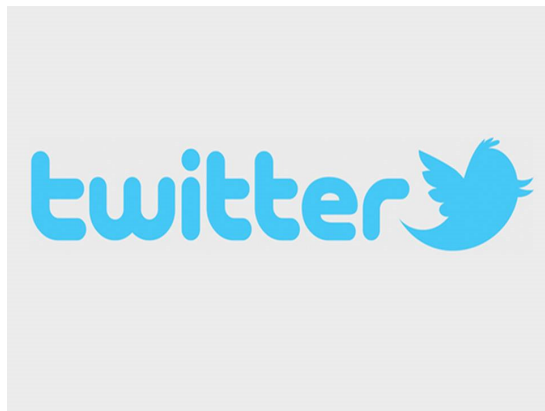


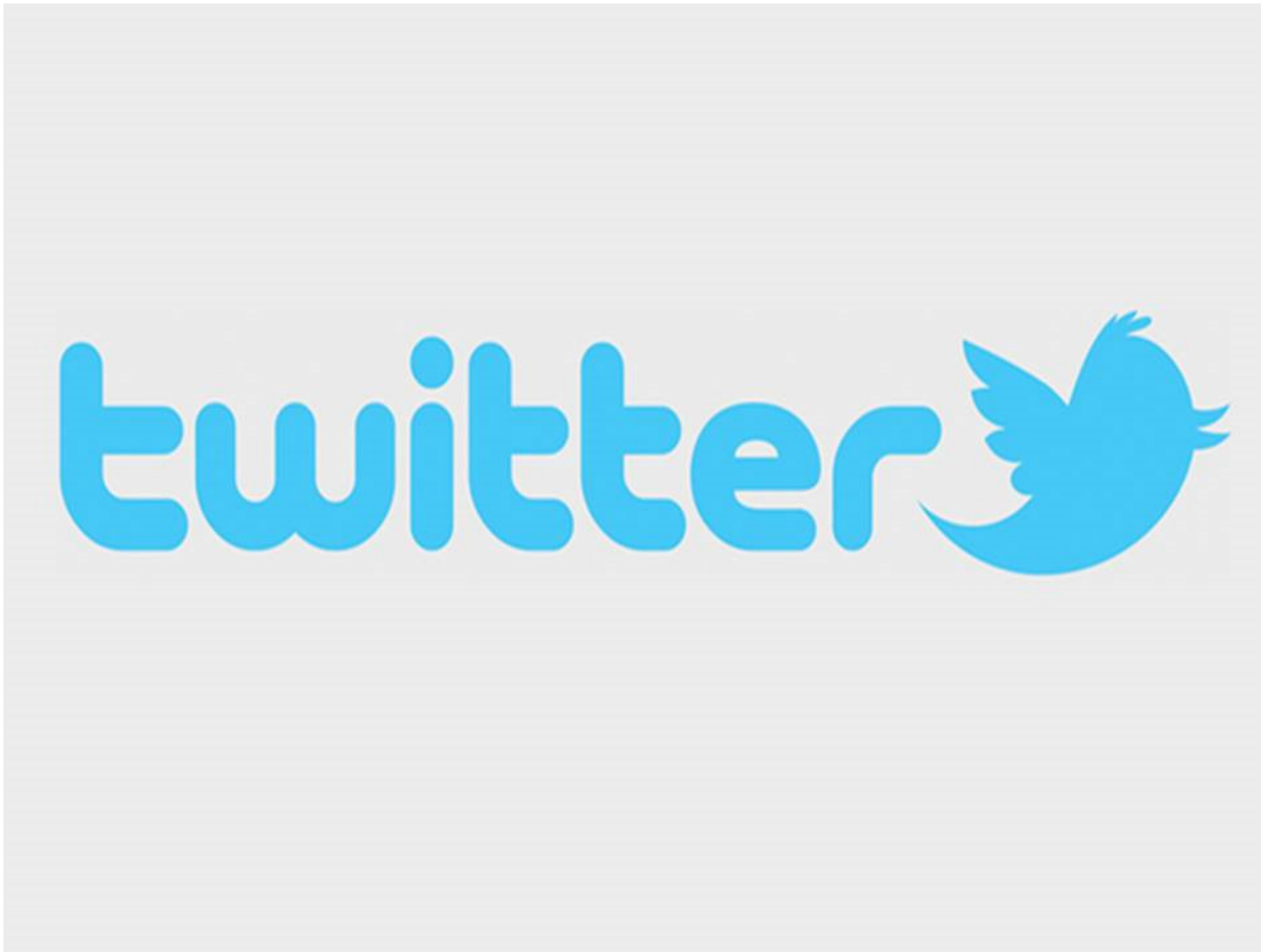
# Social Media @ TWMAG





# Facebook

- Generally people over the age of 25
- Good for event information
- Often useful as a more 'accessible' version of your website
- Fun place to post pictures with information



@TWartyculture

@TWBC\_Museum

# Twitter

- All about a personality
- @TWartyculture & @TWBC\_Museum are VERY different
- Encourage members of staff to tweet professionally – It's them, but 'work' them
- Do NOT simply parrot corporate message



Image-based Micro-blogs

# Image Micro-blogs

- Quick shots
- Often “Behind the Scenes”
- Keep voice very ‘real’ and ‘informal’
- Raises issues of copyright
- Still reflects core ethos



Standard Blogs  
Different Audiences



# Blogs

- Keep it 'Real'
- Tumblr blog vs Wordpress blog
- Know the intended audience
- Choose style & stick with it

And don't forget...



WIKIPEDIA  
*The Free Encyclopedia*

# Things we've learned

- Post regularly
- Don't use it as another form of advertising
- It's about them, not you
- Choose a voice/theme and stick to it
- Try to understand the 'nature of the beast'

The Future

?