Social media

Successfully promote your collections

ART UK

INTRODUCTION TO THE TOOLKIT

Social media is an important tool to attract and connect with new and existing audiences. Interaction with your collection does not have to be limited to the museum/gallery setting. Effective social media promotion can allow you to show off all aspects of your collection, even when it's not on view, and share upcoming events and exhibitions.

Read on for a step-by-step guide on how to effectively promote your collections through social media and find out how other collections have done so successfully.

CONTENTS

Step 1: Put your audience first

Your audience are the most important stakeholders in social media.

• **Define your audience:** do you have visitor data that you can already draw on?

• **Profile what audiences are on which channels.** For example, consider if there is a different gender balance and age range, and when they are usually online. Take into consideration what type of content gets the most engagement.

At Art UK learning resources are popular on Facebook, whereas focuses on artists are most popular on Instagram.

Beautiful dresses
20 Pins   2mo

Cozy interior
4 Pins   4mo

**Autumn landscapes**
10 Pins   9mo

All things pink
19 Pins   10mo

Art UK's Pinterest board.

Step 2: Content scheduling

· **Adapt for your team size.** Adapting your content schedule to reflect your team size ensures you can post consistently, but that it remains manageable within your workload.

· If capacity is low, consider choosing one as your `hero' channel: for example, if Instagram is your most engaged platform.

· Make sure you have a clear 'why' for each social media channel. Select channels that resonate best with your audience.

· Be aware of your business goals and objectives and how each social media platform helps to achieve this.
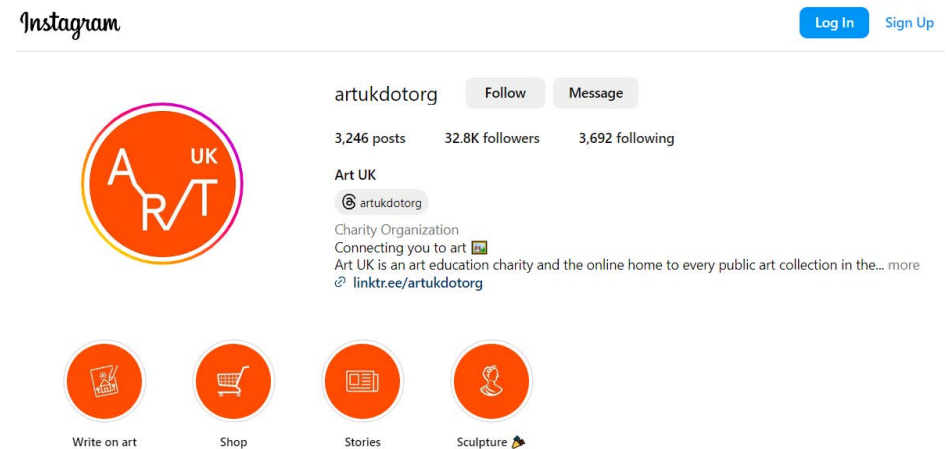
Art UK's Instagram page.

Content scheduling – shared spreadsheet

There are a variety of free tools that you can use to make social media scheduling easier.

Creating a shared spreadsheet is useful for your team to see an overview of what will be posted, and for separating out content for different channels.

· Keep track of key dates such as artist birthdays or campaign dates, as well as events and exhibitions happening at your venue.

· Plot in content that you want to post regularly. For example, Art UK post a Work of the Week every Friday, and make sure this is scheduled in advance.

· Draft your copy in the spreadsheet, and indicate what imagery you will use for each post.

Art UK @artukdotorg · Feb 23

#WorkOfTheWeek are these pencil drawings, new to Art UK ✏️

Discover more by the artist 👉 artuk.org/discover/artis…

'Welsh Woman' and 'Man Praying' by Sydney Curnow Vosper (1866–1942)
📷 Merthyr Tydfil Leisure Trust

Art UK's Work of the Week.

Content scheduling – Hootsuite, Sprout Social and Meta Business Suite

Hootsuite, Buffer and Sprout Social are social media management platforms that supports social network integrations for Bluesky, X, Facebook, Instagram, LinkedIn, Pinterest, YouTube and TikTok. Hootsuite also has a free, more limited, option.
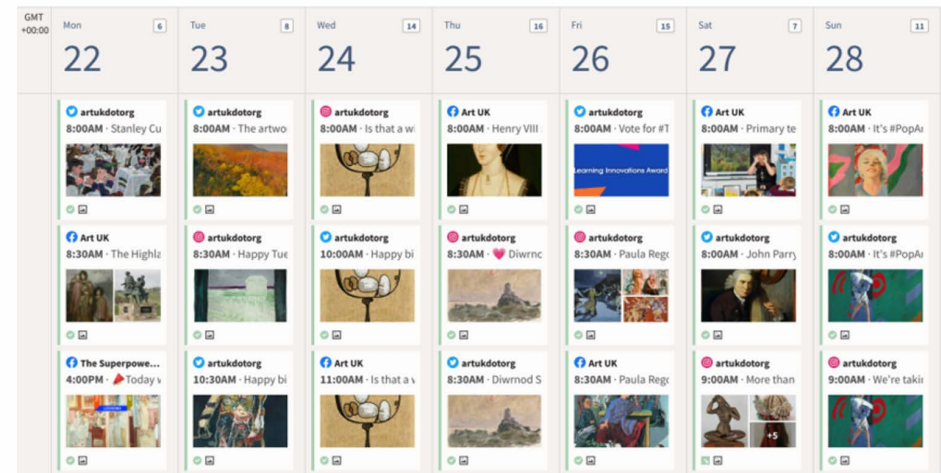
· Meta Business Suite allows you to publish, schedule and manage all your content for Facebook and Instagram. It is a free option for scheduling your content.

https://www.hootsuite.com/

https://buffer.com/

https://sproutsocial.com/

https://en-gb.facebook.com/business/tools/meta-business-suite

Hootsuite enables you to schedule all your content for different social media platforms.

Step 3: Content planning

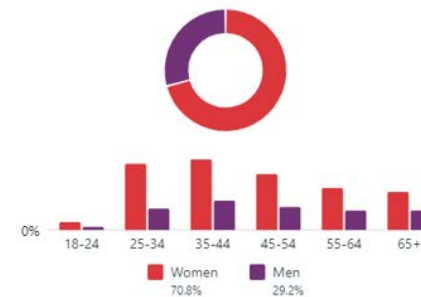Once you've decided what scheduling tools to use, it's time to plan your content. Top things to consider are:

• **Your audience** – who are they, where do they live? Why do they follow you? Try profiling them as a person - do they visit your gallery or do they live in a different country and just follow you to see your collection online.

• **Timing** – what times of day are your audience online, do they check their phone in the morning, do they have more spare time on the evenings, are they out on the weekends.

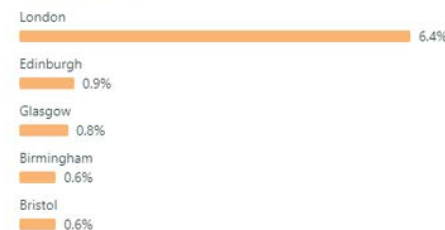Meta Business Suite Insights or Hootsuite analytics are both good tools to gain this information.
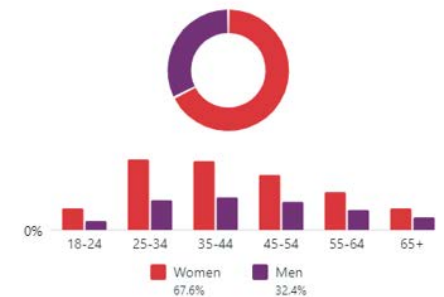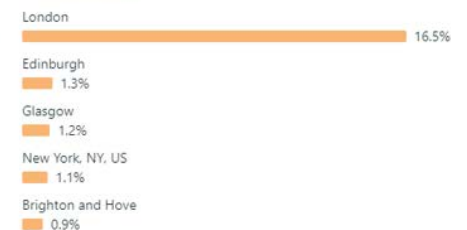
Facebook followers ⓘ
29,179

Instagram followers ⓘ
29,876

Age & gender ⓘ

Age & gender ⓘ

0%   18-24   25-34   35-44   45-54   55-64   65+

■ Women   ■ Men
70.8%   29.2%

0%   18-24   25-34   35-44   45-54   55-64   65+

■ Women   ■ Men
67.6%   32.4%

Top towns/cities

London
6.4%

Edinburgh
0.9%

Glasgow
0.8%

Birmingham
0.6%

Bristol
0.6%

Top towns/cities

London
16.5%

Edinburgh
1.3%

Glasgow
1.2%

New York, NY. US
1.1%

Brighton and Hove
0.9%

Use free tools such as Meta Business Suite Insights to analyse your audiences.

Step 3: Content planning

Other things to consider when planning your content are:

· **Objectives** - What are the wider organisational messages,and how can these be supported by social media. For example, does your gallery want to raise general awareness of the collection or increase ticket sales.

· **Engagement** - keep track of what's working well on your channels, and use this to plan future posts. If something isn't working as well, try out different formats until you find something that works for you.

· **Channels** - keep track of which channel is working best for you in terms of your objectives. You don't have to be on all platforms, you could prioritise one.


You can also schedule posts directly on X.

Step 3: Content planning

Allow time for spontaneity

As well as planning in advance, it's important to leave some space and time for spontaneity.

See what other accounts are posting, and what conversations are going on online that you can tap into. It's important to make sure you stay true to your oganisation: tap into your collections to be relevant with current affairs.
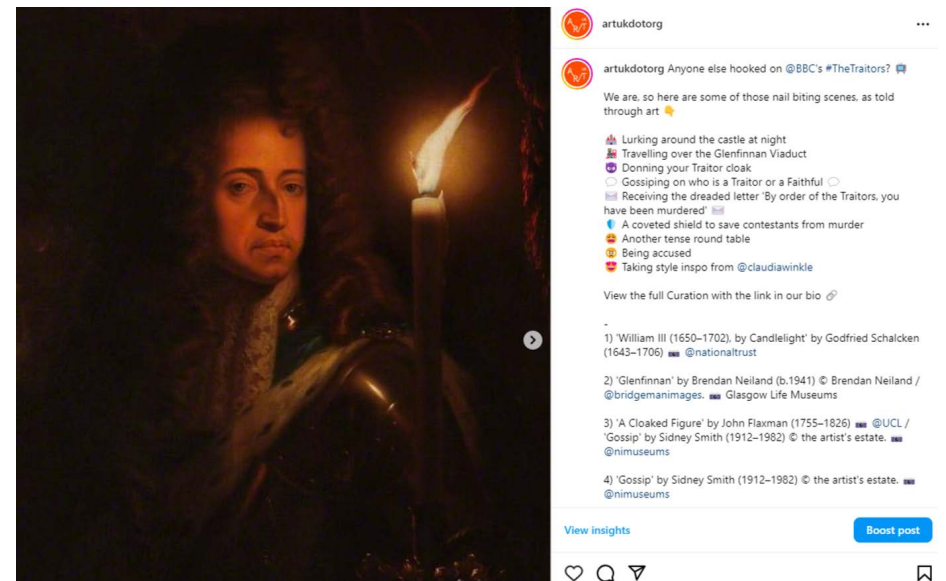
Art UK posting about the TV hit, The Traitors.

Step 4: Experiment

Don't be afraid to experiment as you start to understand which content works for which platform.

Look for trends in how your posts are performing and different times of day and use this to influence your schedule.

Lots of this information is available with tools such as Meta Business Suite and Hootsuite.


A Facebook post by Art UK.

Step 5: Tailor content to your platforms

What's popular on X won't necessarily be popular on Instagram, even down to choices such as the image ratio. A portrait image usually performs better on Instagram for Art UK, alongside a long-form-caption, for instance.

There will be some cross over with the content you're posting on different channels so think about how you can re-purpose content. Could your Instagram Reel be turned into a thread on X or Bluesky?

You can also re-purpose website content for your social media platforms, you don't always have to start from scratch.
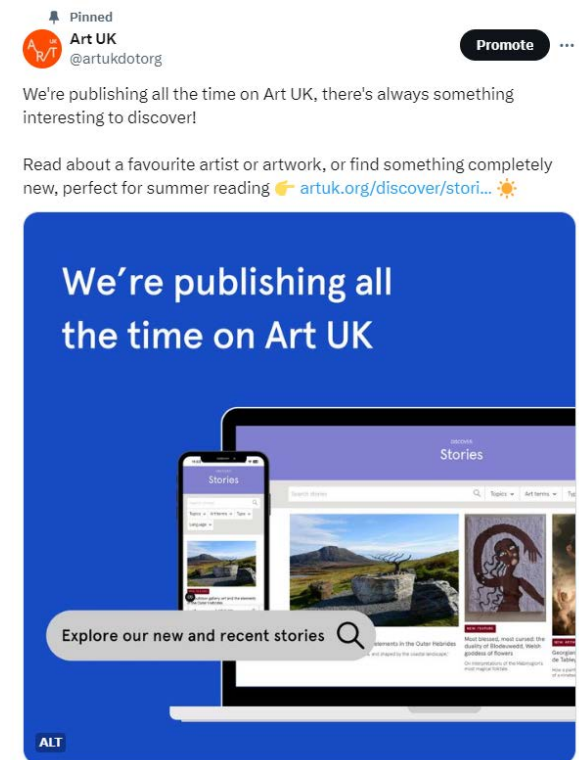
An X post by Art UK.

Step 6: Editing in app

Each social media app prefers content that is edited on that app. To make the most of the algorithm and reach as many of your followers as possible, edit your Instagram reels and/or TikTok videos directly on the app.

Add alt text descriptions to increase the accessibility of your posts. Not only will this be helpful for some of your audiences such as the visually impaired, it will also help your posts appear in keyword searches.

Still Lifes
32 Pins 2y

Modern Art
24 Pins 2y

**Seascape Paintings**
29 Pins 2y

Sculpture
2 Pins 2y

Art UK's Pinterest board.

Step 7: Measure your success

Decide the metrics that are most important to your collection and measure these regularly. This could be follower numbers, engagement rate, location, or tags for your museum.

Set goals for campaigns that might be separate from your regular metrics: event announcements might not get many likes, but your goal for these types of posts is ticket sales.

Include space for qualitative reporting, such as nice comments or reshares from big accounts.
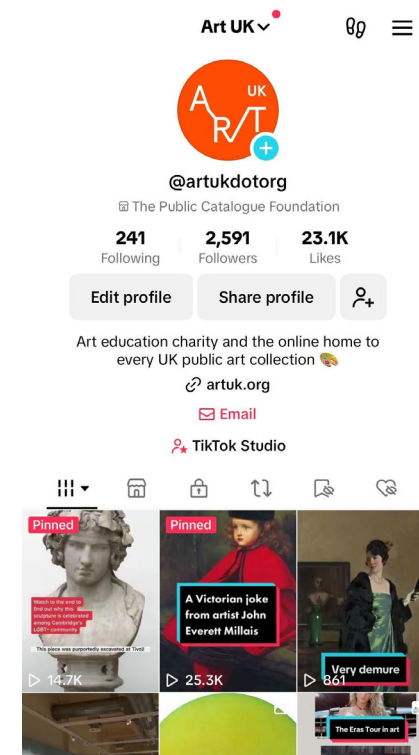
Art UK's TikTok.

Step 8: Improving your content

Reporting is also important to see what's working well and what needs improving.

· Use a shared spreadsheet with colleagues to document your progress. Include qualitative research and top posts.

· Measure follower growth year on year.

· Decide the metrics that work best for your organisation: this might be reach or impressions, or location tags to your museum.

We measure our top three posts and bottom three posts to get an understanding of what's working on each channel.

You could use a shared spreadsheet to keep track of your performance.

Step 9: Collaborate with Art UK on the #OnlineArtExchange

The Online Art Exchange happens on X, Instagram and Bluesky every Thursday.

Each week there is a new theme and people share a relevant artwork, tag the collection, tag **@artukdotorg** and use the hashtag **#OnlineArtExchange**.

We're open to theme suggestions and collaborations. This is a great tool to celebrate exhibition openings or a particular anniversary. We make sure to repost posts to create a buzz and increase engagement.

https://x.com/hashtag/onlineartexchange?
src=hashtag_click&f=live

The #OnlineArtExchange is a great way to interact with other collections on social.

Step 10: Collaborate with Art UK – tag us!

Tag us **@artukdotorg** in your posts and we'll make sure to like/comment/reshare where possible to increase reach and engagement.

Posts could be highlighting pieces of your collection that are on Art UK or products you have on our shop.

We always make sure to tag collections when we feature your artworks, so make sure to reshare these to increase reach too.

Munnings Art Museum tagged Art UK in their social posts so we could engage and repost.
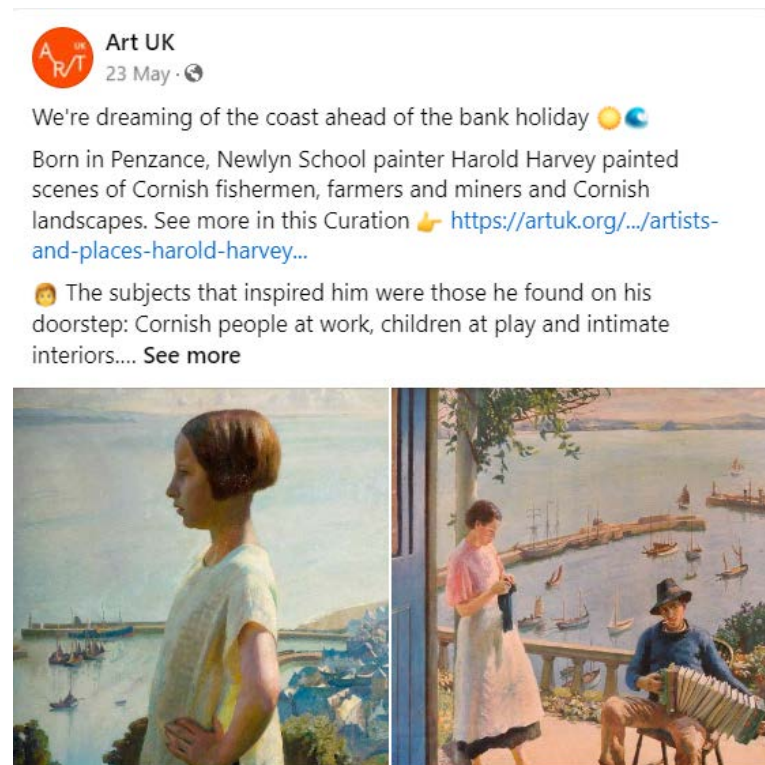
Step 11: Make a Curation

A Curation is Art UK's tool to create online exhibitions and is a great way to get exposure both on the Art UK website and social media.

Link your Curation to an exhibition and we can make sure to share and repost.

Curations give you the freedom to pick multiple artworks and is also a fun way of linking in with current topics and pop culture.

See our Curations toolkit for a step by step guide on how to build a successful Curation.

Art UK sharing a Curation.

Step 12: Understanding your platforms – Instagram

· Co-author a post with another Instagram user/organisation to find new audiences.

· Post consistently.

· Post Reels, use trending sounds, and edit in-app.

· Add up to 30 hashtags and consider using popular search terms (keywords) on the app.

· Engage with other accounts, reply to comments and engage with posts that are tagged at your location.

· Consider reposting user-generated content of visitors at your museum or gallery.

· Prioritise content-rich, non-commercial content.
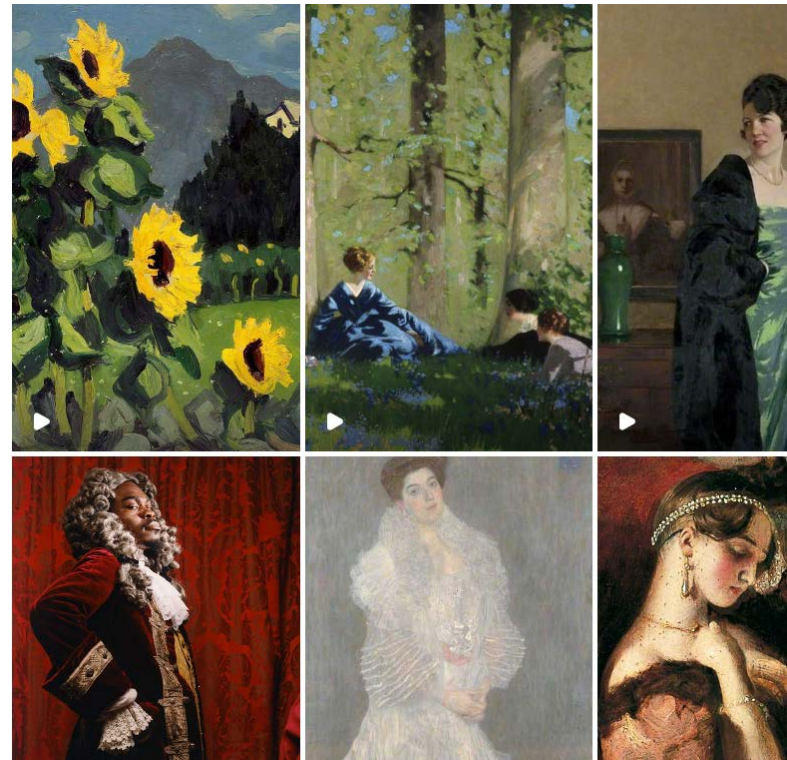
A selection of Art UK's Instagram reels.

Step 13: Understanding your platforms – X

· Be part of industry conversations.

· Engage with other X accounts by liking and replying.

· Use 2–3 hashtags per post.

· Keep an eye on trending topics.

· Use engaging media to stand out against the text.

· Drive traffic to your blog posts and websites.

· Encourage conversation and questions with your audience.

· Don't be afraid to post similar posts multiple times.

The #OnlineArtExchange is a great way to engage on X.

Step 14: Understanding your platforms – Facebook

· Usually an older audience.

· Can be good for families and educators.

· Post consistently.

· Meta continues to post videos on Facebook as well as Instagram.

· Consider interacting with and using Facebook Groups to build an online community.

· Useful for driving traffic to your website.
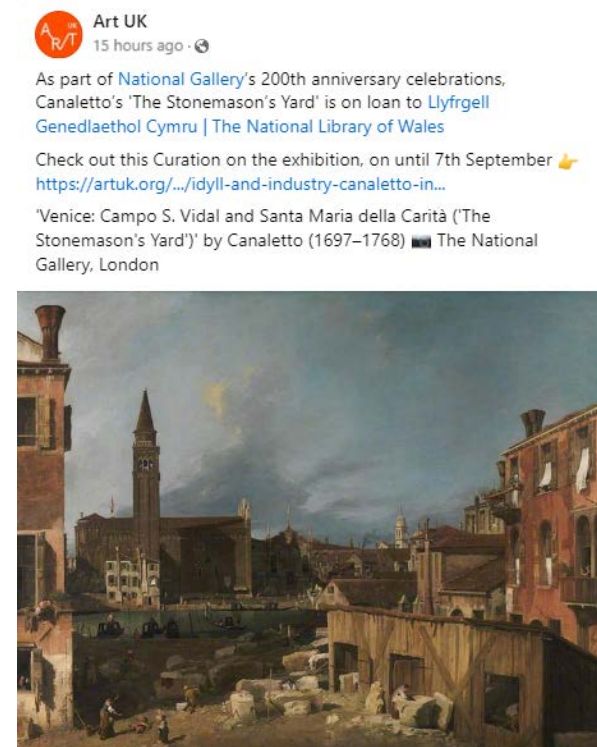
A Facebook post by Art UK.

Step 15: Understanding your platforms – TikTok

· Typically a younger audience, so bear this in mind when posting.

· Test and try the latest features, such as the carousels feature.

· Add music and text to tell a story.

· TikTok prefers captions created in-app.

· Be authentic to your brand and your business goals.

· Try trending sounds.

· Be consistent to find your niche.
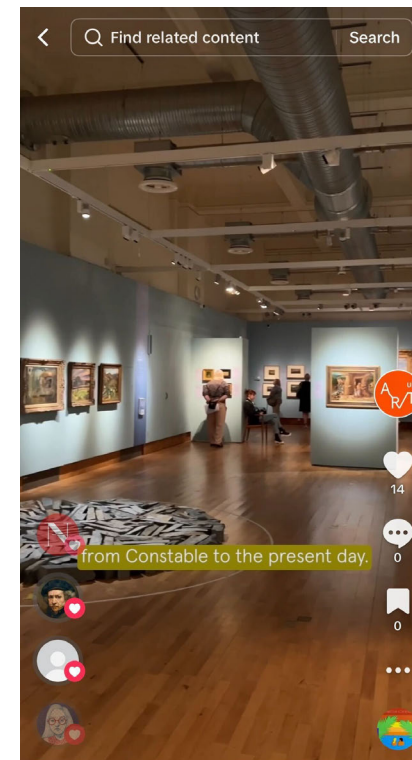
Art UK's TikTok.

Step 16: Understanding your platforms – Bluesky

· Bluesky is a relatively new social media platform. Like X, users can share short posts with images and video.

· Many users are moving over to Bluesky from X.

· Experiment with content and start conversations, reply to relavant posts from other organisations and use hashtags.

· Drive traffic to your blog posts, events and websites.

· Starter Packs can be created to group accounts together that users can then follow.

· Join Starter Packs such as The Museum of English Rural Life Arts & Culture and Museums Association Museums in the UK so users can easily follow your account. You will need to contact the owners directly to join.

https://bsky.app/starter-pack/themerl.bsky.social/3l73krxhwvq2y

https://bsky.app/starter-pack/museumsassociation.org/3lao3ap6tmm2q

Art UK's Bluesky.

TOP TIPS

· **Plan your content in advance.** Come up with a schedule that suits your resources and use tools such as a shared spreadsheet or Hootsuite to plan your content.

· **Allow time for spontaneity.** Make sure there is flexibility in your social media plan so that you can adapt and respond to current events.

· **Put your audience first.** Profile your audiences and tailor your content accordingly. Take into consideration what type of content gets the most engagement and what times are most popular.

· **Post consistently.** This doesn't have to be every day, or even multiple times a week. It's more important to post consistently once a week and keep on top of it than post lots one week and not at all the other.

· **Tailor your content** to different social media platforms.

· **Measure your success.** Use analytic tools such as Meta Business Suite or Hootsuite to keep track of what's working well and what needs improvement. Allow space for qualitative reporting such as nice comments or reshares from large accounts.

· **Collaborate with Art UK.** Get involved with the #OnlineArtExchange, tag us in your posts and get in touch if you would like to work on a collaborative post.
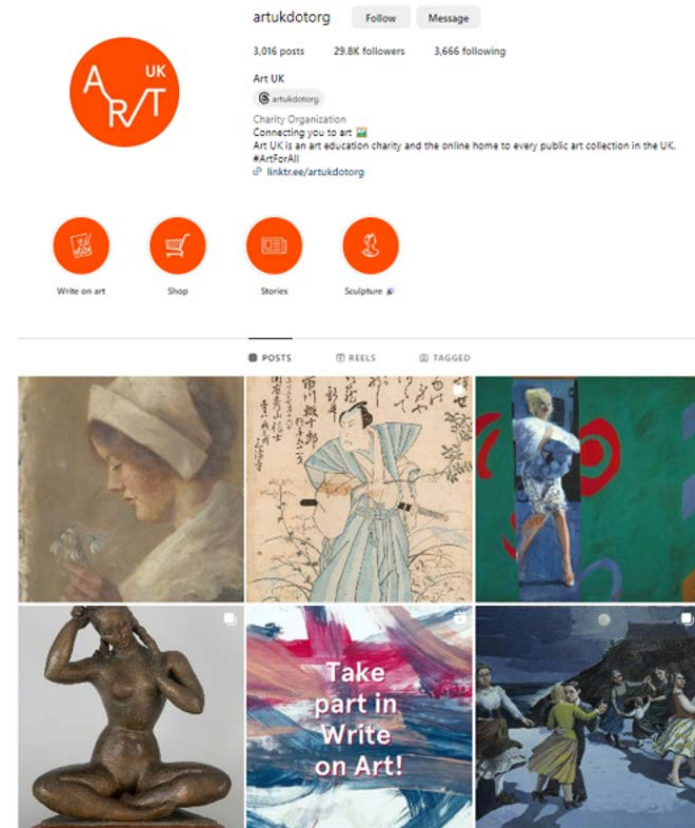
Art UK's Instagram page.

CASE STUDY 1

From April–June 2024 we collaborated with Glynn Vivian Art Gallery on Instagram, Facebook and X to promote 25 years of the Wakelin Award.

Our three collaborative Reels on Instagram generated 7,275 plays, 159 likes with 4,785 accounts reached over three months.

Funding allowed us to film and promote their exhibition on The Wakelin Award.

We also posted three collaborative Reels on Instagram and shared across other channels.

'The team at Art UK were great to work with and made the process so simple. We had regular in-depth conversations to discuss our ideas with them and the project was very much a collaborative experience. They took the lead with all the technical aspects of creating the promotional films, which have been used both across our social media and online, providing us with professional content which we would not have otherwise had the opportunity to develop. We would highly recommend working with the friendly team and their continued support has been invaluable to us.'

Glynn Vivian Art Gallery

Art UK
@artukdotorg

The Wakelin Award has made a huge contribution to @GlynnVivian's public collection over 25 years, helping to showcase contemporary Welsh artists.

Celebrating 25 years of the Wakelin Award is on until 1st Sep in Swansea, see more 👉 ow.ly/m0e450Rr0zC

Artworks © the artists

8:00 AM · Apr 30, 2024 · 5,089 Views

Art UK worked with Glynn Vivian Art Gallery on a series of collaborative posts to celebrate 25 years of the Wakelin Award.
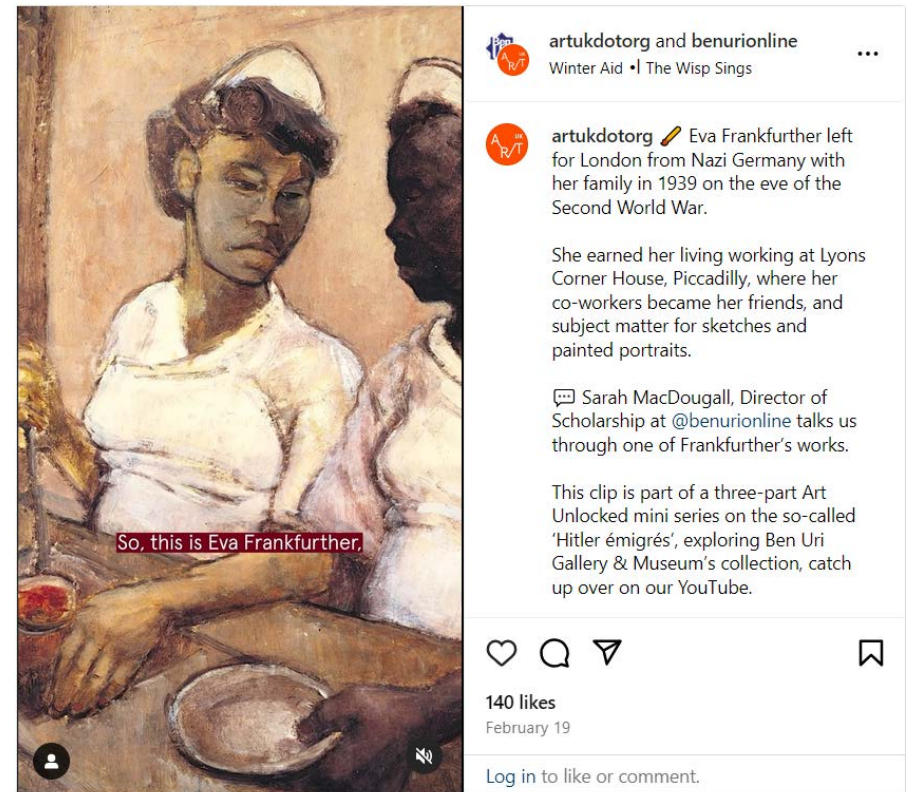
CASE STUDY 2

In February 2024, to help promote Ben Uri's Art Unlocked talks, and share engaging video content on Instagram, we collaborated on a Reel with a voiceover from their Director of Scholarship.

The Reel received high engagement and views – 2,454 plays, 140 likes with 1,737 accounts reached.

'The bottom line is there are no UK art centered institutions we can think of, outside the nationals, that have the reputation, width and depth that Art UK enjoy. To be able to tell our stories through Art UK's social media channels was a huge bonus for Ben Uri and as a result we gained new ongoing audiences.'

Ben Uri Museum and Art Gallery

artukdotorg and **benurionline**
Winter Aid • The Wisp Sings

artukdotorg ✏️ Eva Frankfurther left for London from Nazi Germany with her family in 1939 on the eve of the Second World War.

She earned her living working at Lyons Corner House, Piccadilly, where her co-workers became her friends, and subject matter for sketches and painted portraits.

💬 Sarah MacDougall, Director of Scholarship at @benurionline talks us through one of Frankfurther's works.

This clip is part of a three-part Art Unlocked mini series on the so-called 'Hitler émigrés', exploring Ben Uri Gallery & Museum's collection, catch up over on our YouTube.

140 likes
February 19

Log in to like or comment.

So, this is Eva Frankfurther,

Art UK worked with Ben Uri Museum and Art Gallery to promote their upcoming Art Unlocked talks.

CONTACT DETAILS

If you would like to collaborate with Art UK on social media, or if you have any questions, please contact:

media@artuk.org