoglu and 37 others
41 Comments 6 Shares
Fear of Losing Followers

Cross promote your contest.

- Other social media channels
- E-mail newsletter
- On-site
  - **Children’s Museum of South Dakota:**
    - Put up posters in the museum for Run Mama Run contest
  - **The Iowa Children’s Museum:**
    - Located at a mall, so it’s easy to promote contests at Guest Welcome Center in food court
Fun Fact: More video content is uploaded in 30 days than the major U.S. television networks have created in 30 years.
Fear of Losing Followers

Video/Live

According to an article published on Social Media Today:

- **1200% more shares** are generated by social videos, than text and images combined
- **100 million hours** of video per day are watched on Facebook
- **85% of videos** on Facebook are watched without sound

Fear of Losing Followers

Video Tools

- With a mobile phone, you can create quality video.
- iMovie or Windows Movie Maker
- Nice additions if you are looking to up your game:
  - Tri-pods
  - Stabilizers
  - Microphones
Fear of Losing Followers

Other fun ways to create video:

- Timelapse
- Boomerang
- Stop Motion Photography
Fear of Losing Followers

Plan your video

1. Who can you involve?
2. What are your main points?
3. Make a plan: If you think ahead, your video can turn into a multi-faceted social media campaign.
4. Engage people in the first 10 seconds.
Fear of Losing Followers

Case Study
Go Live!

1. Introduce yourself and tell people what you are doing.
2. Check your surroundings.  
   (Make sure you’ve removed distractions or that people around you know about your video.)
3. Consider your internet connection.
4. Be mindful of lag time (audio).
Fear of Losing Followers

You’ve watched Live videos before...

What’s compelling to you?
Choose a theme!

Go with what works and make it a theme for recurring content. It’s a great way to build community and get others involved, too.

Examples:

#museumfireworks (4th of July)  #museumsnowballfight

#museumweek
#bookfacefriday

prairieplaysd
Children's Museum of South Dakota

The Line
Paula Rosso

33 likes
prairieplaysd Who would've thought a line could make for endless possibilities of fun! Find The Line in the first floor Art Studio. #bookfacefriday

#playalongsd #amreading #hifromsd #bookstagram #powerofplay #literacy #playfullearning #shelfie #childrensmuseum #playislearning #books #make the #bestfriends

July 27, 2018

51 likes
prairieplaysd We found this lion hiding in our prairie this #bookfacefriday. Where is the mouse? You can find Jerry Pekriney’s book The Lion & the Mouse in our gift shop. It’s part of our selection of books curated to start conversations, and it is 10% oﬀ in recognition of National Child Abuse Prevention Month.

#playalongsd #amreading #hifromsd #bookstagram #powerofplay #literacy #playfullearning #shelfie #childrensmuseum #playislearning #books #make the #bestfriends

What Do You Do With a Box?
25391

51 likes
prairieplaysd What would YOU do with a box? Test it out next week when we experiment with cardboard sculpture in the first-floor art studio. Play along! #bookfacefriday #playalongsd

#childrensmuseum #hifromsd #familyvacation #staycation #hifromsd #literacy #readtolearn #readystread

View all 4 comments
August 3, 2018

Liked by portlandchildrensmuseum and 71 others
prairieplaysd Perhaps we should call today “tail-face” Friday? What Do You Do With a Tail Like This is one of our favorite books. (Mama T. Rex likes it, too!) Read it with us in Café Oscar. #bookfacefriday #playalongsd

#childrensmuseum #hifromsd #familyvacation #staycation #hifromsd #literacy #readtolearn #readystread

View all 4 comments
August 3, 2018
Fear of Losing Followers

Another theme idea?

User-Generated Content
User-Generated Content (UGC)

60% of consumers say UGC is the most authentic form of content—3x more authentic than brand-created content!

Fear of Losing Followers

Finding user-generated content
Fear of Losing Followers

Asking fans and followers to create content
Fear of Losing Followers

Asking for permission to share content
Fears in Social Media Marketing

Activity:

Be fearLESS

Let’s brainstorm batch content campaign ideas.
7 Days, 7 Themes, 7 Hashtags!

#WomenInCulture • Mon, May 13
Famous women in history, art, culture, and science, plus all those anonymous women whose lives structure our societies. Artists, intellectuals, workers, and so on.

#SecretsMW • Tue, May 14
Let your visitors see behind the scenes! Exhibits in preparation, restoration or cleaning of collections, little known facilities or professions, etc.

#PlayMW • Wed, May 15
All about play! Theatre, cinema, music, video, an Olympic challenge, or a treasure hunt—start a fun conversation about play!

#RainbowMW • Thu, May 16
Put more color into your venue! Showcase a particular color in your collections. Celebrate peace or LGBTQ awareness. Add a splash of color to your publications and cultural venues.

#ExploreMW • Fri, May 17
Explore the theme of a new territory. It could be in the form of intellectual, artistic, or space exploration, or even innovation. Think outside the box and push the boundaries!

#PhotoMW • Sat, May 18
Get your smartphones and cameras out. Feature the beauty of your design and architecture, highlight your venue by inviting professional, artistic, and amateur photographers to share their take on it.

#FriendsMW • Sun, May 19
Explore the theme of friendship—a universal value—on social media and use the opportunity to make special offers for groups of visitors at your establishment and gift shop.
#museumweek  May 13-19, 2019

#museumweek

#IA19
I’m afraid of...

Bad reviews and confrontation.

Confidently manage the online reputation of your museum.

- Why to respond
- Where to respond
- How to respond
Fear of Confrontation

Bad Reviews!

Jennifer Herring Sullivan reviewed Children's Museum of the Lowcountry — May 7, 2018

Let's just say we were highly disappointed it's NOT worth the money!! It's very small and the outside area is a real joke. We will never go back!!

Candace Scrivner 2 Comments

Children's Museum of the Lowcountry Thank you for your recent visit to the Children's Museum. We appreciate your taking the time to share your experience. While it is always good to hear how we are exceeding expectations, it's finding out when and how we are falling short that can lead to greater improvements. Our admission prices at the Museum help us to expand the reach of the Museum in the Lowcountry community. We are able to offer free and reduced-price field trips to local Title One elementary schools. In addition, we host Free Family Fridays one time each month for children in the community and their grown-ups to play at the Museum for free. These events help to ensure that all children can visit and play in our Museum, removing the barrier of admission cost for families who cannot afford it. We understand that we are a small museum, and we do have plans in the works for an expansion.

Like · Reply · Commented on by McCown G 46w

3/19/2018 · The Museum was designed with careful thought and we take pride in what we offer. We invite all potential visitors to preview our exhibits and programs on our website, icm.org, and over on Facebook or Instagram for up to date visuals of what you can expect. If you have any questions or specific concerns, please do not hesitate to contact us. Read less

Comment from Melissa S. of Long Island Children's Museum Business Manager

3/16/2018 · I really hate to knock a place that's built to entertain kids but this place has to do better. I made the mistake of purchasing a family membership before I visited the place after reading all the positive reviews here and thinking it's just as good or better than the Children's Museum in Manhattan.

Very disappointed because for one it's not that big which means lack of entertainment. Secondly, the entertainment itself is cheesy and sad. Like another reviewer said, they put old rotary phones, floppy discs, broken dishes, foam, pot and pans and whatever garbage one can scrounge up from a yard sale into this place and call it a museum hoping kids would enjoy it.

Tiffany N. voted for this review

Comment from Silver Falcon - owner

Hi, Silver Falcon. We're sorry to see your two-star review. We'd appreciate knowing how we could better your experience. We invite you to please reach out to info@icm.org or on our website at icm.org/contact. Thank you!!
Fear of Confrontation

Negative Reviews: A Study

Hotel Performance Impact of Socially Engaging with Consumers

authored by Chris Anderson and Saram Han of the Cornell University School of Hotel Administration

- The study analyzed review data on TripAdvisor and examined the effects of reviews and review responses on reputation and revenue.
- Responding to reviews and “recommendations” leads to improved sales and revenue.
- Failure to respond at all to comments is costly
  - Results showed that organizations that did not acknowledge or respond to reviews and customer feedback experienced lower review scores and overall ratings.
So, how do we tackle the fear of confrontation?

#1 ACKNOWLEDGE

Acknowledge that you’ve received the complaint. Timely response shows that you care about the review and that you’ve heard them and are paying attention.

#2 TAKE ACTION!

Comments generally shine a light on OPERATIONAL issues and those run much deeper than the marketing department.

#3 DON’T OVERREACT

Remember that most reviews and recommendations are positive and visitors are less likely to leave a comment if they had a wonderful time that met (or exceeded!) all of their expectations.
Fear of Confrontation

Example:

As you play with us today, please note that we take cleaning seriously!

Not only do we clean all day, every day, but...

- A professional cleaning company comes in every night after hours to clean

- We use hospital-grade cleaners from a national company that also services our local hospitals

- We do a deep-clean of every item in the facility on Mondays when we are closed to the public
Fear of Confrontation

Example:

Despite U.S. policy changes to restrict immigrants and refugees from entering the United States, children’s museums continue to welcome families of all backgrounds and beliefs for joyful, playful learning.

ASSOCIATION OF CHILDREN’S MUSEUMS
Was there a review or comment that led you to “take action”?
Fear of Confrontation

Where should you be looking for reviews?

tripadvisor  G  yelp  Facebook  ★★★★★
We all get them:

Silver Falcon
3 weeks ago
The user didn’t write a review, and has left just a rating.

Hi, Silver Falcon. We’re sorry to see your two-star review. We’d appreciate knowing how we could better your experience. We invite you to please reach out to info@playplay.org.

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Like · Reply · Commented on by McCown G 7h · 48w

Tiffany N. voted for this review

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Alaina Frederick reviewed The Iowa Children’s Museum — April 15, 2018
We recently went to this museum for the first time. Our entire family was a bit disappointed. I’m thankful it was a free admission day as otherwise, I’d be angry. The pricing seems steep for what is inside. Many of the exhibits had issues and were broken. The signage explaining items were either non-existent or placed in a way that you didn’t realize they were even there. We were expecting something for children of all ages but it was clearly meant for 2-5 year olds. If we are desperate we might return but honestly, I think one time is enough for this place.

The Iowa Children’s Museum — Thanks for your feedback, Alaina!
We’re sorry to hear that your visit during a free admission day was a disappointment.

Below, we hope to provide a little more insight into our admissions pricing and exhibits. Hopefully, you’ll return to play and give us another try in the future.

Pricing:
• Thanks to the grants and donations we receive, we’re able to keep our admission cost at $5/person—that’s comparable to (or below) other children’s museums and similar options in the area. If it wasn’t for those grants and generous donors, admission would be around $14/person.

Broken Items: Issues in Exhibits, Signage
• We ALWAYS appreciate when guests let us know if they notice something broken/wrong in an exhibit. Our exhibits are designed to be hands-on, but because things are always being handled, sometimes things get broken. So the sooner we know, the sooner we can repair and/or improvements. I know your visit was a long time ago, but if you can remember anything specific about the exhibit issues or confusing signage, please let us know.

Ages:
• Our exhibits are designed for children birth to twelve years. There really is something for kids of all ages. We often hear that older children especially enjoy running the cash register in the grocery store or pizza exhibits, playing with the flight simulators in Take Flight, and building virtual skate parks on the new touch tables in the Science of Skateboarding exhibit.

If you have any questions or additional feedback, please feel free to reach out to us by message or on our website at lccm.org/contact. Thank you!
Be fearLESS in Social Media Marketing

Take chances.
Make mistakes.
Grow with your community.
Try new tools.
Revise your strategies as you go.
Thank you!