

aceartinc. Social Media Policy and Guidelines*

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*** Guidelines have been edited by aceartinc. so we can share our knowledge with the community**

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About Social Media Policies

A social media policy is a forward-facing document that informs the public about how to engage with aceartinc.'s social media profiles. Since aceartinc. uses Twitter, Facebook, Instagram and Vimeo – currently some of the top social networking tools – to interact with their public, it is important to set some general guidelines that can help govern how visitors will interact with the gallery. A social media policy typically outlines which online behaviors will and will not be tolerated and gives aceartinc. employees a guideline on how to handle negative, and unordinary, online interactions in a clear, defined and unambiguous way. It helps create a standard for aceartinc.'s social media profiles and gives direction to members of the networks who interact with them.

Many companies and brands that are online do not have public-facing social media guidelines to help visitors understand how to interact with them in a respectful and effective manner. However, this is quickly changing and you'll start to notice more companies and brands developing their own set of social media guidelines to help shape their online interactions.

The following page gives a breakdown of aceartinc.'s social media guidelines.

Our Social Media Guidelines

At aceartinc, our goal is to develop, exhibit and disseminate contemporary art by local and national artists at all levels, with a focus on emerging artists. Engaging in social media allows us to extend this effort online and reach a larger and more diverse audience. It is extremely important to us to continue to demonstrate our values and mandate through both the online and offline spheres while continuing to engage with all our audiences.

Social media enables us to create a forum for dialogue and new ideas in contemporary art through even more mediums. Since social media is constantly growing and changing, we're learning to grow and change with it. Although we can't foster or be present on every social media outlet, we strive to convey our goals and mandate through the use of Twitter, Facebook, Instagram and Vimeo.

We would love to have you interact with us via our social media profiles and encourage visitors, artists and members of the community to help us create an exciting and thoughtful dialog. We also welcome contributors to repost our messages to their online profiles and share them with their online network.

How to engage with aceartinc.'s social media profiles:

- Use your best judgment when posting anything. If you are unsure or have any questions, please email us at gallery@aceart.org and we'll guide you.
- Always be respectful and mindful of aceartinc.'s diverse and inclusive community when posting and interacting with us.
- Use common sense before posting personal information and understand that once something is online, it is permanent.
- Review your posts first and be sure they are respectful, honest and open. If you wouldn't stand behind it in real life, it shouldn't be posted online.
- Be aware of copyright, ownership and fair use when using aceartinc.'s images, videos and other content.
- Ask and get permission before posting or using any of aceartinc.'s intellectual property, including images and videos. Please email us at gallery@aceart.org and we'll guide you.
- Report any negative or damaging content by emailing aceartinc. Please do not attempt to remedy the situation; just take note and leave it to us to find a way to take care of things.
- aceartinc. strives to be accurate in everything we post. If we post something in error, we encourage you to inform us so that we can correct and remedy the situation.

Social Media Guidelines

Overview

The following social media guidelines should be available for all employees to use and refer back to. When employees post content to any social media profiles they need to keep in mind the following:

- Guidelines refer to the social media platforms that are used. For example: Facebook, Twitter, Vimeo and Instagram
- Use common sense when posting.
- Use a consistent brand voice when making posts (only one or two people should be posting to maintain consistency)
- Be clear that any ideas and opinions expressed are those of the organization.
- Keep in mind that social media is a conversation that can help you get in touch and engage with your audience

Goals

When putting your social media strategy into action, it's important to keep in mind that your social brand needs to be three things:

1. *Authentic* – be transparent and truthful. If you make a mistake, admit it. Your followers will respect this. Be straightforward and use common sense when posting anything on your social profiles.
2. *Relevant* – know your audience and speak to them. Post content that will attract artists, art lovers, students and art administrators but also make sure to leave room to attract new visitors.
3. *Resonant* – post content that is unique, shareable and leaves an impression on the visitor. Convince them to interact with you and to want to learn more about your organization.

Keeping the above in mind, social media can be effectively used to help users engage with your brand. Engagement can help you:

- Convert engagement into financial support
- Build brand awareness
- Promote a unique identity
- Connect with similar people and organizations

Measurement

Benchmarks can be difficult to define with social media. The best way to measure the effectiveness of your social strategy is to take note of visitor engagement across every platform your organization uses. Set clear, measurable and attainable goals that can help you determine what's working and what isn't. For example, Increase the number of Twitter followers to 350 in four months. This is a clear and measureable goal that you can actively monitor and take steps to achieve.

Since social media is rapidly changing, it is important to change with it; don't become attached to how you've originally done things if you aren't getting the results you want.

Don't be afraid to ask your followers for feedback and be prepared to change how you're doing things if you aren't getting the results you hoped for.

Spend time looking at what similar art galleries and museums are doing with their social media for both inspiration and so that your organization doesn't fall behind in their use of social media. With social media's constantly evolving nature, it's also very important to understand that what works for one year might not work for the next. Don't be afraid to change something if it isn't yielding the results you are looking for. With that said, be sure to allow a change or new strategy to be fully rolled out and implemented before quickly moving on to a new strategy because you haven't seen immediate results.

To help employees stay updated on current social media trends, be sure to spend time on [Mashable](#). This is a great way to stay in touch with new developments in the social media sphere and will help your organization's social strategy stay as current and relevant as possible. Another great site to help employees stay updated is [TechCrunch](#). This technology site is a great resource for navigating the constantly evolving digital world and shares new developments. Sign up for the weekly newsletter from [Social Fresh](#), a site that offers free social media training. Consider completing one of their online training sessions in an area that is relevant to your organization and be sure to spend a few minutes each week reading their weekly update. Two more websites that offer a wealth of information on social media developments and best practices are [Social Media Examiner](#) and [Social Media Today](#). For more specific examples on how to measure engagement with each of your social networks, please see below.

Branding

When someone visits your website, it's crucial to have social media links in a clear and visible spot so that people can easily be directed to your profiles. Most people today will visit an organization's website and social media profiles (e.g. Facebook or Twitter) before actually visiting the organization itself. This needs to be streamlined. People want social media links to be presented to them. They don't want to have to search the internet to find the gallery's Instagram account.

The most effective area to put these thumbnails is at the top right of your homepage underneath the headers (Exhibitions, News, About Us, Donations, Discourse, etc.). When your organization produces printed materials, be sure to include the symbols that invite people to follow you on Facebook, Twitter and Instagram.



If you have a newsletter that you send out to subscribers, it's a good idea to have a "Subscribe Now" button visible on your website so that people can quickly add themselves to your mailer. In addition to this, be sure to include a small paragraph about your revamped social media presence in your next newsletter. Invite subscribers to follow

the gallery on Twitter, like it on Facebook and follow it on Instagram. This is an easy way to get more followers on all your social networks with very little effort.

subscribe to newsletter

Be sure that all of your organization's thumbnails (profile pictures) are all the same. If you change one, change them all. It's a great idea to use a standard thumbnail with your logo so that your brand is more recognizable. This means that your profile pictures on all your social networks (Facebook, Twitter, Instagram, Vimeo) should be the same.

Also ensure that your organization uses the same handle for all social networks, whenever possible.

Defining Common Sense

The definition of common sense differs between different museums and other cultural organizations. For example, what might be appropriate for a certain organization to post would not be appropriate for the Canadian Cancer Society to post. Once your organization has established what their personal brand voice will be, it will be easier to determine which types of posts can push the envelope to maximize public engagement without going too far. Always be aware that once something has been posted, and even if it's been deleted, any number of people have seen it and have possibly retweeted it or shared it with their friends.

- Do not post anything racist, sexist, discriminatory or mean-spirited
- Be kind, considerate and respectful to everyone, including the gallery's competitors
- Do not post any confidential or non-public information
- Be aware that you are posting as your organization, not as yourself, so all posts should be in the established, professional brand voice and not your personal opinion
- If you have any doubts or are unsure about a post, speak to your co-workers and get their opinion
- Don't use a tragedy or natural disaster to increase followers or views
- Be prepared to stand behind what you post and most importantly, before posting, ask yourself, what could possibly go wrong with this?

Frequency of Posts

Generally aim to post something on your social networks (Facebook, Twitter, Instagram) at least once a day. Don't overpost because this can actually cause your organization to lose engagement as people may unfollow; over eagerness can work against you in this case. If you choose to post more than once a day, aim to create the posts at least five hours apart.

If you are having a special event, it can be a good idea to increase the frequency of posts so that people can follow along. Live tweeting or posting to Facebook can help drum up excitement for followers and will benefit the gallery when followers share these

status/photo updates with friends. This will give you an extended audience to reach out to that might be interested in attending future events.

Optimum Amount of Posts for...

- **Facebook** – 1-2 posts per day; 5-10 posts per week. Posting more than two per day can cause you to lose engagement. Strive to create high-quality content that will engage followers.
- **Twitter** – posting 2-5 times per day can increase the amount of Retweets by up to 300%.
- **Instagram** – post a few times a week to avoid over-saturating followers' feeds.

Social Media Strategy

Instagram

Instagram is currently one of the hottest social media tools, with more daily mobile users than Twitter. Instagram offers your organization the opportunity to become even more visible, especially if you are an organization that can truly thrive using pure visuals.

It's important to keep in mind that of all the social media tools, Instagram is one of the most exclusionary, with only certainly types of mobile devices able to use this tool. This is why it's a good idea to allow published pictures on Instagram to automatically be posted on Facebook. That way, even those who don't have access to Instagram aren't missing the various images that you are posting on Instagram.

Suggestions

Post Unique Photos

Since Instagram is all about the amateur photographer creating beautiful, sharable photos, your organization should strive to post more unique, creative and visually appealing photos. A good way to determine what types of photos are most popular with your audience is to see how many likes they get from followers so you can post similar photos that followers will be inclined to engage with. Post images that are different from what you're offering on Twitter and Facebook and use this as an opportunity to show off the organization and its surrounding community.

Follow More Relevant People/Brands/Galleries

Follow local and international artists, art galleries, museums and cultural institutions. Some smaller institutions will automatically follow back people who have chosen to follow them. This certainly makes a brand seem more personable and likeable, but whether or not your organization chooses to do this is purely subjective and depends on how much time you want to devote to your social networks. Be sure to continue to tag other users when you post pictures.

Increase Followers by Getting Creative

Strive to post a few unique images per week (with more during special events) and try to vary what you are posting about to keep things exciting. For example, a gallery using images to tell a story about an upcoming exhibit. Start with a photo of a behind-the-scenes art installation (followers like being privy to specialized information and social media is the perfect medium to indulge this) with a caption that hints at what is to come, so that followers will be inclined to stay tuned to what comes next. Post in the voice that you've decided the brand will be; witty, matter-of-fact, or even make it mysterious. The next photos in the series might include one of the artist, one of the opening, one of a brochure or ad for the event. The possibilities of what you can do with this are endless.

Use Hashtags

You absolutely need to use hashtags (#) when creating posts. Content on Instagram is only searchable via hashtags so imagine how many potential views and followers the gallery is missing out on every time someone searches for #art! Use hashtags sparingly and don't overwhelm users by sheer quantity. Using hashtags that are unique, will not

only allow followers to engage with you, it makes it easier to measure the success of a post. If you encourage followers to use your hashtag, you will be able to search this hashtag and see how many times people have posted about it, making it easy to measure the success of a post. For example, if a gallery posts an image of an ad for an upcoming student exhibition, an example of using basic hashtags is this:

- #Winnipeg – Winnipeg is small enough city for this to be a great way to narrow down searches for locals who are interested in art
- #Art – a broader search term that can draw in a larger audience not limited to just people who live in Winnipeg
- #Students – a more unique term that opens the door for people who aren't specifically looking for art in Winnipeg and could draw in unexpected followers

Marketing

Your organization can use Instagram to hold contests by compelling followers to use a specified hashtag to enter. Be sure to pick a unique hashtag that will allow you to see all the submissions so that you can choose a winner. Don't forget to search Instagram for your organization's name to see if anyone has shared their own images from their visit!

Vimeo

Since over 80% of internet users watch videos, it's great to establish a video presence. Although YouTube is seen as the video giant on the internet, Vimeo still draws a huge number of visitors, with 8 million registered users and 65 million unique visitors per month.

Suggestions

Follow More Relevant People/Brands/Galleries

You'll be able to see and like their videos in the hopes of driving more traffic to your video page. This can help increase your number of followers which will increase the likelihood of your videos being shared both on Vimeo and through links back to it on different social media networks.

Post Video Links to Other Social Networks

The best way to increase video views and drive traffic to your Vimeo page is by linking back to it via other social media networks. For example, when a new video is posted, be sure to cross promote it across Twitter, Facebook, and to a lesser extent, Instagram. Invite Twitter followers to "Check out the latest in our talk series!" and be sure to include a link to the video. Vary posts that are intended to drive traffic back to Vimeo and be creative in telling people how to get there.

Strapped for Time? Try Vine

If you want to post creative videos without making a big time investment, [Vine](#) is one of the newest social media tools that is becoming increasingly popular. Users can use Vine's built-in camera to record and post 6-second video clips to Twitter and Facebook. Vine is currently only available for iPhone users but the app is increasing its availability for use on other smartphones.

Twitter

Twitter is one of the best mediums that enables an organization to start a real-time conversation with followers. In addition to building brand awareness, it can also be used to provide customer service in the form of responding to customer comments, criticisms and queries.

Suggestions

Increase Number of Followers

Start with a realistic goal, for example, aim to get 50 new followers within two months. Your organization will gain more followers with which to share updates by maintaining an active presence on Twitter and interacting with current followers. Encourage followers to retweet (RT) your posts to increase the amount of people who see them.

Create Interesting and Informative Posts

You should aim to tweet three to five times a day, at most, unless there is a special event happening. The goal is to get a follower to click on the link to be directed to your organization's homepage. Twitter will automatically shorten links to fit into your posts or you can use [bitly](#) (a free link shortener) to shorten them yourself. Using bitly looks more aesthetically pleasing because the link is more concise, but this is a matter of personal preference. To make Tweets even better, add a hashtag to make your post searchable and even more relevant.

Make Good Use of the Hashtag

Although hashtags are not as crucial to Twitter as they are to Instagram, they are still very important. They make your Tweets searchable and help you measure the success of a Tweet in the same way they do for Instagram. The industry standard for Twitter is to use no more than two hashtags per Tweet. Although hashtags can help increase visibility, they don't need to be in every post. For example, a post that includes a link might not benefit much from having a hashtag, however, see what works for you and which Tweets are being retweeted the most.

Make Good Use of Mentions

Mentioning someone on Twitter (using @ plus their handle) alerts them and lets them know that you've mentioned them. Mentions are useful because they are how you start conversations on social media and carry them on. Mentioning specific followers can benefit your organization because they show you are approachable and helps to build a solid relationship with the follower. Mentioning someone is a great way to get someone to stop and notice you; chances are they will be interested and inclined to click on your profile and hopefully continue on to your website where they can learn even more. If they retweet your tweet or respond back to you, this will increase your visibility even more. This can be something as simple as Tweeting a new follower "Thanks for the follow, @ilovecats, we love cats too!" A little kindness in this form can go a long way on Twitter.

Marketing and Promotions

Like with Instagram, you can use hashtags to run contests and other promotions. This type of contest isn't just limited to using hashtags. Getting followers to retweet (RT) your posts increases your organization's visibility to your followers' followers, thereby resulting in new followers.

Measurement

Success on Twitter can be defined in many ways but the main measure of success is engagement. How often are your followers engaging in a conversation with you, how often are they mentioning you and how often are they retweeting your tweets or quoting them in their own Tweets?

- [Tweetvolume](#) – a free service that lets you measure and compare up to three words (ones you would have used with hashtags) and see how often they appear on Twitter. This is useful in that it will allow you to measure the success of your Tweets to determine how often they are being retweeted and shared with other followers. It should be noted that Tweetvolume is currently undergoing an upgrade but it will be available again in the near future.
- [Social Mention](#) – a free service that uses keywords to measure where something is being talked about online. This tool can also be used to measure conversations on other social media networks, including Facebook.
- [Trendsmap](#) – a free service that allows users to see trends by geographical location. This tool isn't so much useful for actually measuring your Twitter presence, but it gives a good overview of current trends and can be a great place to use trending hashtags in Tweets to make your own Tweets more visible to people who don't already follow you.

Damage Control

Many people use Twitter as a means of contacting brands and organizations if they have a problem and it's important to know how to deal with a crisis should one arise. This can be a great opportunity to turn the conversation around to a more positive note, if the comment is negative, and at the very least will show followers that your organization is reasonable and positive. Try to respond to the negative comment within the hour; this is when things tend to go viral. Give yourself a moment to fully consider the situation before posting something reactionary in haste. Acknowledge the issue and let your followers know that you are taking action. Your next tweet should address your organization's values and mandate and refer to your Social Media Policy ("Our Social Media Guidelines") which outlines which online behaviors will and will not be tolerated. Be sure to close the thread on a positive note.

Facebook

Since Facebook has the largest number of active users than any other social media network, it represents an excellent opportunity to connect with followers on a mass scale. Facebook is often the first network that users will try to engage with and it allows you to create more diverse content than any of the other social networks. Most people who follow a brand page have done so because they genuinely want to interact with the brand and this can be further maximized by providing incentive for people to do so.

The goal of being on Facebook is to create engaging interactions with followers. Even if your organization has 5,000 followers, value can only be given to them if they are interacting with your brand, posting to your page, liking posts/photos/comments and reposting your content.

The Value of a Facebook Reshare:

- Provokes thought
- Entertains
- Educates
- Informs

Suggestions

Convert Personal Profile to a Brand Page

Since you are representing an organization, it's important to have a brand page rather than a personal page.

It's possible to convert a personal page to a business page, turning previous friends and followers into people who like the new Page.

Why Convert a Personal Account to a Page?

- It is a violation of Facebook's terms to use a personal account to represent a business or organization. Accounts found to be in violation can be deleted.
- Followers will be able to view all of your organization's page content without having to "friend" them, as they would have to with a personal profile page.
- Pages include useful business information, such as address, email address, phone number, daily hours, a location map and instructions on how to get there via public transit or car. There is also space to write a description.
- Pages provide Insights which can help administrators measure the success of their page. (There can be more than one administrator to manage the page but the initial administrator will have to add additional administrators to the page)
- Unlike personal profiles, Pages do not have a limit to the number of fans who can like the Page.
- Pages have been developed to contain several different apps that can be used to optimize content.

Increase Page Likes

By increasing the number of people who like your Page, the more engagement and awareness you will receive; likes tend to grow exponentially.

As mentioned earlier, be sure to include a line or two in your next newsletter inviting people to connect with your organization on Facebook. Ads can also increase the amount of Page likes for a small amount of money (see below for more information on this). And of course, the quality of content posted will help you grow your fan base when fans share the your organization's posts with their friends and when their friends notice their activity

posting on the business Page. Continue to join related groups in the community and be sure to post in them to increase your visibility.

Create Engaging Content

Make your presence on Facebook lively and interesting. Decide how content will be posted and stay consistent with the format. For example, do you want to create posts with proper grammar and properly capitalized sentences, or with all lower cased words?

If your organization simply wants to improve brand awareness, it's important to publish interesting content that people will interact with on the page. If an aim of being on Facebook is to get fans to click through to your website, then it's important to offer links and exclusives to them to drive the traffic there. Post occasional links to your Twitter feed to drive traffic there, but refrain from linking your Twitter to your Facebook so that Tweets are automatically published in your Timeline.

Post Ideas

Try to include a small description of a link before posting it and include a thumbnail link to the site being linked to when possible. Link back to your organization's website when promoting an event (if you haven't created a separate event for it) so that people can click through to get more information about it. Try to avoid repeat posting of photos and be sure to tag Facebook members in the photos when possible. This will allow your organization to show up on the member's Timeline, for all their friends to see. Be sure to provide captions for each photo posted; it will create additional engagement and can start a dialog instead of just people who already know what the photo is liking it.

- *Photos and Videos* – colourful images and videos attract views and draw them in.. Be sure to include a fun and complete caption in the your organization's voice and grammatical style.
- *Fill-in-the-blank questions* – get creative and post fun or provocative questions that will make people want to respond.
 - E.g. If I was curator for the day, _____ would be the next speaker at (your organization) artist talk series.
- *Create a poll with questions* – this is an easy way for people to engage and lets them know their opinions are important
 - E.g. What would you like to see at a future ...(Give three or four possible answers and encourage responders to post in the comment area if they have another great idea they'd like to share)
- *Ask questions* – be sure to respond in the comments so that people know their voices are being heard. This will also help create an ongoing dialog.
 - E.g. What was your favourite artwork in the exhibition?
- *Create events and invite fans to attend* – when fans click on “Attending” it will show up on their Timeline, increasing your page visibility.
 - E.g. Create an event for an opening night or the next major event.

Ad Words

If your budget allows it, consider purchasing paid Facebook ads to increase traffic to your organization page. These ads will allow administrators to promote your Page to gain more likes. To do so, your administrator will have to choose a daily budget (from \$5-\$20) that they are willing to allot to the promotion of the ad. The administrator will be able to choose the target audience (e.g. by location or gender), which helps narrow down who will see the ad. Each ad contains the Page's profile picture, name and a button encouraging people to like the Page. The admin will be able to determine the effectiveness of the ad by using Facebook Insights to measure how many clicks it received, who actually clicked on it (e.g. gender, age) and how people engaged with it (e.g. video plays, wall posts).

Measurement

The easiest way to measure engagement on Facebook is through Facebook Insights. This is a free service that can be used when a Page has a minimum of 30 fans and provides metrics for people who viewed your page on both computers and mobile devices. Your organization will be able to determine which types of content people are engaging with most, which can help shape your social strategy, helping you determine which posts are most effective. You will be able to see how many people see your posts, how many people are clicking on these posts and how many people are talking about it (e.g. sharing, liking, commenting on a post, answering a question, responding to an event, etc.). You will also be able to learn a bit about the demographics of people who like their Page, including: age, gender, location (by country and city) and language.