



Making the Most of Social Media

Additional resources



HdK Associates explore how to optimise user engagement across the key social media platforms. Including how to pivot your social media during Coronavirus. With: **Hans de Kretser**, Director; **Phoebe Cleghorn**, Digital Marketing Manager; **Freya Ruane**, Marketing Coordinator and **Hannah Gagen**, Advocacy Manager, [SOLT](#) and [UK Theatre](#)

<https://www.culturehive.co.uk/resources/webinar-how-to-improve-your-engagement-on-social-media/>



Webinar: How museums can experiment with social media during Coronavirus
As the coronavirus continues to prevent museums and cultural organisations from welcoming audiences to their physical spaces, the importance of digital engagement has increased exponentially. In the face of this all, many organisations are embracing the opportunity to use this time as a period of experimentation, especially with regards to social media

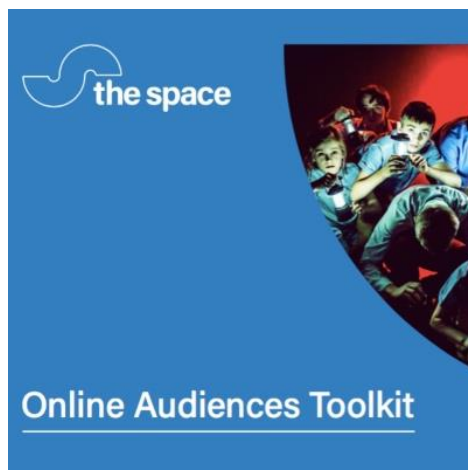
<https://www.culturehive.co.uk/resources/webinar-how-museums-can-experiment-with-social-media-during-coronavirus/>



A 101 Guide which will take you through key insights into planning, running and measuring campaign success. Plus, the digital marketing tips & tools to get you up and running.

Includes a comprehensive section on social media platforms, tools, strategy and checklist

<https://www.culturehive.co.uk/resources/digital-campaign-playbook/>



The Space's Online Audience Toolkit includes:

- How to do an online audiences audit
- Pros and cons of the major social media platforms
- Dos and Don'ts for creating great social media content
- How to give your content the best chance through SEO, social media algorithms and seeding strategies
- Guidance on how to measure your success in a meaningful way

<https://www.culturehive.co.uk/resources/the-spaces-online-audience-toolkit/>