

# Building and maintaining online audiences

*an introduction*

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## BUILDING ONLINE AUDIENCES

### 10-20-30 webinar

- Online platforms
- Creating and uploading content
- Social media campaigns
- Content schedules
- Knowing your audience
- Questions and discussion

# ONLINE PLATFORMS



LinkedIn

Pinterest

## Social media

- Dynamic content
- Themed or chronological connections
- Ephemeral
- Interactive
- Unpredictable; dependent on algorithms
- Short attention spans
- Once people connect with you they get your material by default

# ONLINE PLATFORMS

## Websites

- Internet “home base”
- Can be extensive
- Create “static” and ‘dynamic’ pages
- Only changes when you change it
- Doesn’t need to cost a fortune, but design is essential
- Audience requires regular and interesting updates

# ONLINE PLATFORMS



flickr

Sp Adobe Spark



## Tools

- Help build and present better content for our online audiences
- Surveys
- Analytics
- Design
- Collaboration
- Storage
- Exhibition
- Can be overwhelming to navigate

# **Content is your original creative contribution**

## **CREATING AND UPLOADING CONTENT**

- Visual; photos, graphics, video, colour, design
- Interesting to your audience
- Invites engagement: intellectual, emotional
- Consistency of style, theme, timing
- Planned and scheduled

e-book

infographic

podcast

Downloadable resource

Social media campaign

Online exhibition

Virtual tour

Photo album

**Blog post**

Webinar recording

editorial

Academic article

YouTube video



# CREATING WEBSITE CONTENT

## Video

- Lights
- Camera
- Sound
- Script
- Action
- 90 seconds short
- 10 minutes long



## Design

- Limit the colour palette
- Magazine format
- Rule of 1/3
- Bullets, borders, boundaries

## Text

- Address your audience
- Paragraphs
- Sans serif fonts
- Clear language

# CREATING SOCIAL MEDIA CONTENT

Covfefe

## Social media posts

- Have a reason
- Plan a schedule
- Keep it clear and short
- Use visuals
- Be regular, but not constant
- Coordinate across platforms



*Here's a photo of my dinner*

*The recent guidelines for contingency planning prompted us to create [this](#) resource. What do others think?*

*Anyone on here play Monopoly?*

*Here's the latest in our series of...*

*We've got a digital exhibition over on our website: take a look!*



## SOCIAL MEDIA CAMPAIGNS

### Purpose

- Attract an audience to an upcoming event
- Build expectation
- Change attitudes or behaviour
- Raise awareness of something new or changed
- Associate your service with fun and engagement

### Method

- Plan a series of posts across platforms
- Set a time period; days, weeks, months
- Begin by building curiosity
- Increase frequency of posts
- Invite people to participate by contributing something fun

# CLEVER SOCIAL MEDIA CAMPAIGNS

## Coors Light

- #coulduseabeer
- Twitter campaign asked people to upload 30 second clips of themselves looking interested at work while they nipped away to get a beer.
- Intended to associate their beer with relief from work boredom

## Ice bucket challenge

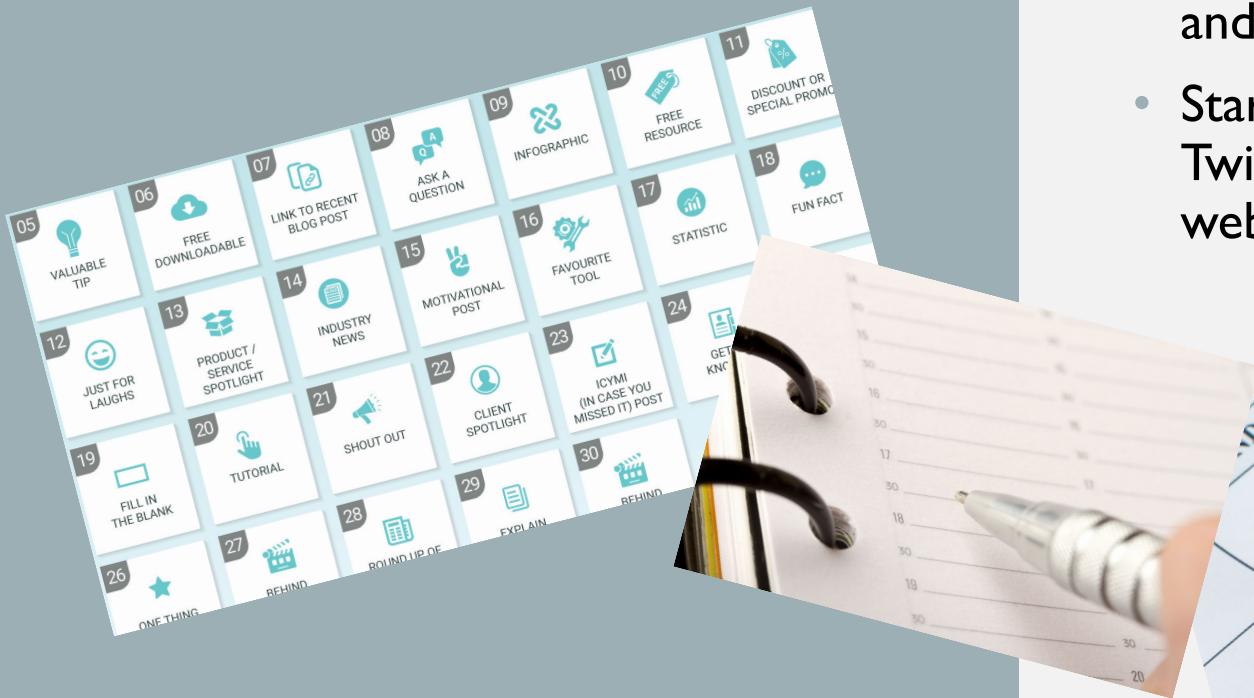
- July-August 2014
- Raised \$220m for motor neuron disease research

## Getty Museum Challenge

- Associate the Getty Museum with fun during lockdown
- Raise awareness and visibility of famous artworks



# MAKE A CONTENT SCHEDULE



## Be Regular and Consistent

- What story are you telling?
- Planning content ensures a sense of consistency and coordination for audiences
- Less stressful to remember and maintain day-to-day
- Use a calendar and organise by different platforms and campaigns
- Start small; e.g. a once per week Facebook post and Twitter tweet, a fortnightly blog and a monthly website update





## GET TO KNOW YOUR AUDIENCE

### Who's there?

- Social media profile data – FaceBook, Instagram, Twitter, YouTube
- Track website traffic – WordPress tools and Google Analytics
- Respond to people on social media – with care
- Invite people to interact on social media with Campaigns
- E-mail contacts (be aware of GDPR)
- Direct Surveys – SurveyMonkey
- Use what you learn about your audience to tailor your content and social media posts

# **Building and Maintaining an Online Audience**

## SUMMARY TIPS

- Create quality content
- You can't please everyone
- Create a story - short and long
- Create a content schedule
- Stay focussed on your core business
- Video is king
- Use social media to coordinate your content
- Be clear about what your “brand identity” is.
- Keep tone, language, structure of content consistent and make changes slowly and organically
- Use analytics to understand your audience more clearly and adapt content in response to this understanding



## QUESTIONS AND DISCUSSION

Who is your online audience?

What does your online presence look like at the moment?

How do you use social media?

What inspires you online?

How can we help and support each other?

Where from here?