

Social Media Policy 2014-16

Amgueddfa Cymru — National Museum Wales

Revision Summary

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1 Introduction

This is a policy document for all Museum Social Media account holders and their managers. It covers basic guidelines for upholding our cultural and legal responsibilities while using Social Media, to which all Museum account holders are expected to adhere.

This policy defines the boundaries within which we can innovate and engage. Used in conjunction with the Social Media Toolkit, it will help us organise campaigns more effectively, collect useful data, and raise Amgueddfa Cymru – National Museum Wales’ profile beyond that of our physical visitors, through using varied and original digital content.

The document draws from extensive research, evaluation and consultation. Staff digital literacy, visitor expectations, as well as the use of social media platforms will change in the future and this document will be reviewed as required.

2 What is Social Media?

Social Media is an umbrella term for a number of dynamic online platforms that allow us to engage more directly, and informally, with our target audiences. They succeed by encouraging the sharing of content, conversation, and the cultivation of networks.

Museums, by and large, assume the role of content producers on social media – posting original content for others to share and discuss. The most successful museum accounts plan most of their content in advance, to coincide with their programmes and objectives. They use their social media presence to drive online traffic – to their website, shop, collections, blogs, visitor information, videos, venues, and so on. These accounts post on a regular basis, and collect useful data to inform their conduct and content.

Each social network has its own demographic group, and a different way of encouraging its users to engage with one another. What every platform has in common, however, is that posting consistent, high quality, engaging content takes time and effort. The ‘build it, and they will come’¹ mentality does not apply here – museums that are very successful at social media find and use the platform where their target audience is already active.

3 Aims

The overarching aim of this policy is to bring about an interconnected network of social media users throughout Amgueddfa Cymru: retaining individual, departmental and site-specific voices – while improving the consistency of our output, raising awareness of risk, and increasing our capacity for innovation.

This policy is intended for use alongside Social Media Surgeries and the Social Media Toolkit, which provides how-to guides, tips and audience profiles for each social network. This document defines the boundaries within which we can experiment and innovate.

¹ Costner, 1989

4 Objectives

This policy will:

- Improve the consistency of our social media content
- Improve the way we work together on social media
- Encourage staff to share good practice and celebrate success
- Support the work of museum social media account holders through training
- Raise awareness of individuals' responsibilities in managing risk on social media
- Stay up to date and relevant through staff input and training
- Raise the profile of digital and social media production within the Museum

5 Recommendations

5.1 Responsibilities

5.1.1 Each account holder is responsible for their account's output.

5.1.2 Social media is content-led. To ensure consistency and quality, account holders must plan and prepare the majority of their content in advance.

5.1.3 Account holders must post regularly, and make time during their work schedule to do so. Social media should be treated as an integral part of any account holder's work plan.

5.1.4 Anyone posting on social media on behalf of the museum in any capacity – or is planning to do so – must attend 'Social Media for Swimmers' training, which runs regularly at every site.

5.1.5 Account holders are expected to stay up-to-date with the Risk Register (section 6) and to conduct a regular social media health check, resolving risk flags where they appear.

5.1.6 Account holders are responsible for avoiding risk by refraining from behaviours and practices outlined in the Risk Register (section 6).

5.1.7 If you run a museum social media account, or if you manage someone who is an account-holder, you are expected to make room for social media in your work plans, PDRs and training schedules.

5.1.8 Where reasonable, all social media accounts should link to your Museum colleagues' content e.g. our website, shop, venue, blog posts, programmes, visiting info, online collections etc.

5.1.9 All social media accounts should be easy to find through google or other search engines. Help people find your account by using key words about your theme or content in your biography or username.

Content, where appropriate, should be tagged or labelled clearly. Help search engines index your work by employing concise, descriptive titles, filenames, metadata, or hashtags. When tagging or labelling any type of content – blog posts, pins, tweets etc. – account holders should make use of terms that people are likely to type into a search box e.g. #molluscs, rather than #ireallylovemolluscs. More information is provided in the Social Media Toolkit.

5.1.10 All social media accounts must be sustainable, and set up for the long term. New accounts for finite projects e.g. temporary exhibitions should not be established. Use prearranged hashtags on existing accounts instead, e.g. #ispynature, #walesremembers. For information on working with social media for a finite project, please refer to the Social Media Toolkit under 'guest posting'.

5.1.11 At Amgueddfa Cymru we believe our differences should be recognised, acknowledged and celebrated. Through our digital platforms we want to provide a safe environment where all can share their views and opinions with each other, to engage in respectful dialogue where each person is treated with dignity and respect. We will not tolerate, condone or support acts of hate within those spaces and will take action to remove any posts which contradicts these values.

5.1.12 Internet trolls are people who deliberately provoke or use offensive messages on the internet in order to attract attention, to cause upset or instigate trouble. Amgueddfa Cymru will not engage with trolls and will take action to block and remove any person who seeks to cause upset or insight hate on any of our accounts.

5.2 Audiences

5.2.1 Content for social media should be created with its target audience in mind. Always ask whether your posts serve the institution or our audiences. Our audiences always take priority on social media.

5.2.2 Identify where your target audiences reside online; what kind of content they are creating, sharing or discussing. Before you embark, assess whether you have the capacity to create relevant content for this group and address any training needs where necessary.

5.2.3 An audience base will stay the same, even if the account holder changes – if you are handing over ownership of an account to a colleague, make sure that a plan is in place to sustain the interest of your existing followers, or to attract new ones.

5.2.4 Campaigns to attract target audiences to our social media accounts will need to be followed up. Continuing to post content targeted to your new audience will retain them and ensure the long-term success of any such campaign.

5.3 Evaluation

5.3.1 Account holders are expected to collect and review analytics data in order to evaluate how they are doing. To ensure that we are all collecting the same data consistently – where possible, keep a monthly record of engagement (number of likes, favs, shares, reblogs, repins etc.), impressions (how many times people have viewed your content) and follower count. Social media is not a numbers game, but your keeping an eye on your follower count can help alert you to any issues that need further investigation.

5.3.2 You are expected to review your performance honestly and compassionately. Celebrate success, as well as learn from failure.

5.3.3 Share your analytics with the Digital Media team every month, so that the overall health of Amgueddfa Cymru on social media can be assessed and maintained. Good work from staff at all our sites informs future training.

5.4 Co-working

5.4.1 When working as a team on social media, agree on and collate your content schedule in advance (including hashtags, images etc.) using an editorial calendar template; designating a point of contact who is responsible for the project overall. Digital Media content staff are happy to offer advice and guidance to anyone embarking on such a project.

5.4.2 If you are not an account holder, ensure that you approach account holders in good time, allowing them to plan and prepare content. They may have other priorities and key messages to get across. Communication and Marketing Officers at each site will have a good overview of programmes and priorities relating to social media. Digital Media content staff are also happy to offer advice or guidance on this topic.

5.4.3 Social Media Surgeries are an ideal place for social media account holders to get to know one another, share good practise and ideas for collaborative working. Account holders interested in co-working and campaigns are welcome to attend.

5.5 Accessibility

5.5.1 Content should be accessible: easy to find, easy to read, easy to follow.

5.5.2 Text needs to be proofread and spell-checked.

5.5.3 Photos need to be in focus, of an appropriate resolution and, where applicable, written permission obtained from subjects or copyright holders.

5.5.4 Links need to be clear, or shortened using a reputable URL shortener, such as <http://goo.gl>

5.5.5 Accounts should be easily found through a search engine. Where applicable, biographies should include key words about the theme and type of content you post.

5.5.6 Hashtags need to be concise, used consistently, and be searchable. Avoid puns and jokes – ask yourself “who will be searching for this term?”

5.6 Security

5.6.1 Account holders are expected to keep their passwords updated regularly, and to use a secure, alphanumeric/special character mix. Keep your password safe, and inform Digital Media who keep a master list of current passwords, to be used in the case of emergency, such as an urgent risk flag.

5.6.2 Every care possible should be given to safeguarding our infrastructure security. Users must not include images of back-of-house that show corridors or windows in context, door numbers, nor the precise location of any objects. This also extends to e.g. historic floor plans – only show sections of currently accessible front of house areas.

5.6.3 When producing 'behind the scenes' content, be careful to exclude exif data and gps data from your pictures, or use a service which strips this data automatically.

5.6.4 Account holders must take care to avoid social engineering, which exploits human vulnerabilities, rather than technical ones. Never divulge your passwords or personal information to anyone on a social network – whoever they claim to be.

5.7 Campaigns

5.7.1 Campaigns must be planned well in advance, feature varied content such as images, videos, promotions, blog posts.

5.7.2 Campaigns must have an outcome in mind, and should be evaluated to see to what extent those outcomes were achieved. Digital Media content staff are happy to provide more information on how to set social media objectives and evaluate a social media campaign.

5.7.3 If you would like to raise awareness of an upcoming campaign, email a summary of the campaign, along with dates and any other key information to social@museumwales.ac.uk, who will circulate it to potentially interested parties.

5.7.4 Effective campaigns need a responsible point of contact, which should be agreed in advance by campaign participants.

5.7.5 If your campaign aims to engage with a particular new audience, consider that you will have to do something to keep their interest once the campaign is over, or the gain will be short-lived.

5.8 Competitions

5.8.1 Our competitions must have clear terms and conditions, which themselves adhere to the Terms and Conditions of the platform you are using. Consult the appropriate literature for each platform and design your competition to fit within the parameters set by the social network. Failure to do so can lead to account suspension or deletion. A competition Terms and Conditions template is available from Digital Media.

5.8.2 Designate a point of contact who will be responsible for collecting, sorting and selecting entries. Decide ahead of time how you will notify the winner. In the case of time-sensitive prizes e.g. free tickets, allow plenty of time for the winner to collect their prize.

5.8.3 Keep competitions fun and good-natured, and where prizes are offered, ensure that they are of good quality. Prizes must be something your target audience will be interested in: 'money can't buy' prizes, value added experiences, limited edition or in-demand items. Research other giveaways to see what kinds of rewards suit your target audience.

5.9 Permissions

5.9.1 Do not post pictures of people online without permission. While gaining written permission may interrupt the flow of an activity, it is a trade-off we have to make as a publicfacing organisation. This applies to group photos i.e. photos of up to 6 people where faces are all identifiable and facing the camera, as well as individuals. Crowd photos do not require proof of permission. For more information, see Staff Handbook Appendix 8 (<http://intranet/813>).

5.9.2 Do not 'save as' and repost images from other people's social media accounts, blogs or websites without permission. Often, reaching out and asking permission can be a great way of establishing a professional connection at another organisation.

5.9.3 Intellectual Property Rights. Please be aware that some social media platforms claim a right to the intellectual property you post – for example, instagram retains the right to re-use a copy of your uploaded content for whatever they deem appropriate.

5.10 Software Clients

5.10.1 Do not use a central client e.g. tweetdeck to post on other people's accounts without their permission.

5.10.2 The only event where it is appropriate to gain access to another account holder's social media profile without permission is an emergency, such as an urgent risk flag (see Risk Register, section 6)

5.10.3 Software Clients – that is, services such as tweetdeck or hootsuite – can help you plan your content in advance. They can be used to schedule your posts at regular intervals. This can free up time on the platform for more spontaneous interactions, without having a detrimental effect on your flow of original content or your general work plan.

6 Risk Register

This register has been compiled to assist you in conducting a social media healthcheck. They relate to our legal and cultural duties, as well as our responsibility to safeguard the museum's Information Security and reputation. Some are mitigated by urgency; others will need to be addressed by training over a longer period of time. Please see the Social Media Toolkit for a breakdown of each risk flag, and actions you can take to avoid them.

Each account-holder is responsible for managing risks associated with their account: perform a social media healthcheck on a regular basis, to identify issues that need resolving, and to identify areas where you could benefit from further training or guidance.

The Museum's social media accounts will also be subject to regular audits, in order to assess the overall health of our network of social media accounts. The risk register will inform any such audit, and users found with risk flags associated with their accounts will be notified.

Risk Flag ID	Name	Action
1	Virus / Worm	A
2	Hacked account / Hijacked account	A
3	Unsafe password	A
4	Social engineering	A
5	Infrastructure security risk	A
6	Defamation from internal acct	A
7	External duplicate account	B
8	Contravenes employment contract	A
9	Inflammatory commentary: internal acct	B
10	Inflammatory commentary: current contractor/vendor	B
11	Acct handover issues	C
12	Streisand Effect	A
13	Spamming / Piggybacking	C
14	Permissions issues	C
15	Timing issues – e.g. clogging up timelines	C
16	Trolling / Responding to trolls	C
17	Overshare	C
18	Excessive personal comms during 9-5	C
19	Sharing clickbait	C
20	Inaccessible – spelling, grammar, links, pictures	C
21	SM negatively impacts productivity	D
22	Sharing commercial content w/o disclaimer	C
23	Value for money (WG, media scrutiny)	C
24	Defamation from external acct	F

25	Grant funders (scrutiny, bias, ext. commercial content)	C
26	Ownership of contacts	F
27	Internal duplicate acct / duplicate content	F
28	Sustainability issues	E
29	Not posting often	E
30	Not posting	E

Key:

A: Urgent mitigation

B: Mitigation within 24 hours

C: Resolve risk, assess training needs

D: Meet face to face, with line manager

E: Assess training needs and implement

F: Resolve Risk

7 Training and Continuing Professional Development

If you administer a museum social media account, or if you manage someone who is an account-holder, you are expected to make room for social media work in work plans, PDRs and training schedules.

Every museum social media account holder is required to attend the 'Social Media for Swimmers' training session - which are regularly scheduled at all sites. Even if you feel very confident working with social media, it helps us as an organisation for everyone to have taken part in the same basic training. More advanced or specialist training will be rolled out once all account holders have attended the basic training course.

The Digital Media Department can help you find an external course or training provider to suit your needs.