Building Connections Using Social Photography + Video

Sarah Heffern, Raina Regan, Kirsten Hower, and Liz Williams

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Speakers

• **Liz Williams**, Director, Gadsby’s Tavern Museum
  National Trust for Historic Preservation
• **Sarah Heffern**, Director of Social Media
• **Raina Regan**, Senior Manager of Easements
• **Kirsten Hower**, Social Media Coordinator
• **Moderator: Priya Chhaya**, Associate Director of Publications and Programs
Social Video, Storytelling, and Saving Places

Sarah Heffern
Director of Social Media
National Trust for Historic Preservation

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What is social video?
Why Should We Use Social Video?

• Helps us reach a younger, more diverse audience
• Provides an opportunity for a lighter touch
• Humanizes our organizations and our movement
• Shows the fun—and why we care so much
What Should We Share?

• Capture visitors connecting with history
• Reveal interesting artifacts as they turn up
• Take far-flung followers on a tour
• Go behind the velvet rope
• Brag about a beautifully completed project
What Should We Share?

• Show preservation projects step-by-step, as they happen

• Let your experts shine
  – Show a practitioner at work
  – Share DIY tips

• Make activities, like public meetings or lectures, available to a broader audience
To Go Live, or Not To Go Live?

• Key questions to ask:
  – Is what you’re sharing something people will want to participate in—say, by asking questions?
  – Is there a value-add to it being live?

• Be prepared to monitor feedback
Reuse and Recycle

• Share on other channels
  – Tweet links to Insta-stories
  – Connect Insta to Facebook

• Gone is not gone anymore
  – Stories can be downloaded
  – Save as either the whole story, each segment, or both

• Upload to website to supplement written stories
Share the Work

• Regram your most loyal followers using Repost or a similar app

• Plan a takeover—or a “fakeover”
  – Work with partners or influential members of your online community
  – Highlights different types of stories
  – Brings in new fans/followers
Social Video Case Study: Instagram & Snapchat Stories

Raina Regan
Senior Manager of Easements, National Trust for Historic Preservation

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Instagram vs. Snapchat Stories
Telling a Story
Building Social Stories

Today, we stop by a Historic Site: the Lower East Side Tenement Museum! 

Seeing Deeper: Light, Space, & Sound at the National Cathedral.

@visit_charlevoix
Building Social Stories
Have Fun & Be Yourself
Instagram: Why Is It Useful?

Kirsten Hower
Social Media Coordinator
National Trust for Historic Preservation

Twitter: @kjhower1
IG: @kjhower1
Instagram: Why Is It Useful?

• Active Users
  – Total Active Monthly Users: 800 million
  – Total Active Daily Users: 500 million
  – Total Active Daily Users (Stories): 300 million

• Young(er) Audience
  – 64% of 18–29 year olds use Instagram.
  – 40% of 30–49 year olds use Instagram.
  – 21% of 50–64 year olds use Instagram.
  – 10% of people 65+ use Instagram.
#ThisPlaceMatters
Liz Williams
City of Alexandria, Gadsby’s Tavern Museum

Twitter: @JohnGadsby | @wizzerfly
IG: @gadsbystavernmuseum
Social Media Goals

• EDUCATE about 18th century Alexandria and the evolution of hospitality

• ENGAGE through events and information that bring history to life

• GENERATE support to further Museum’s mission
www.Instagram.com/gadsbystavernmuseum
Campaigns
Instameet

Centennial of the Everyday

Gadsby's Tavern Museum
Saturday, July 15
#timesandplaceALX
QUESTION AND ANSWER

Use the chat box on the bottom right to ask questions of the speakers.
Keep Talking

• **Forum Connect** is Forum’s new online community

• FREE and open to everyone

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Keep Learning

• Forum Blog Series: An Evolving Approach to Social Media
• Forum Webinar: Social Media Strategy and Tips
• Forum Journal on technology in preservation, coming this month
Thank you!

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