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Social Media & Advocacy

Tips to Build Your Online Community

Heather George, Executive Director, Woodland Cultural Centre



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- **What is your story**
- **Branding & style**
- **Platforms, algorithms and some basic tips**
- **Developing a social media plan**
- **Supporting Each Other (Activity)**



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What is your story?

“Residential Schools are not our history, this was something that was done to us.”

Janis Monture, Former Executive Director

Established in October 1972 under the direction of the Association of Iroquois and Allied Indians upon the closure of the Mohawk Institute Residential School. The Centre originally began its focus on collecting, research and material culture to develop the library and museum collections. It later added a language department, photography studio and print shop. By 1975, the Centre’s Director Glen Crane found it necessary to include the arts in to the Centre’s yearly programming thus developing Indian Art, at 48 years and now with the title Indigenous Arts it is the longest running exhibition of its kind in Canada.





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What is YOUR story?

- What is your personal story and how does this fit into / align with your organization? Personal connections and experiences make you and your organization more relatable and accessible.
- Be your biggest champion even if it feels a bit icky.
- Be a champion to others.
- Be brave and authentic.

My silences had not protected me. Your silence will not protect you. But for every real word spoken, for every attempt I had ever made to speak those truths for which I am still seeking, I had made contact with other women while we examined the words to fit a world in which we all believed, bridging our differences. And it was the concern and caring of all those women which gave me strength and enabled me to scrutinize the essentials of my living.

Audra Lord, The Transformation of Silence into Language and Action, 1977



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Tips (Just The Basics)

Do you have a social media policy?

- How do you deal with personal vs corporate social media
- Be a champion for your organization
- If you aren't well versed on a topic turn to some one who is (takeovers)

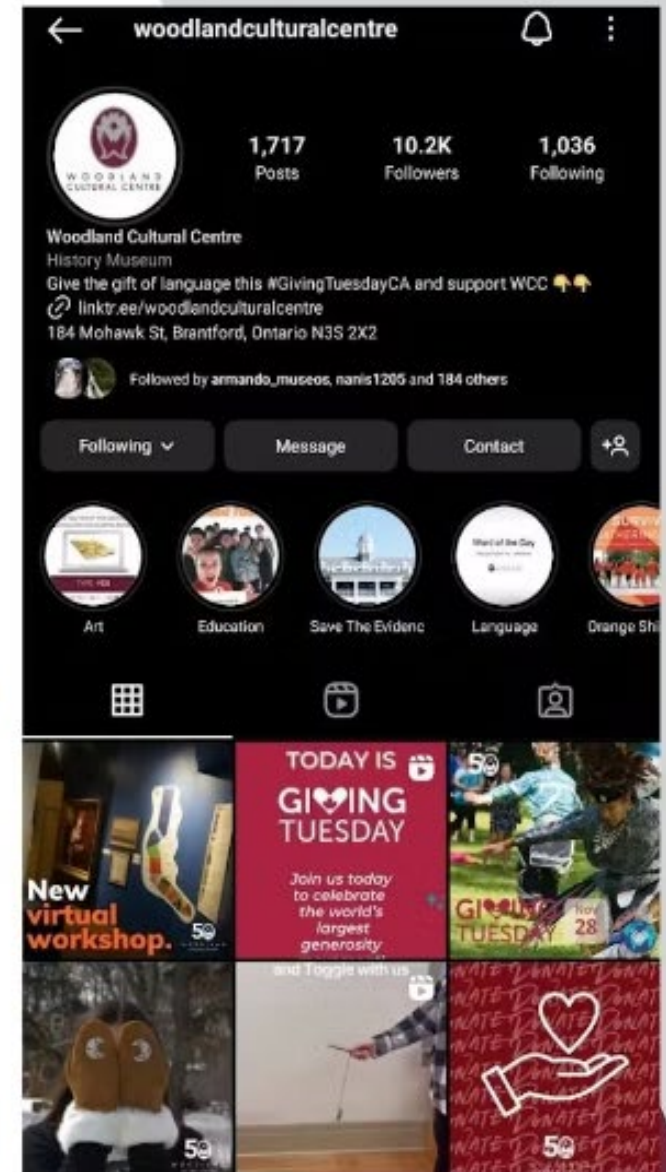
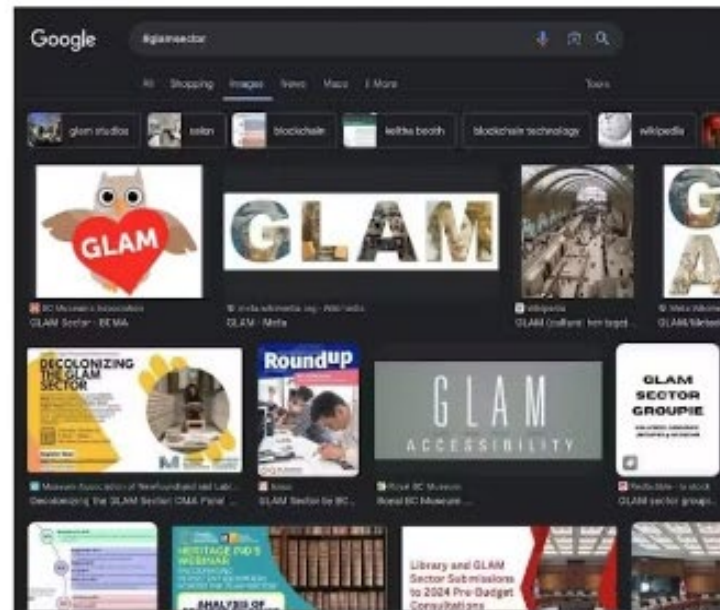
The basics of @ and

- Hashtags (popular and less well known)
- Create your own brandhashtag

Consistency and timing is important

Descriptive Text / Alt Text

Echo Chamber effect





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Platforms and Algorithms



Facebook - 2.95 billion monthly active users (18-34 year olds)

- Posts, Story, Paid Posting
- Engaging video content, vertical, 30-90 sec.
- Engage with your audience - ideally you want them to react beyond a thumbs up and even better if they comment or share - make sure you respond to comments!



Instagram - over 2.35 billion monthly active users (18-34 year olds)

- Posts, Story, Paid Posting
- Set your account in Instagram to post to facebook (just make sure the @are the same)



X (Twitter) - 556 million active users (25-35 year olds)

- Still quite popular with news outlets and academics
- Home and Top Tweets - determined by what other tweets a user engages with



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Platforms and Algorithms



TikTok-1.1 billion active users (18-24 year olds 20% and 25-34 year olds 15%)

- Posts, Story, Paid Posting, Video content up to 10 mins!
- User interactions as part of algorithm (echo chamber), captions, sounds, hastags, re-watches
- A great place to connect with trends: Dance challenges, ASMR videos on various topics.



LinkedIn - 134.5 million active users (25-34 year olds 60%)

- Meaningful engagement from people in your field and how professional the post content is
- Posts with images get 2x as many comments as text posts and videos get 5x as much engagement
- Tag people and companies, use keywords, relevant and accurate hashtags, 1pm Monday best time to post



Youtube

- How long do people watch for, do they comment or like the video, titles, tags, content,
- Youtube shorts (new format)vertical (good for cross platform sharing)



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Developing a Social Media Plan

- AI - Chat GPT (editor and aggregator of popular topics)
- Make a calendar and pay attention to the news
- Research associated hashtags
- Keep a library of diverse content (video, infographics, images)
- Analytics (google analytics, hootsuite, sprout etc....)
- Look for / push for - cross promotion opportunities
- Check out Hootsuitelabs videos



Rare image of a bison stepping on a Lego. 🐾

Be careful out there.

 @GrandTetonNPS



12:45 AM · Jul 19, 2022

 1.8K

Drop an @ or

share your museum socials or that of another organization.

What Hashtags do you use regularly?