

Fort Frances Social Media Plan

GOALS

1. To keep our community current with what is happening in our museum: exhibits, events, and workshops.
2. To reach as many people as we can as quickly as possible.
3. To be relevant to a changing world – one that is tech savvy.
4. To establish two-way conversations regarding arts and culture in Fort Frances with museum supporters.

MEASURES FOR SUCCESS

To determine whether the content is helping to achieve the platform's purpose, we'll gather and evaluate the following data:

- We will use Facebook analytics to determine our primary audience and their level of engagement as Facebook is our main social media platform.
- We will determine what is used most by age group, which will allow us to select platform depending on what is going on and who we are trying to reach.
- We will use analytics to gather information on site visits, duration and frequency; using our guest book to see how they heard about our institution.

AUDIENCES

Primary audience: Patrons and General Public

Personal characteristics	Socially engaged, involved in the community, have an interest in arts and culture, frequent and occasional social media users
Computer expertise	Strong
Top audience objectives	1. Provide opportunities to learn about the history of the community 2. Boost attendance to museum events 3. Provide new experiences through programming and planned events (for all demographics)
Top obstacles to site use	1. Not everyone has time to check their social media accounts, or doesn't use what we use.

Secondary audience: Community Partners

Personal characteristics	Public organizations, local businesses or community museums in the area
Computer expertise	Fairly Strong
Top audience objectives	1. Boost attendance to community events 2. Strengthen municipal partnerships 3. Strengthen community partnerships
Top obstacles to site use	1. We are not currently re-tweeting due to time & staff limitations; others may have similar issues 2. Not all partners have a Facebook page to connect with or to follow

SITE STYLE

- We want our online personality to be Approachable, Informative, and Accessible.
- Organizations we would like to have a similar style to, include:
 - The Lake of the Woods Museum as they are a good example of another museum in the region.
 - The Peterborough Museum & Archives as they keep up-to-date on what is happening at the museum.
 - The Amherstburg Freedom Museum as they are very good with posting history of the area with “on this day” posts and sharing relevant news stories to educate their patrons.

CONTENT INVENTORY

Content	Audience	Priority	Update frequency	Description
Museum Events	1, 2	High	As needed	Opening receptions, Exhibit change-overs, Special events i.e. Friends of the Museum Wine and Cheese Gala, First Nations Fashion Show
Museum Workshops	1	High	Monthly	Saturday Adult Arts Programming Workshops and Open Studio for Children
Souvenir Advertisements	1	Medium	Seasonal	Museum souvenirs around Christmas and school year end, tourist season; Friends of the Museum souvenirs around Christmas and Father's Day
Programming	1, 2	High	Seasonal	School programs in fall and early May; summer programming: May & June
Promotional Campaign	1	Medium	Every 2 weeks	“Basil The Beaver” photographed at different heritage sites and around Fort Frances
Highlights from the Collection	1	Medium	As needed	Archival photographs and artifacts from the collection that are relevant to a historical event or museum/community event; significant donations to the collection
Promote Community Events	1, 2	Medium	As needed	Share poster advertisements posted on community organizations' Facebook page
New Articles	1	Medium	As they occur	Anything new written about the goings-on at the museum

CONTENT CATEGORIES

Category 1: Museum Events	Category 2: Programs	Category 3: Promotions
Openings, celebrations	Museum Workshops	Souvenir Advertisements
Historical events	Programming	Promotional Campaign

Category 4: Collection	Category 5: Press	Category 6: Community Events
Highlights from collection	Anything newsworthy	Community-wide events
	News articles	Holiday/seasonal events