

TRENDING TOWARDS  
SOCIAL MEDIA  
SUCCESSES

Rebecca Jackson, Kathleen Sandoval & Amanda Sobczak

# Meet the Presenters



Rebecca Morelo Jackson  
(she/her)  
Assistant Director of Marketing  
Children's Museum of Atlanta



Kathleen Sandoval (she/her)  
Director of Marketing & Events  
San Diego Children's  
Discovery Museum



Amanda Sobczak (she/her)  
Director of Marketing &  
Communications  
Betty Brinn Children's Museum




**What is an organic social media strategy?**



**It's a plan for how to best  
use social media platforms'  
free features to meet your  
marketing goals.**





◆ **Why is it  
important?**

**79%**

of consumers expect brands to respond within a day of reaching out over social media

● **Build Brand Awareness** ◆

**Provide Customer Service**

**Measure Brand Sentiment and Customer Feedback** ●

**Commerce and Donations**

**Varying content** ●



◆ **Why is it  
important?**

**40%**

of consumers report  
finding the perfect  
product via organic post  
by a brand

● **Build Brand Awareness** ◆

**Provide Customer Service**

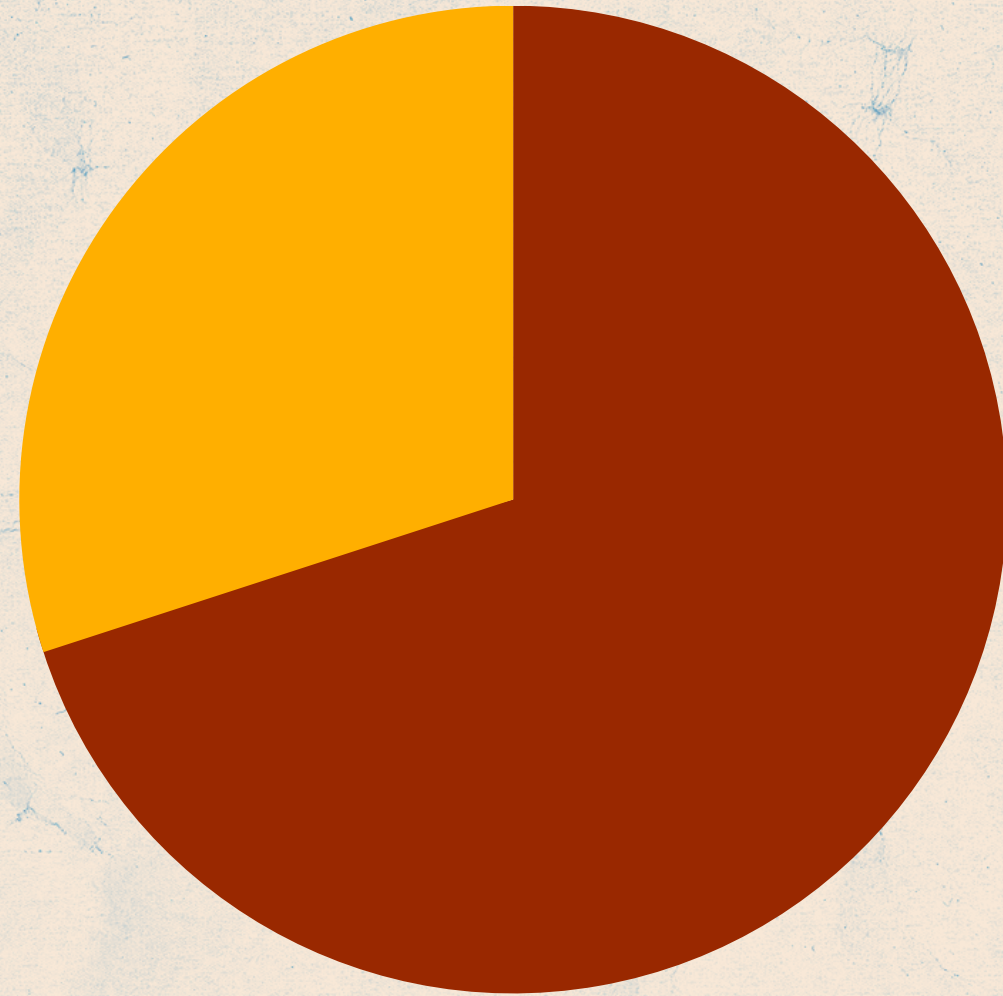
**Measure Brand Sentiment  
and Customer Feedback** ●

**Commerce and Donations**

**Varying content** ●

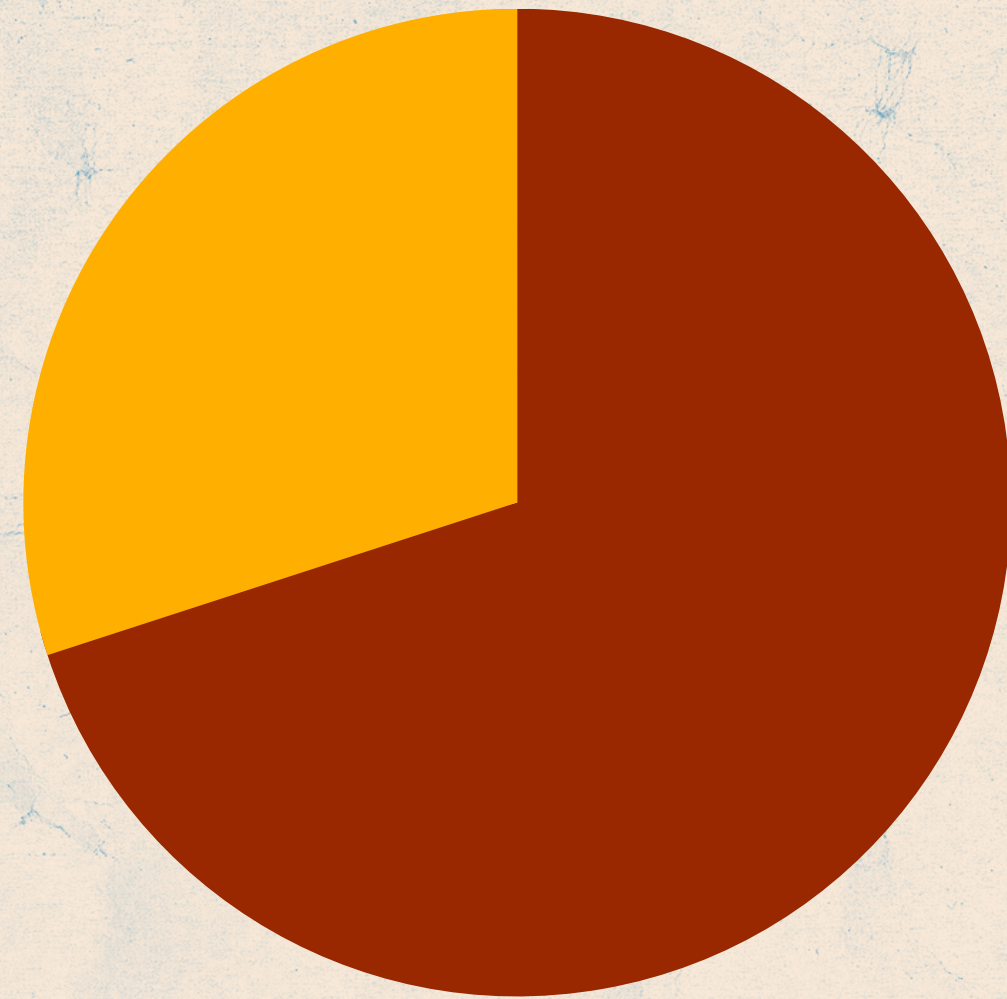


Facebook reported  
**2.963 billion**  
monthly active users  
in January 2023



**70%**  
of internet users are  
active on at least  
one Meta Platform





**70%**  
of American adults  
are on Facebook

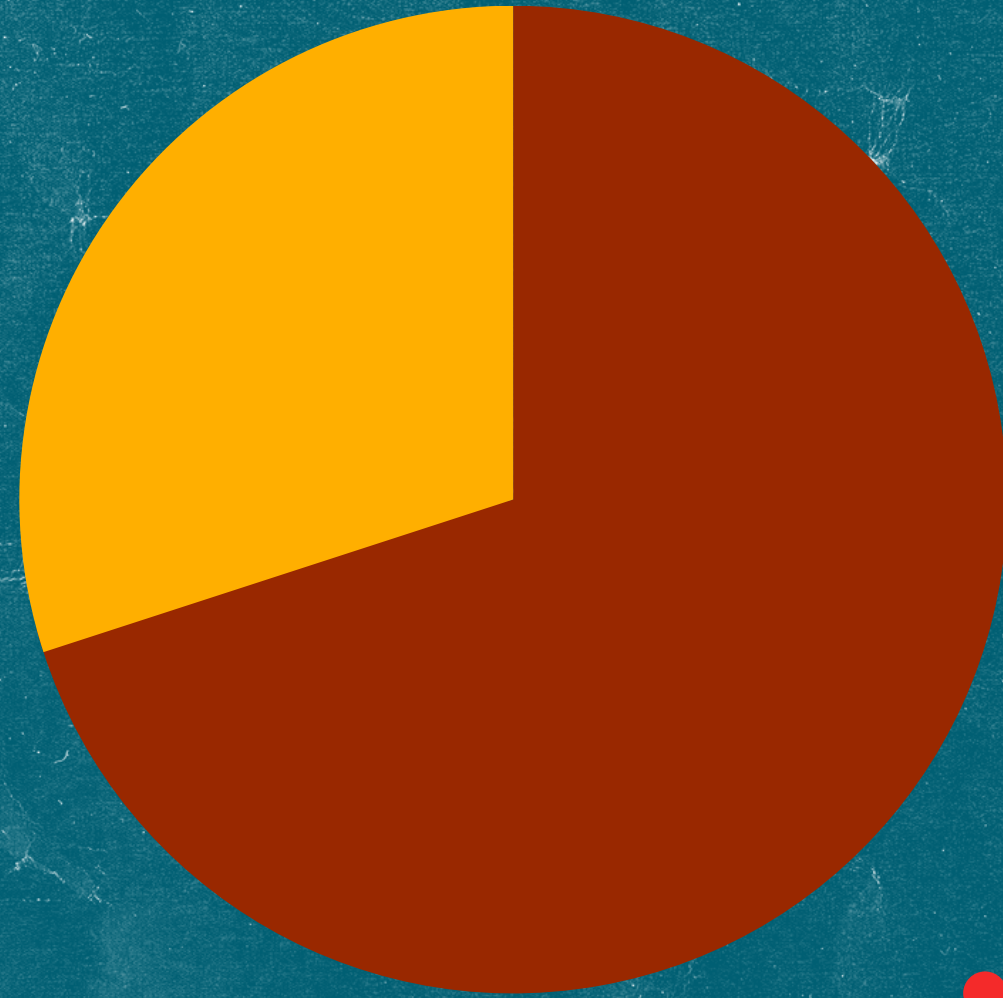
- **Facebook is the preferred social network of 35-44 year olds.**



# Loads of free features! ✨

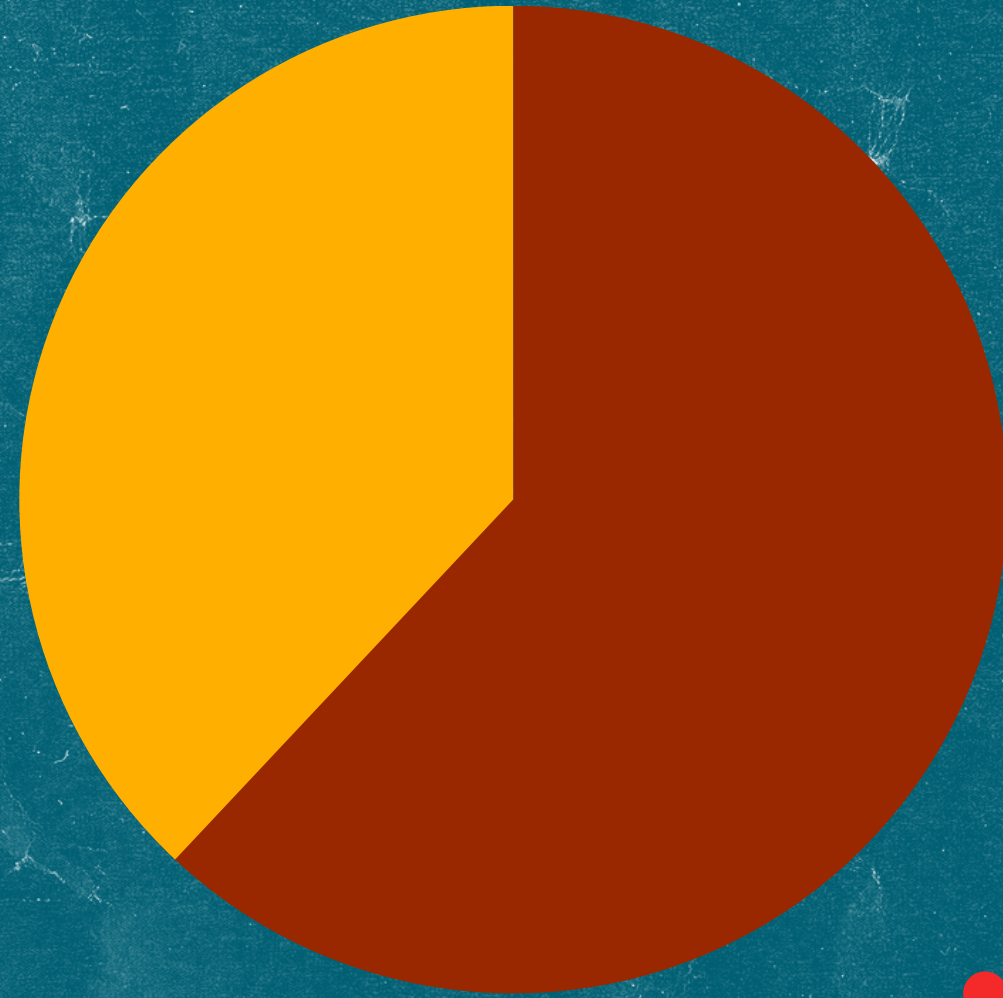
- Contact Info
- Shop
- Fundraisers
- Event pages
- Content posting
- User tagging, reviews
- Live streaming
- Direct Messaging
- User comments
- **Analytics**





**47%**  
of American adults  
are on Instagram

**Instagram is the preferred social network of  
women 25-34 year olds.**



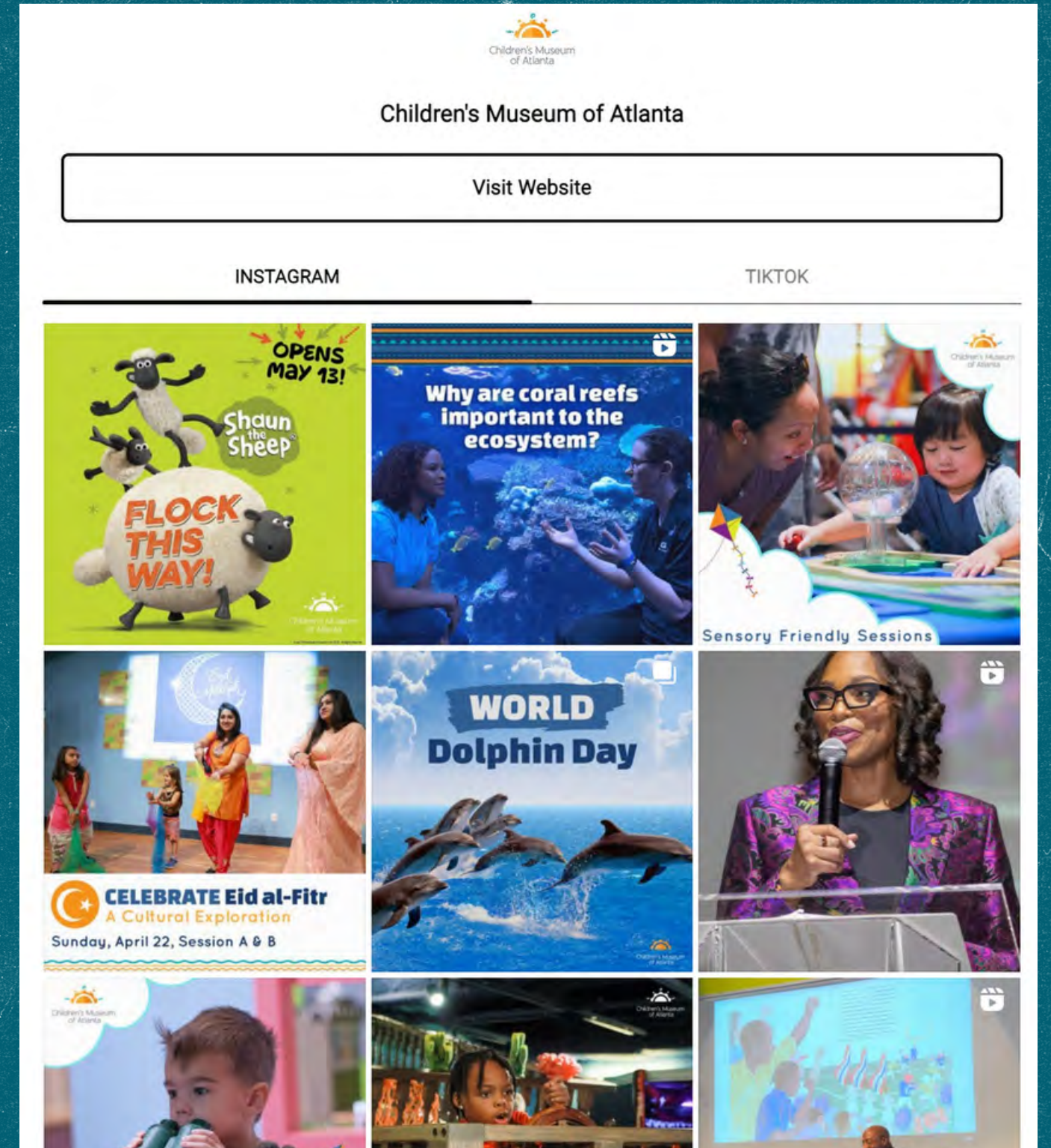
**62%**  
of users use the  
platform to research  
brands & products

**Instagram is the preferred social network of  
women 25-34 year olds.**



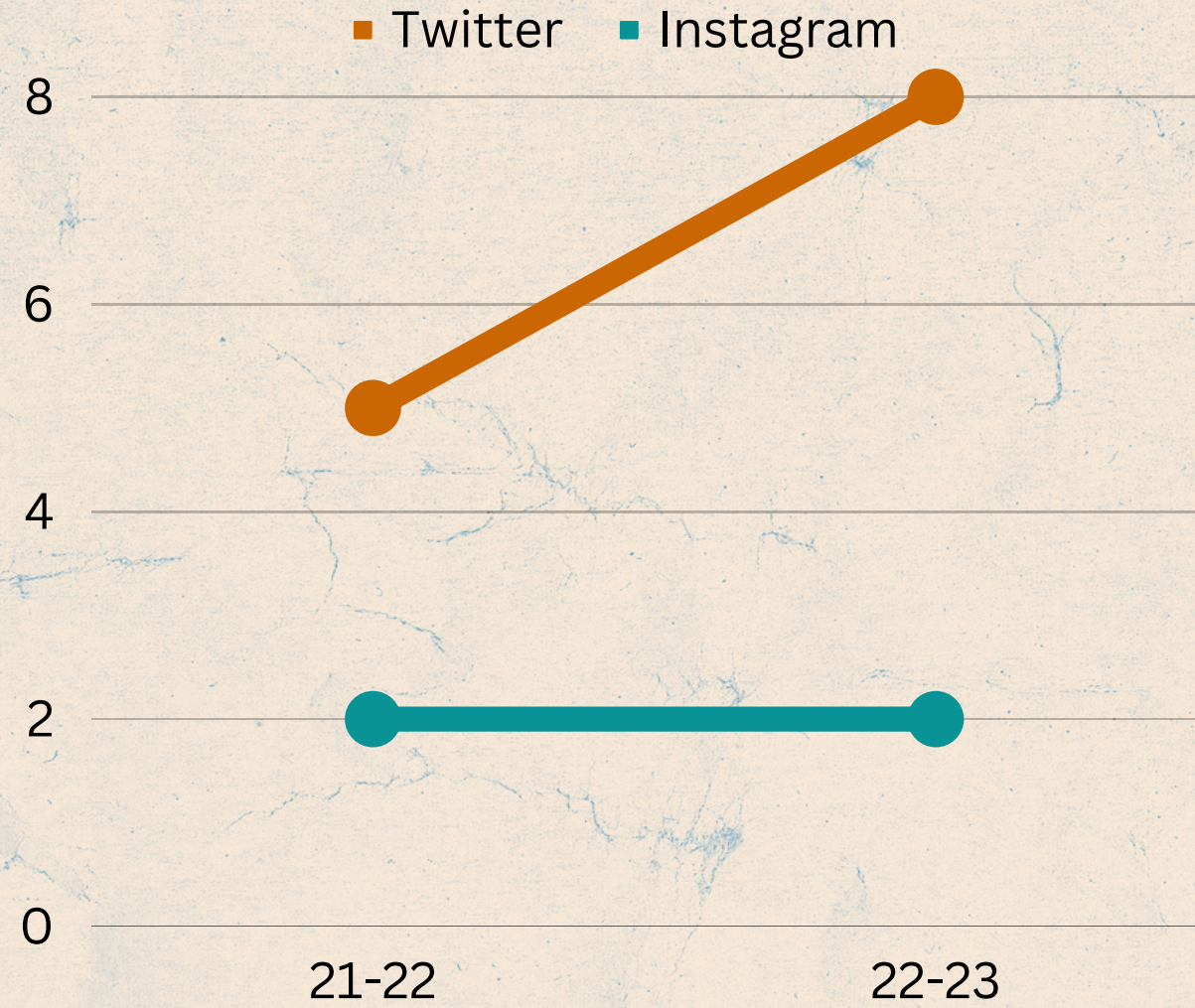
# Loads of free features! ✨

- Link in bio
- Shop
- Content posting
- Reels
- Story highlights
- User tagging
- Live streaming
- Direct Messaging
- User comments
- Analytics



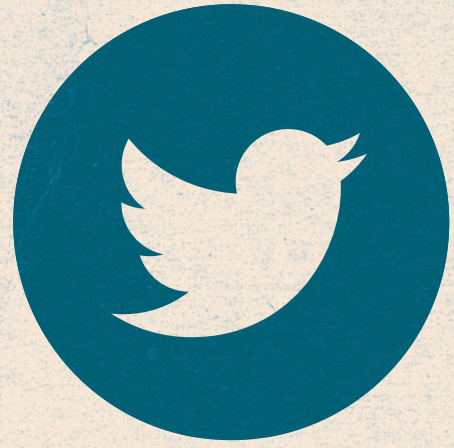


## Percent Change Year over Year



Twitter usage is growing  
**30%**  
faster than Instagram  
among Gen Z.

**Twitter is the most popular social platform for news and current events.**



# Features:

- *Tweeting*
- Re-tweeting
- Mentions
- Hashtags
- Analytics



**Supernova Momma**  
@SupernovaMomma

@ChildMuseumATL has different memberships included family. Family is \$139 for a whole year. They have sensory calming days once a month and a calming room. The whole place is sensory seeker heaven [16707.blackbaudhosting.com/16707/CMA-Memb...](https://16707.blackbaudhosting.com/16707/CMA-Memb...)

2:06 PM · May 30, 2022

2 Retweets 34 Likes



**Supernova Momma** @SupernovaMomma · Nov 22, 2021

Replying to @SupernovaMomma

“Tash, I live in an apartment, I don’t have all those tools, and I’m not creative like that”

We’ll check out your local children’s museum. We love @ChildMuseumATL Art museums usually have a children’s day once a week. We love the @HighMuseumofArt And the Aquarium for sensory



1 6 24



# Features:

- Posts
- Events
- Newsletter
- Job Opportunities
- Employee posts



# Features:

- Vertical video editing & posting
- Direct messaging
- Comments
- Live streaming
- Link in bio
- Analytics



# Content Type by Platform

	Facebook	Instagram	TikTok	Twitter	LinkedIn
Short Vertical Videos		✓	✓		
Long-form videos	✓	✓		✓	✓
Live videos	✓	✓	✓	✓	✓
Posts	✓	✓	✓	✓	✓
Stories	✓	✓			
Links	✓	✓	✓	✓	✓

# Audience Identification

Create fictional audience profiles representing 3-4 people who come to your Museum. Give them goals for why they may engage with your museum.



Persona name: Jill Smith

Background: Previously a middle school teacher, now a stay-at-home mother  
Family income: \$80,000

Goals: As a teacher, Jill recognizes the importance of early education for her two children and looks to invest in low-cost or no cost, weekly programming. “The activities were very age appropriate. Loved the grocery area – so much fun stuff.”



Persona name: Ramona Masters

Background: Healthcare scheduling specialist, full-time employment  
Family income: \$105,000

Goals: Ramona is looking for convenient, local resources with opportunities that cater to families with busy schedules. “A lot of space and fun for active children and parents who need a break!”



Persona name: Dave Jones

Background: Janitorial position, full-time employment  
Family income: \$45,000

Goals: Dave would like to interact with his daughter in meaningful ways, and could use a little direction as a first-time parent. “It’s cheap and affordable for single parents or low-income parents!”



# Insights

Review performance results and more.

Lifetime: Feb 29, 2020 – Mar 30, 2023



Overview

Results

**Audience**

Feedback

Benchmarking

Content

Overview

Content

Messaging

Overview

## Audience

Export

Current audience Potential audience

Facebook Page followers

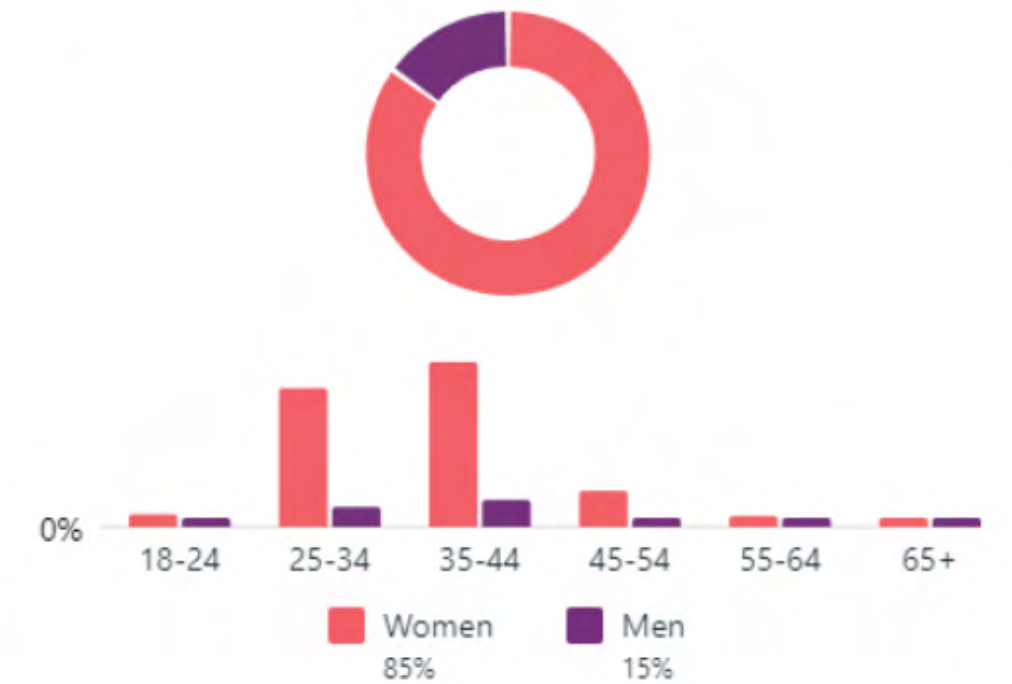
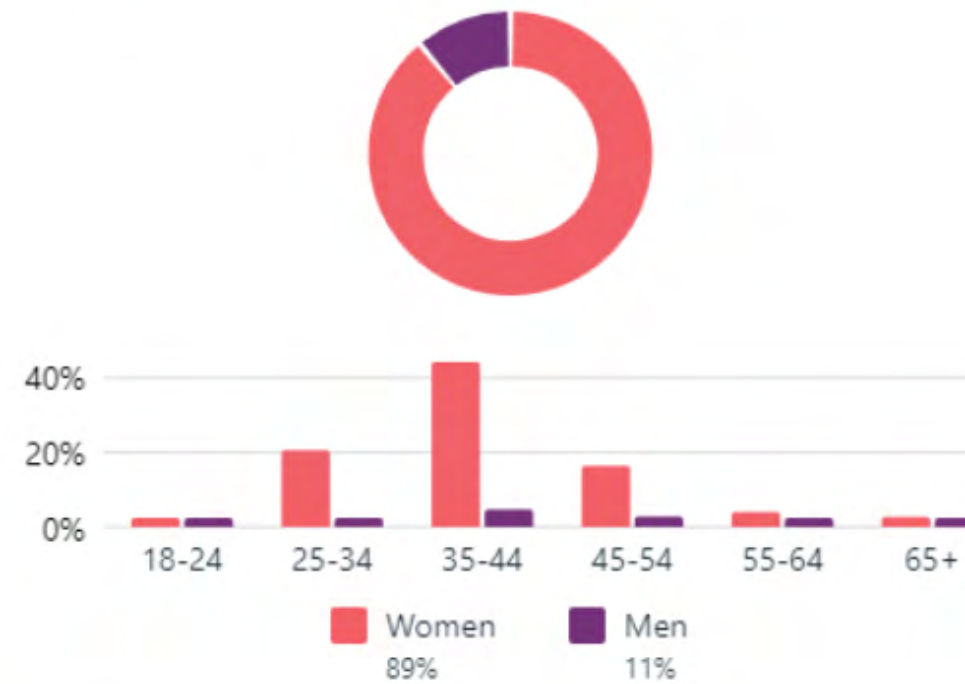
15,514

Instagram followers

2,474

Age & gender

Age & gender



### Top cities



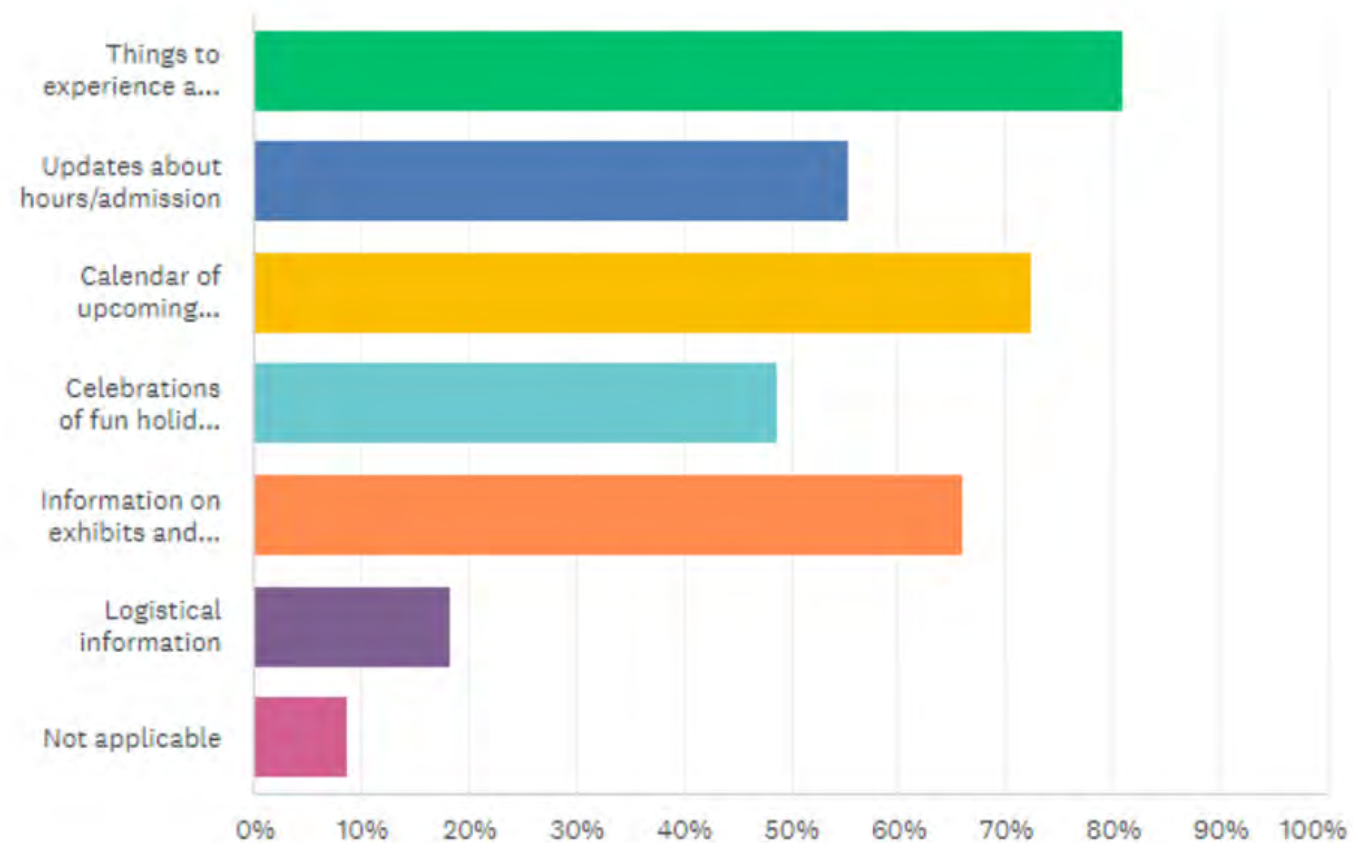
### Top cities



# Audience Identification

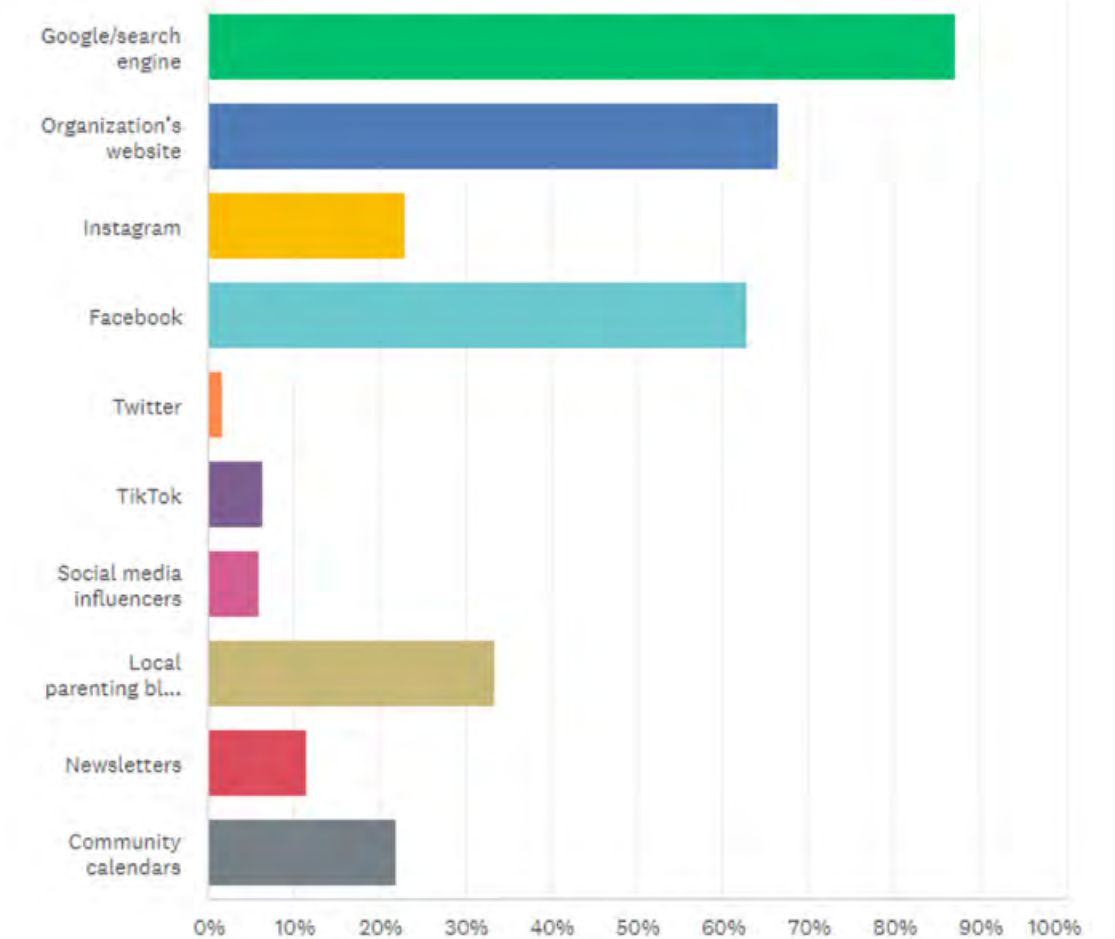
If you follow Betty Brinn, or similar cultural institutions, on social media, what kinds of content do you like to see? (Select all that apply.)

Answered: 708 Skipped: 0



When choosing an outing/activity for children, where do you go for information? (Select all that apply.)

Answered: 708 Skipped: 0

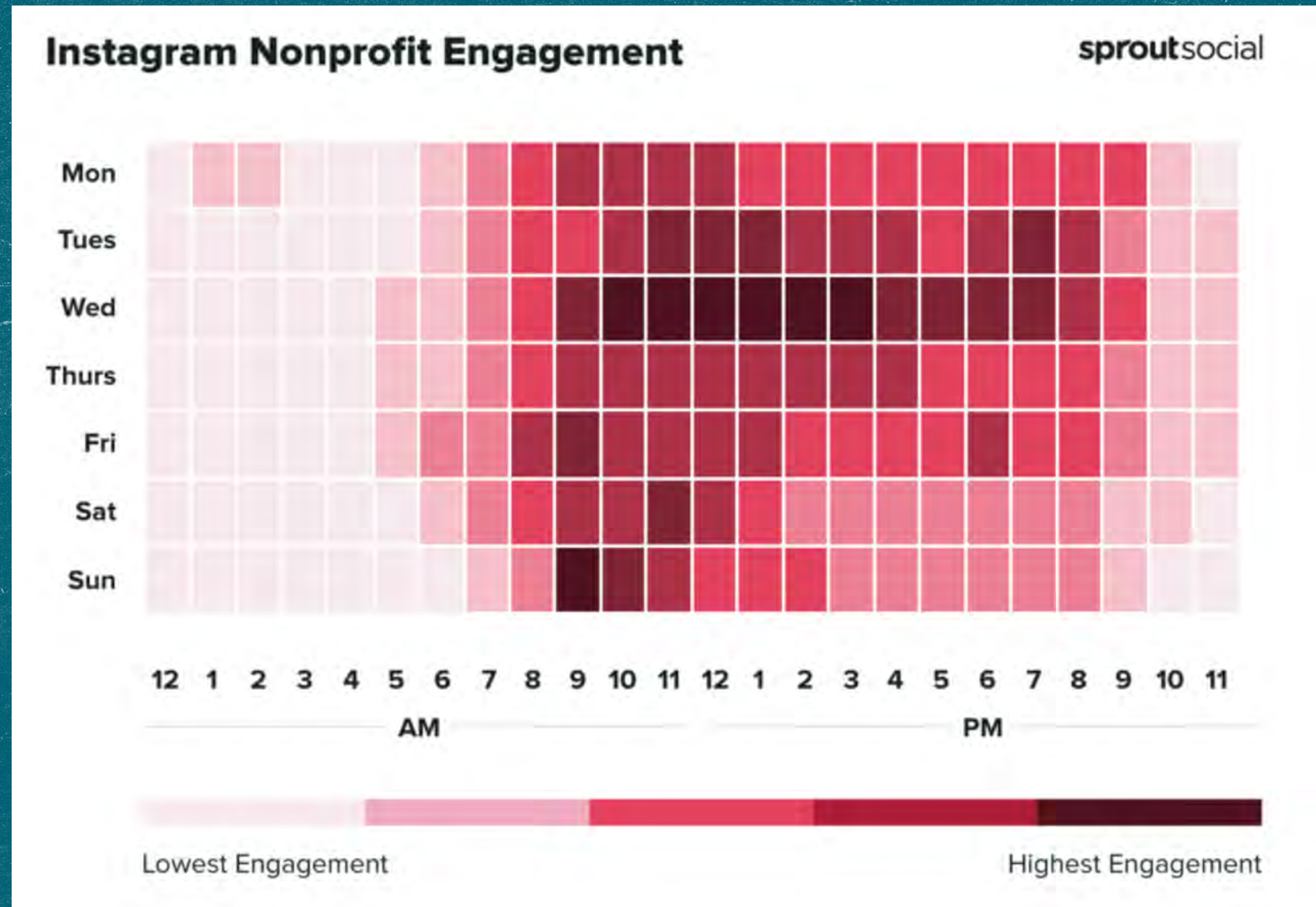


# Best Time to Post

Resources to get you started:

- [Hubspot Blog](#)
- [Hootsuite Blog](#)
- [Sprout Social Blog](#)

Sprout will even break it down by industry!



# Best Time to Post

Use your own social media data to drive decision making!

## Facebook & Instagram

- Use [business.facebook.com](https://business.facebook.com) to pull insights from individual posts

## TikTok\*

- Use [this link](#) to view engagement by individual posts

## Twitter

- Use [analytics.twitter.com](https://analytics.twitter.com) and view all tweet activity

## LinkedIn \*

- In admin view, select analytics and view by content

\*These platforms do not pull data on the post time. We recommend developing a social media content calendar that you can use to keep track of posting times.

# Your Content Strategy

Create a list of all the different programs, events, and initiatives you'd like to promote

- Understand the types of content allowed on each platform
- Understand your audience and what platforms they are on
- Create a table with a content strategy specific to your museum for each platform

	Facebook	Instagram	TikTok	Twitter	LinkedIn
Fundraising	✓			✓	✓
Educational	✓	✓	✓	✓	✓
Promotions	✓	✓		✓	
Entertainment		✓	✓		

# Scheduling Platforms

	<b>Meta Business Suite</b>	<b><u>Hootsuite</u></b>	<b><u>SproutSocial</u></b>	<b><u>Buffer</u></b>	<b><u>Later</u></b>
<b>Cost*</b>	Free	\$99/month	\$250/month	Free	\$18/month
<b>Key Features</b>	Unlimited users IG & FB only Unlimited scheduling	1 user 10 social accounts Unlimited scheduling Analytic reports	1 user 5 social accounts Unlimited scheduling Analytic reports	1 user 3 social accounts 10 scheduled posts No analytics	1 user 6 social accounts 30 scheduled posts per profile Limited analytics

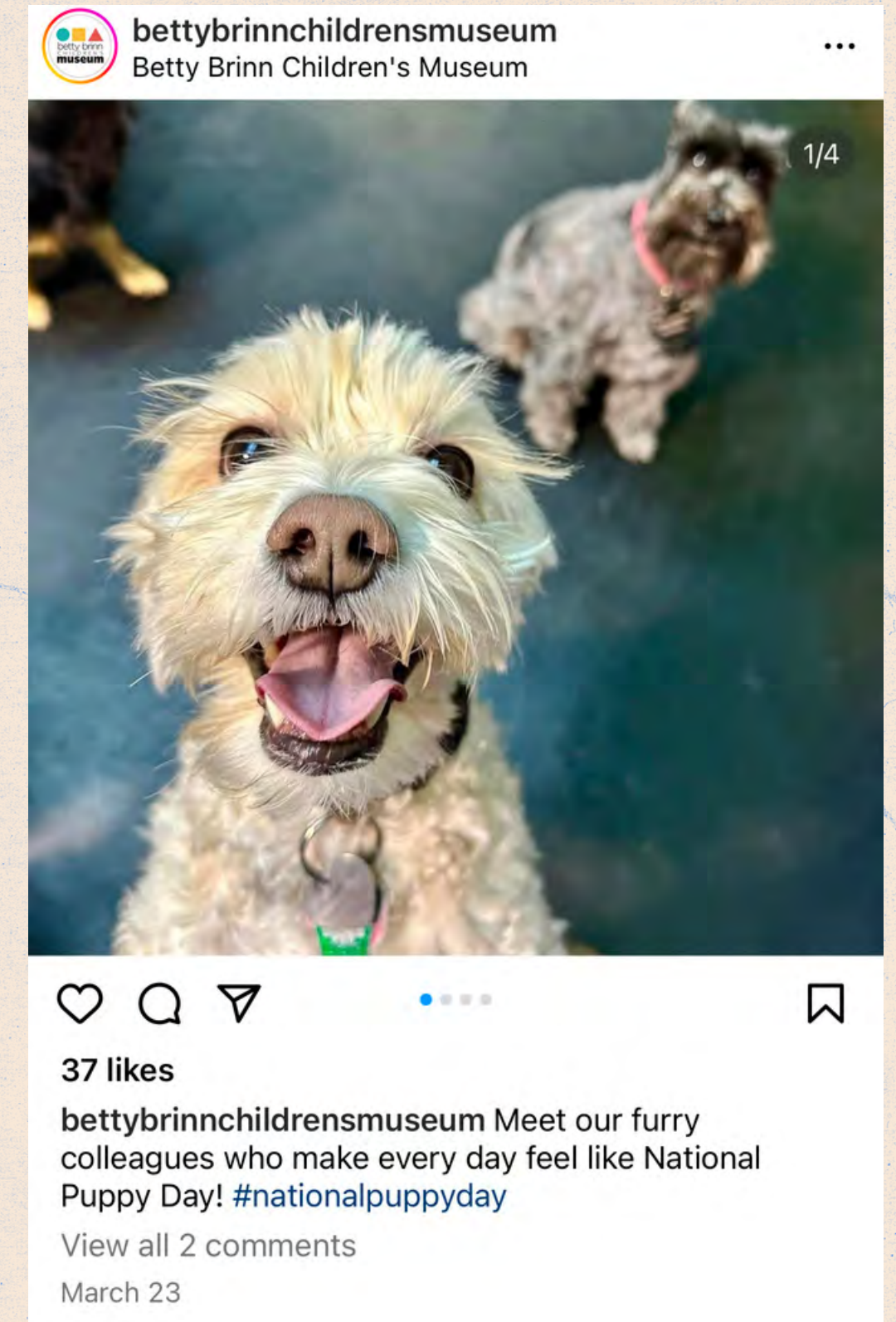
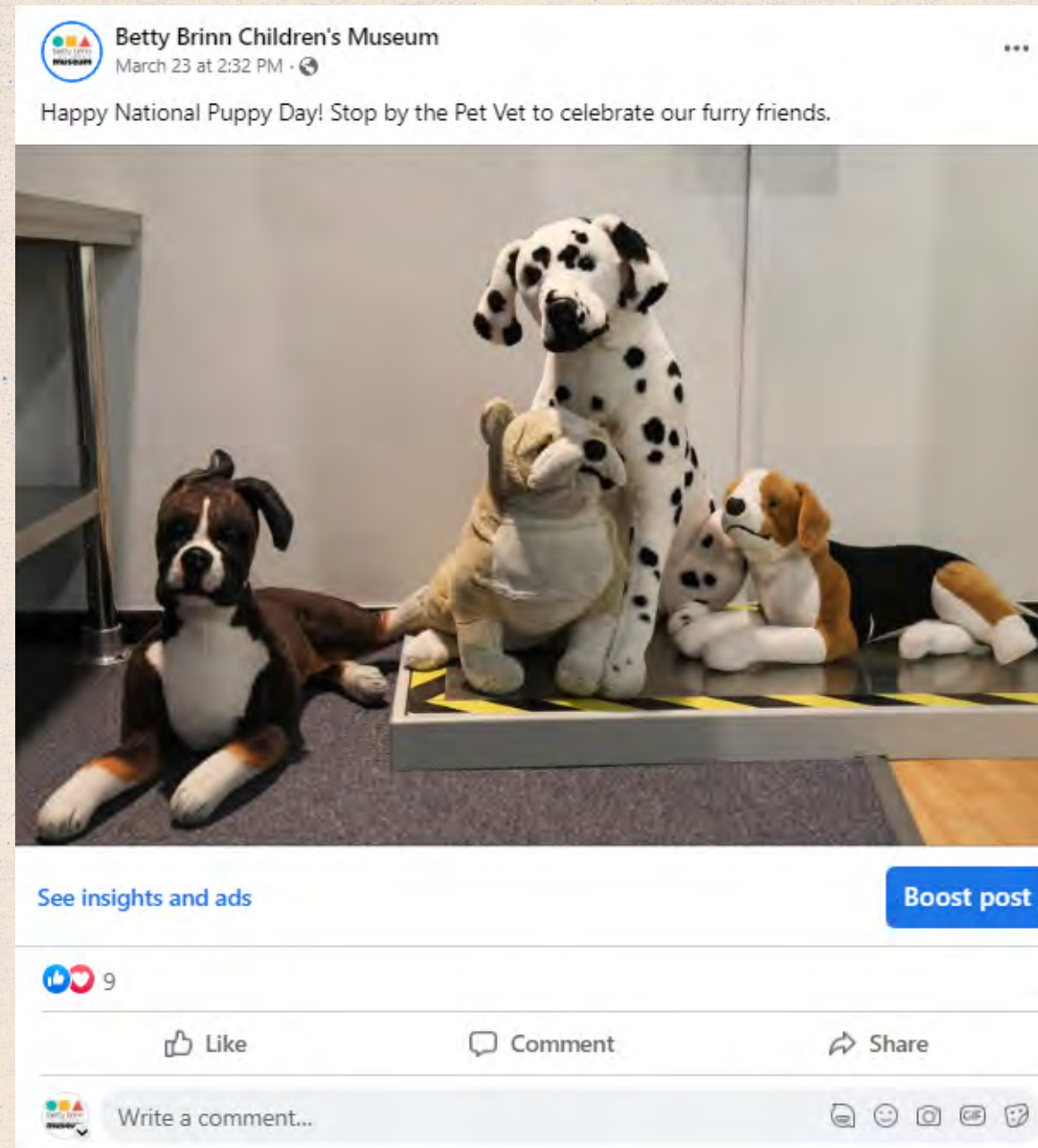
*\*lowest cost option shown. All platforms can be upgraded for more features.*



# A/B Content

## Easy ways to practice content strategies

1. Different photos/videos on each platform
2. Changing captions, hashtags and links
3. Delaying posts or posting on different days



# Navigating Multiple Content Creators

## Shared Plan

- Strategy
- Info Control
- Graphic & copy sharing
- Content calendar

## Guidelines

- Brand guide & assets
- Social style guide
- Templates

## Review

- Calendar review
- Design review (Canva)
- Post review (Later)

## Learning

- Continuous
- All learners & teachers
- Regular reflection & adjustment

# Content Calendar

Today		April 2023				
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Mar 26	27 ✔ Sensory Session	28 ✔ CMA Birthday ✔ Passover	29 ✔ Earth Month Reel ✔ LinkedIn Article	30 CMA Bday ✔ Earth Month Programs Begin Science Bar + Jane's Innovation S	Mar 31 46° BLOG: Week of the Young Child CMA Birthday	Apr 1 Autism Acceptance Month 3 PM Storytime w/ Senator Warr
2 9:30 AM Sensory Session 1:30 PM Influencer Jaime Pott in 1:30 PM Passover (RJ)	3 ☁ Easter GA Aquarium Reel - Taylor	4 ☁ ✔ Sensory Session Memberships	5 ☁ ✔ Guest Review ✔ LinkedIn Article Oh Don't Be Ridiculous TikTok	6 ASMR BLOG Team Member Highlight Tagged Content	7 GA Aquarium Reel - Bri Why was there bacon in the soap	8 Easter (Bri + Tay)
9 9:30 AM Sensory Session	10 Rule # 1 TikTok	11 ✔ Sensory Session Science Bar	12 ✔ LinkedIn Article Splash and Bubbles	13 Tagged Content	14 OMG... I wanna take 'em home! T World Dolphin Day	15
16 9:30 AM Sensory Session	17 ✔ Eid al Fitr	18 ✔ Sensory Session	19 ✔ LinkedIn Article Splash and Bubbles	20 Art Studio	21 Jane's Innovation Station	22 Earth Day Eid al Fitr
23 ✔ Guest Review 9:30 AM Sensory Session	24 Splash and Bubbles Last Week	25 ✔ Sensory Session CMA On-Stage	26 Family Free Day ✔ LinkedIn Article	27 Tagged Content	28 May the Fourth Be With You	29
30 Shaun the Sheep Splash & Bubbles Closes 9:30 AM Sensory Session	May 1 Family Free Day	2 ✔ Sensory Session	3 Family Free Day	4 May the Fourth Be With You Membership	5 Tagged Content	6

# Social Media Style Guide





# Text & Color

Keep text in brand colors & avoid combos that are hard to read. Go to fonts are Changa One & Quicksand Bold.

White, Medium Blue, Dark Blue

White, Medium Blue, Dark Blue

White, Medium Blue, Dark Blue

White, Light Teal, Dark Blue

White, Dark Blue

White, Light Teal, Dark Teal, Grey Blue,  
Light Orange, Dark Orange

Light Teal, Dark Teal, Grey Blue,  
Dark Orange

White, Dark Blue


White, Light Teal, Light Orange

Medium Blue, Dark Blue, Grey Blue,  
Light Orange, Dark Orange



# Logo

Place our logo somewhere in every graphic and in the corner of every photo. Avoid the upper right corner in Instagrams posts.



Children's Museum of Atlanta

Use this logo whenever possible. Leave space at the top and side margins around the logo and try to match the width of these margins. Size the logo 160x100.

# Brand Voice

- Friendly
- Enthusiastic
- Curious
- Encouraging
- Playful
- G rated
- Positive

MR. GOES FOR A SWIM  
IN LEAPING INTO  
LEARNING



**ChildrensMuseumATL** @ChildMuseumATL · 12 Oct 2021  
😂 Way to go! A+ indeed! A hilarious invention and a happy plant, what could be better? #RubeGoldberg  
[twitter.com/PaulFromFox5/s...](https://twitter.com/PaulFromFox5/status/1421111111)

**Children's Museum of Atlanta**  
September 15 · 🌐

We get the same feeling too, friend. Thanks for exploring the world and more with us at Children's Museum of Atlanta! 😊

Explore the excitement of learning through play with your kiddo by visiting the link->  
[https://bit.ly/\\_CMA\\_tickets](https://bit.ly/_CMA_tickets)

#PowerofPlay



**ChildrensMuseumATL** @ChildMuseumATL · 1 Dec 2020  
👍👍👍 now that's some sweet plant science!  
[twitter.com/ItsPrek\\_allday...](https://twitter.com/ItsPrek_allday/status/1321111111) 1,436

**ChildrensMuseumATL**  
@ChildMuseumATL

“Museum Educators getting ready to light up the stage with combustion paper.”



**ChildrensMuseumATL** @ChildMuseumATL · Apr 4  
Love it! 😊 You're never too old to learn through play!  
[twitter.com/JillWebs/statu...](https://twitter.com/JillWebs/status/1211111111)

**Children's Museum of Atlanta**  
September 9 · 🌐

Say, who's the new guy? 🤖 Get to know our Executive Director in our new #Youtube video, "25 Questions with Edwin Link"! Take a stroll with us around the Museum and find out Edwin's favorite exhibit, hobbies, future goals for the Museum, and more!  
Link-> <https://youtu.be/FVnwLaj96Ug>

... See more



Schedule to



children... Children... ChildMu... children... children...

View Posts Left

Today < > Mar 26 – Apr 1, 2023

America/New...

Week

Month

Draft



26 SUN

27 MON

28 TUE

29 WED

30 THU

31 FRI

1 SAT

5AM

6AM

7AM

8AM

9AM

10AM

11AM

12PM

1PM

2PM

3PM

4PM

5PM

6PM

7PM

8PM

9PM

10PM

11PM

📌 Hey Bri, let's use the celebrate template for Faceboo...

🕒 Auto

🕒 Auto

🕒 Auto

🕒 Auto



🕒 Auto

🕒 Auto

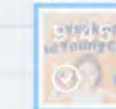
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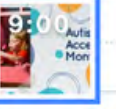
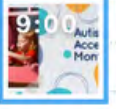


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📌 Bri please share this post on LinkedIn as well. Ty! - RJ

📌 AHWWWW 🥰

🕒 Auto

🕒 Auto

🕒 Auto

🕒 Auto

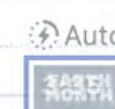
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# Text Style Guide

## Dates

- Days and months are written out and can be abbreviated in the second use.
  - Example: January is when the event series will take place. Join us Jan. 3 and 4 for either session.
  - Example: The event series will be held on Saturdays and Sundays at the Museum.
- Monday, January 3, 2022
- Monday, Jan. 3, 2022
- Refrain from 'th' or 'rd' after numbers. Example: 3rd

## Times

- 9:30 a.m.-12:30 p.m. or 9:30 a.m. to 12:30 p.m.
- Local: The event at BBCM will be held from 9:30 a.m. to 12:30 p.m.
- Virtual: The event will be held by BBCM from 9:30 a.m. to 12:30 p.m. CST

## Numbers

- Numbers up to nine are spelled out.
- Numbers 10 and up are just numerical unless it begins a sentence. In this case, it is spelled out.

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## Numbers

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**Incorrect:** Let's go shopping at the Sendik's Grocery Store.

**Incorrect:** Let's go shopping at the Museum's pretend grocery store.

**Correct:** Let's go shopping at the Museum's pretend Sendik's Food Market.

# Post Content and Length

## Facebook

**Organic posts length:** 1 to 80 characters

**Video length:** 30 to 60 seconds

**Paid posts length:** 5 to 19 words

## Instagram

**Organic Instagram post caption length:** 138 to 150 characters

**Instagram video length:** 15 seconds

**Instagram Reels length:** 7 to 15 seconds

**Instagram Stories length:** 7 to 15 seconds

## TikTok

Organic TikTok videos length: 7 to 15 seconds

## Twitter

Organic and promoted tweets length: 71 to 100 characters

# Identifying Trends

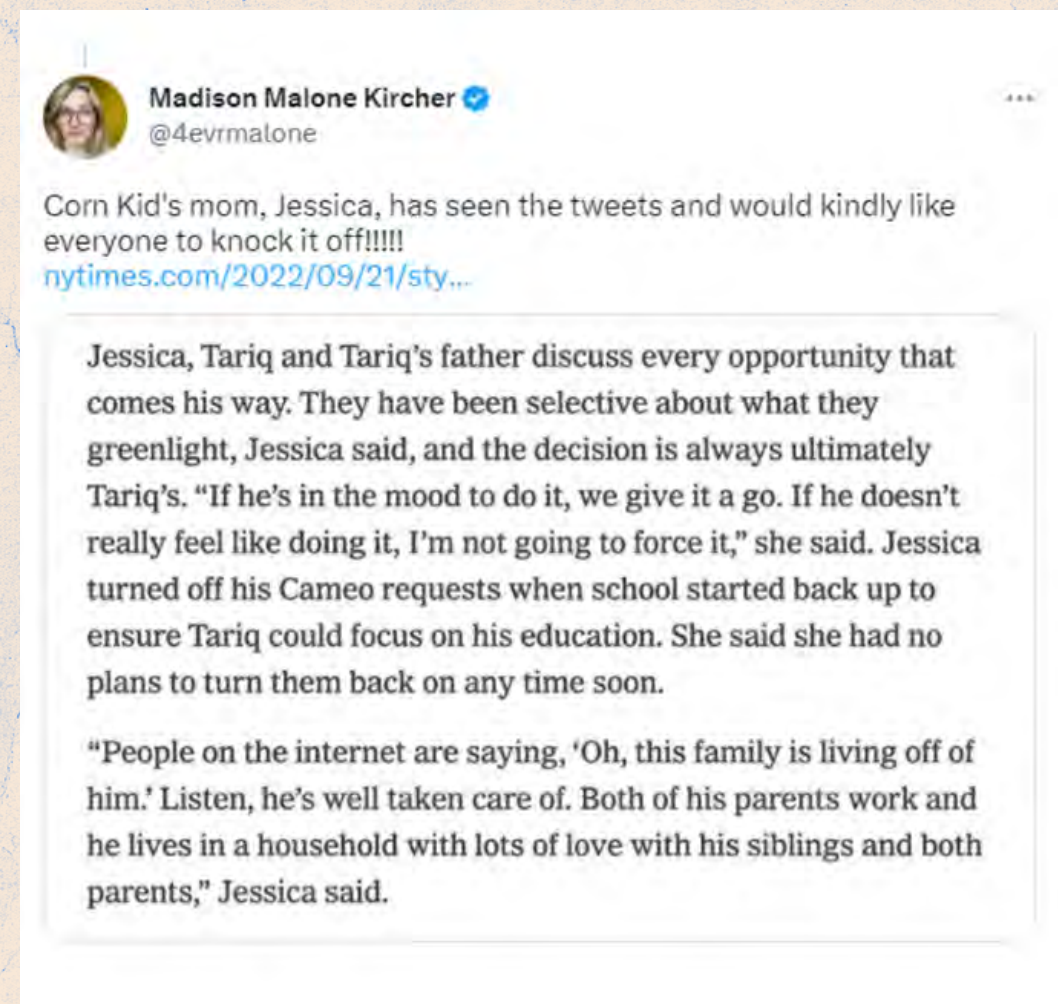
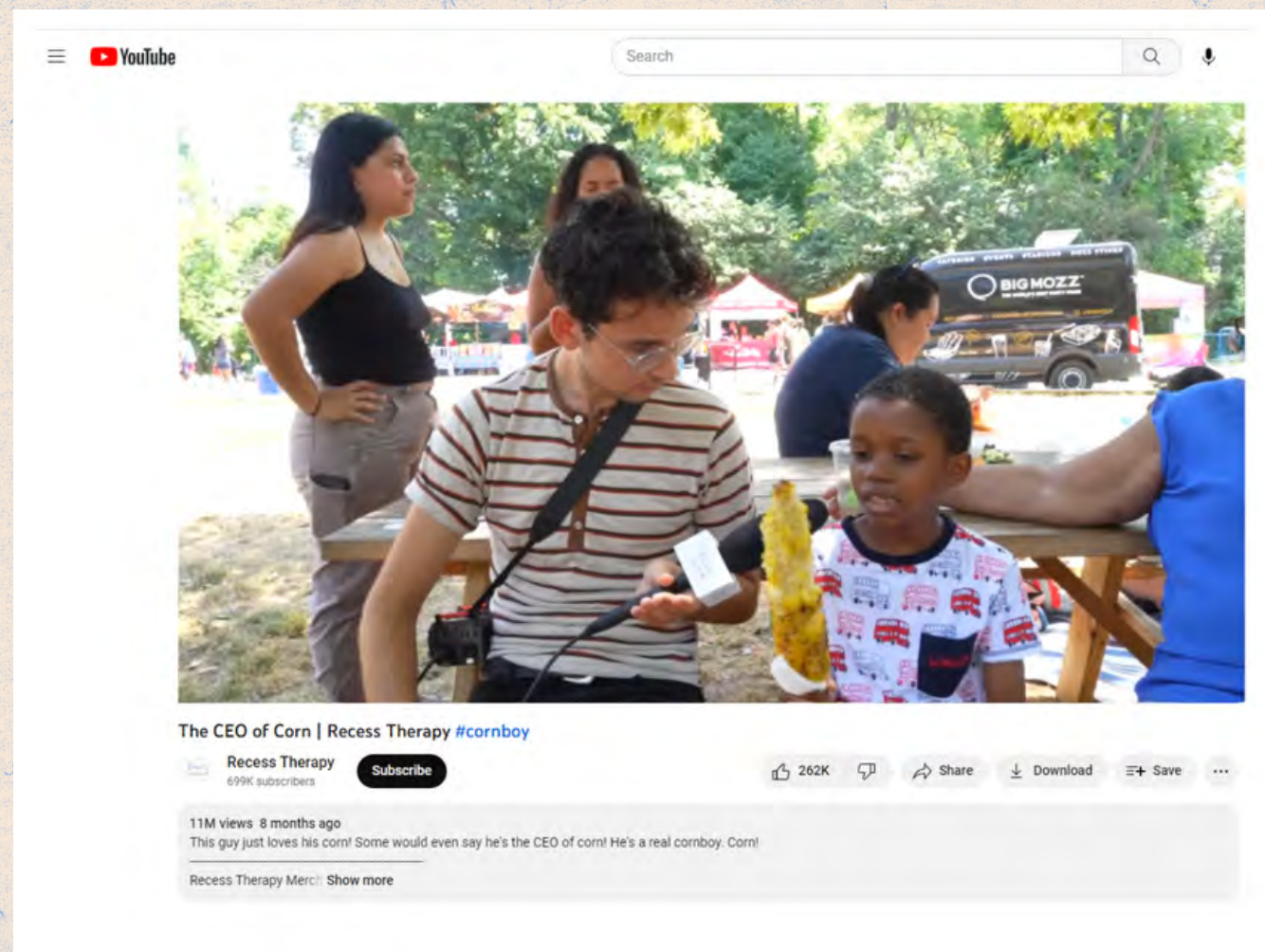
Utilize marketing blogs and resources:

- Set up a Feedly account
- Stay up to date with current events
- Follow influencers in your industry
- Use Google Trends to compare search topics

Get on social media! Scroll through the explore page, spend time looking at what others are posting.

# Families, Kids and Consent

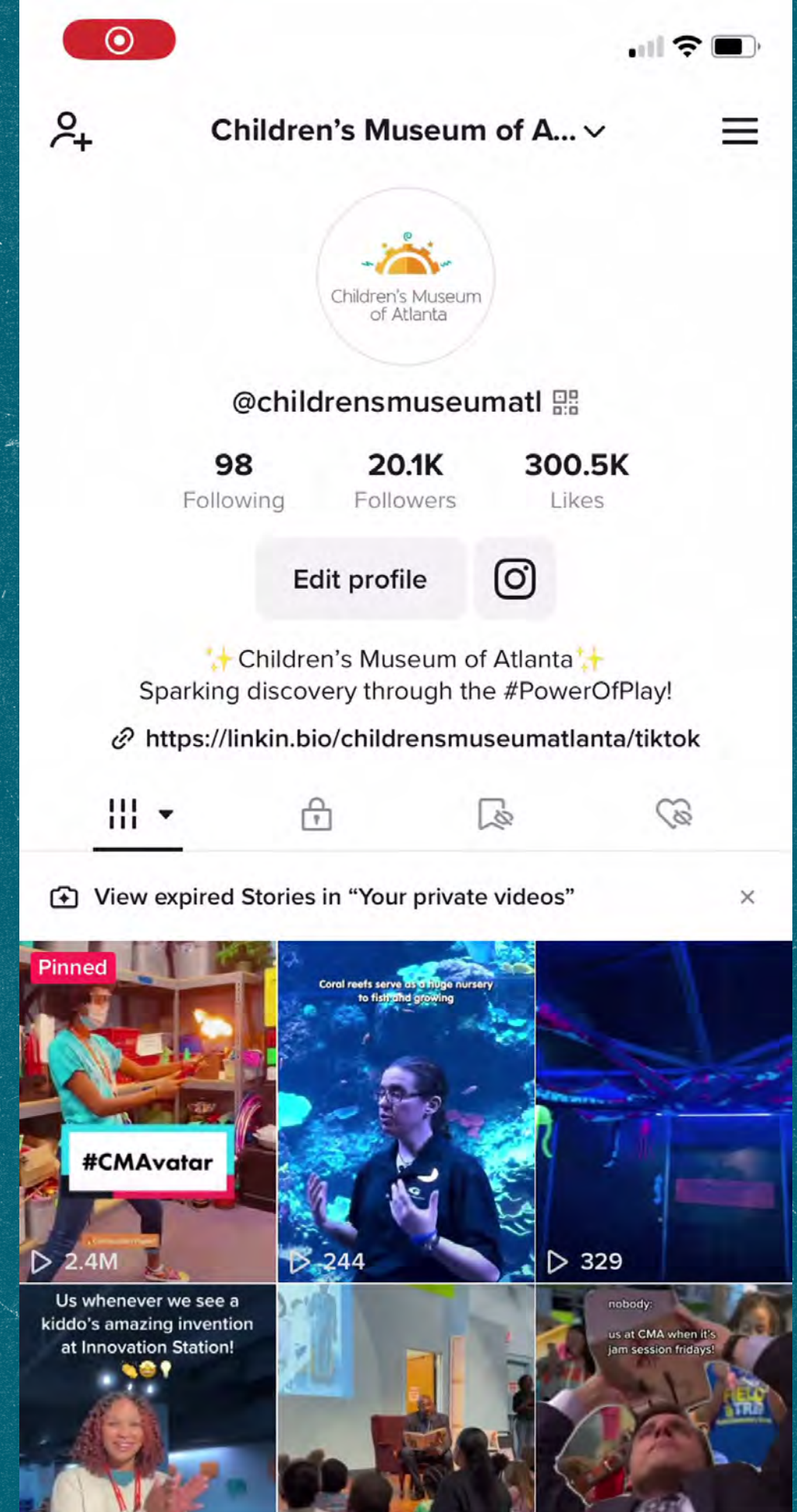
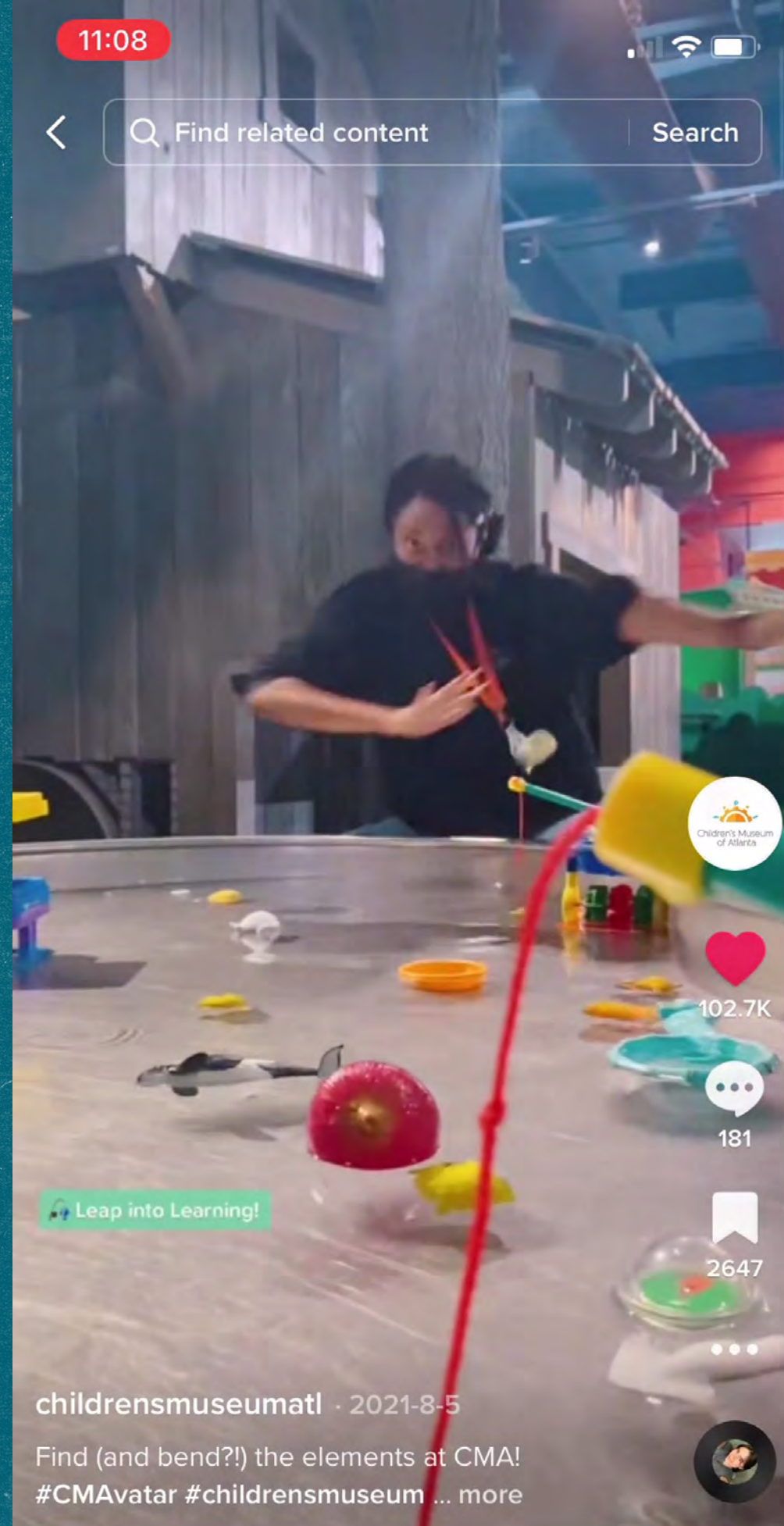
- Establish a Photo/Video policy
- Display signs within your Museum
- Be prepared to take posts down.
- Include news sources, third-party publication in your policy.





# Our Successes & Failures in Social Media

# Successes



# Successes

## Caption:

You never know what you will find when you clean the Museum after a busy day 😊

**Views:** 12,806

**Reach:** 12,622

**Engagement:** 239





# Failures

## GIVING TUESDAY



Betty Brinn Children's Museum

Published by Amanda Sobczak · Paid Partnership · December 3, 2019 ·

It's #GivingTuesday! Help us reach our goal of sponsoring Museum membership for 10 families in need with a tax-deductible gift (of any amount!) to the Museum.  
[sales.bbcmkids.org/donation.aspx](https://sales.bbcmkids.org/donation.aspx) — with GMR Marketing.



3

5 shares

Like

Comment

Share

Write a comment...



Jacob Shipley · Following

I do social media.

1d ·

Are you even a social media manager if you haven't spent 6 hours on a post that bombed and 17 seconds on a post that blew up?

320

23 comments · 10 reposts

# Success?

Just say you are opening a water park exhibit.

Posted: April 1, 2022

 Betty Brinn Children's Museum  
Published by Amanda Sobczak · April 1, 2022 · 🌐

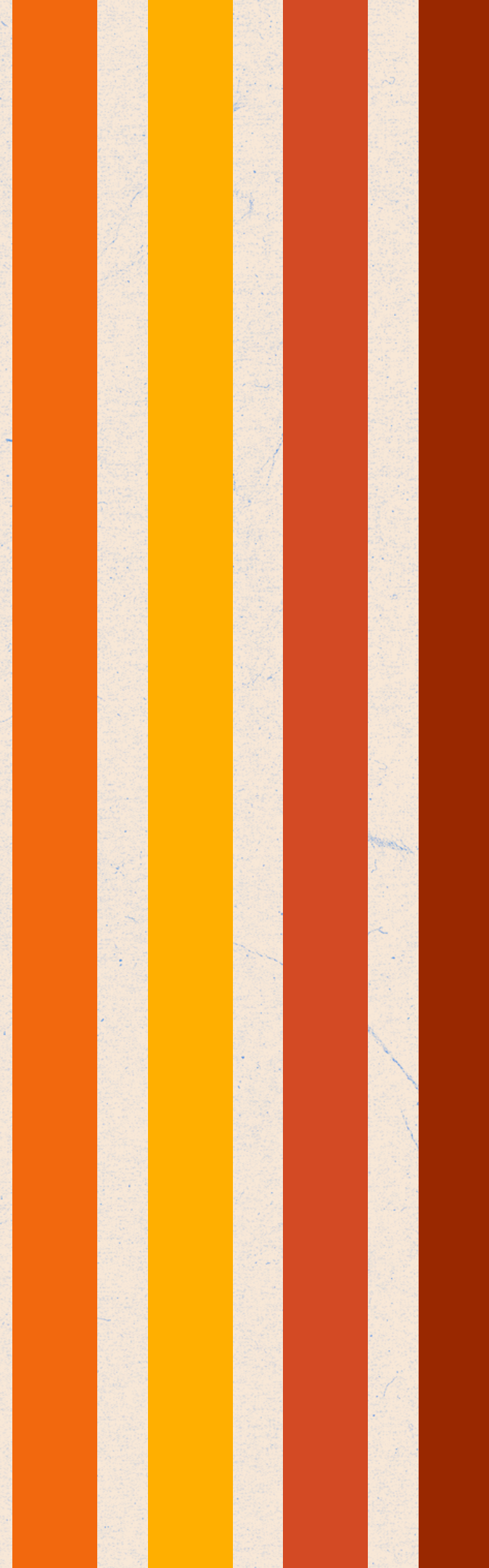
Just in time for spring break! Come explore our new water park exhibit! #atbettybrinn #aprilfools



😄👍 265 44 comments 27 shares

👍 Like 💬 Comment ➦ Share

# The Future of Social Media



# Social Media Users

Estimated Total Active Users (MAU)  
in the United States in 2022

Facebook - 197.9 Million

Instagram - 130.8 Million

Twitter - 102 Million

TikTok - 84.9 Million

- Instagram is the platform social media marketers expect to grow the most in 2023. (Hubspot)



# Current Trends

Half of social media users prefer video over other types of content.

66% of consumers report short-form video to be the most engaging type of social media content in 2022, up from 50% in 2020.

58% of viewers will watch the entirety of a business' video if it's less than 60 seconds long. (Sprout Social)



# Navigating Decrease in Organic Reach

Boosting content: start small

Establish your most important metrics & KPIs

Stay on top of trends

Size of Facebook's global advertising audience:

1.983 billion\* (January 2023)

\*Note: There may be various reasons why Facebook's advertising audience number is smaller than the platform's total active user base, including the impact of US sanctions, and individual user behaviors. (DataReportal)



# Connect

We are all here to help each other.

Museum Mascot Prank Call



# ✦ Strategy Resources



Social Media Strategy  
Template



Content Calendar  
Template