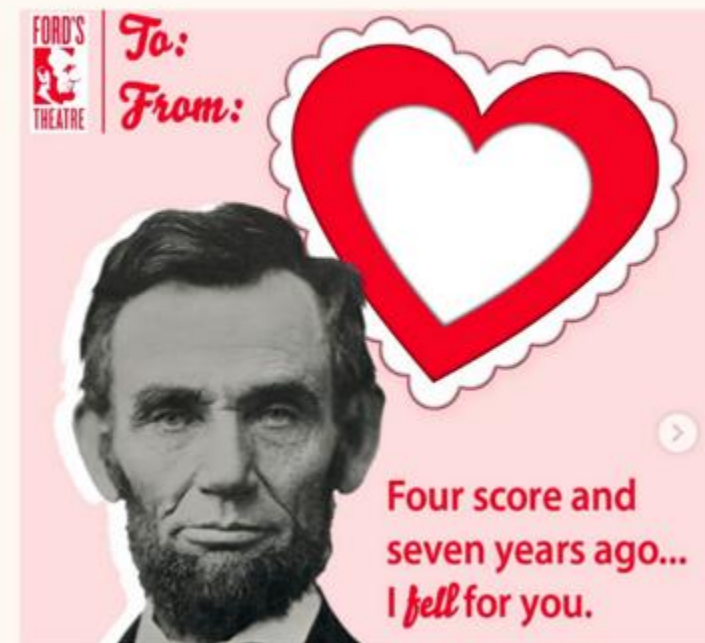
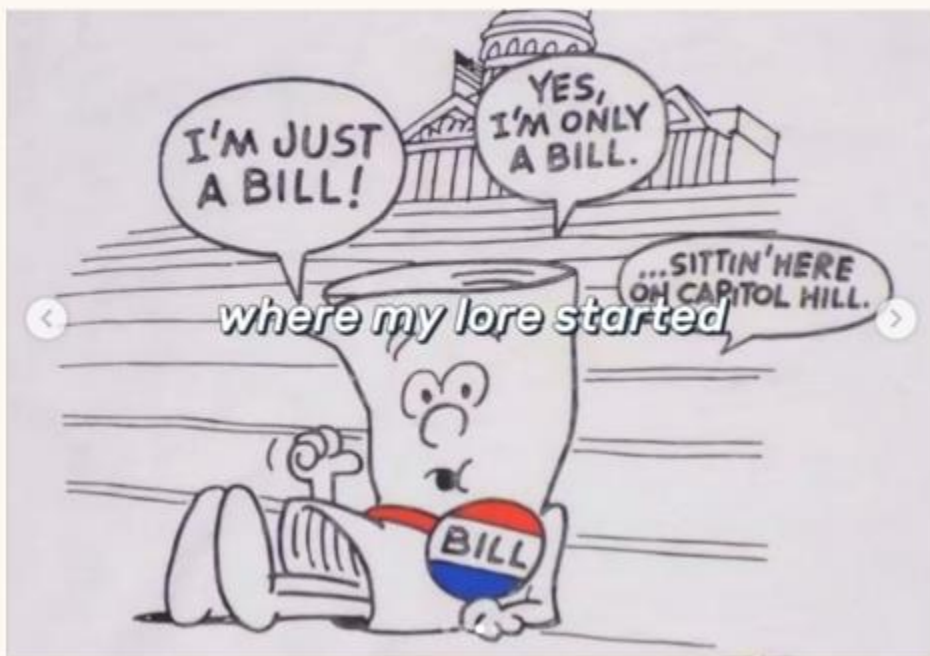




SOCIAL FOR EVERYONE

**Building authentic and successful
communities online**

MADE BY US

SOCIAL FOR EVERYONE



Cameron Katz
Made By Us



Taylor Malone,
National Geographic Museum of
Exploration,
Formerly Ford's Theatre



Aliza Bran,
International Spy
Museum

me when my boss asks if we
can “go viral” this week



*SO CAN YOU
JUST GO VIRAL?*

**The World of
Social Media for
Historic Sites**

Virality isn't everything.

*THE METRIC IS WHETHER YOUR
AUDIENCE LEARNS SOMETHING.*

BUT IF YOU DO WANT TO GO VIRAL...



WHAT ARE YOU CLICKING ON?

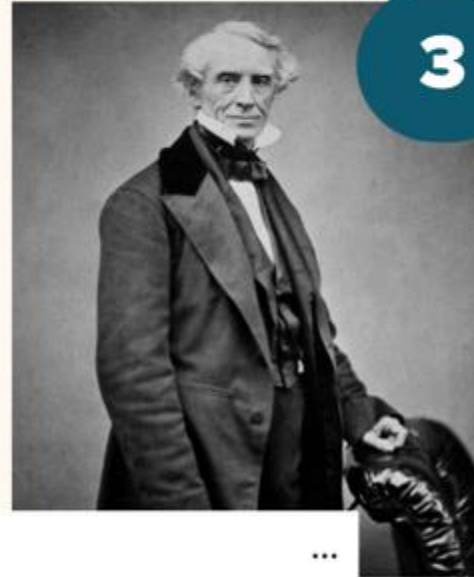
1



2



3



4



5



6



A new way to think:
*SOCIAL MEDIA IS A PROGRAM,
NOT JUST A MARKETING TOOL.*



WHY THINK THIS WAY?

MUSEUMS REMAIN ONE OF THE MOST TRUSTED INSTITUTIONS IN AMERICAN LIFE.

92%

of adults view museums as
nonpartisan sources of education

96%

of Americans say they would support
lawmakers who fund museums

97%

of Americans see museums as vital
educational assets to their communities





larapea This is so concise and informative! Instead of being ashamed I didn't know this at my age, I'm just thankful that you made it understandable so I can learn. ❤️

1w 2 likes Reply



camilo6410 Most in depth, hands on, informative, fun, educational museum I've been to. Absolutely amazing for when we went on our DC trip @eunicereynoso

6d 2 likes Reply ***



danieljoe You have items of Mata Hari on display? That's so cool! She's born in the same small Dutch town that I was born in! Maybe this is a sign that I really really need to visit! 😊

10w 2 likes Reply



victoriaously Behind the scenes is the best!

14w Reply



andriy_slichnyy C 🍷🍷 L

14w Reply



tyler oakley ✓

this is awesome, more of these!!

2023-10-6 Reply ❤️

196



jpuli_genz cultivating historical thinking 🧠💖💖

16w 4 likes Reply



papertreesandlimousines I love this omg thank u

15w 1 like Reply



joelledelp love this

16w 1 like Reply



hannah.fralick This is so creative!! I love it

16w 3 likes Reply



mariacomstock ✓ The commitment 🙌🙌🙌🙌

13w 23 likes Reply ***

View replies (1)



historyonholiday 🙌🙌🙌🙌

13w 2 likes Reply



thatgirlchloe.z Love!!! Hahah

13w 1 like Reply



skasler I love this!!

12w 2 likes Reply



pulang_horse This is SO cute 🥰

12w 1 like Reply



the_green_venom98 Tbh it's actually fascinating and I like it.

17w Reply ***

HOW DO YOU DO FELLOW KIDS?

Reaching Youth on Social



76% of 18-29-year-olds sometimes or often get their news from social media

Source: Pew Research Center

Gen Z's daily average screentime

7 HOURS AND 22 MINUTES

Source: dcdx

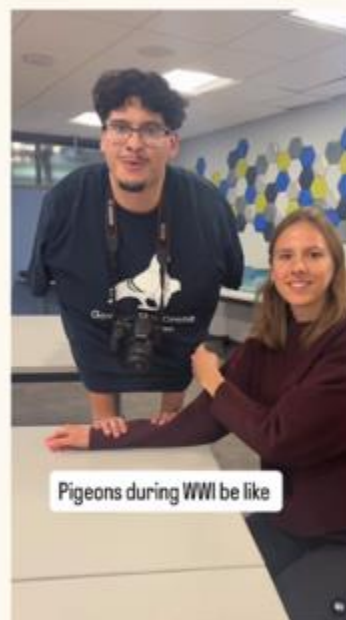
69% of young Americans consider civic discourse to be in “crisis” or “a serious problem”

Source: The Sine Institute

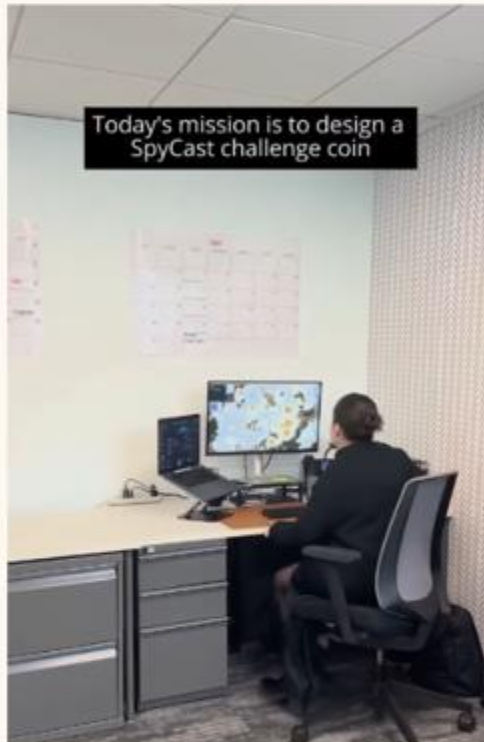
Social as Entertainment:

IT'S ALL ABOUT TONE.

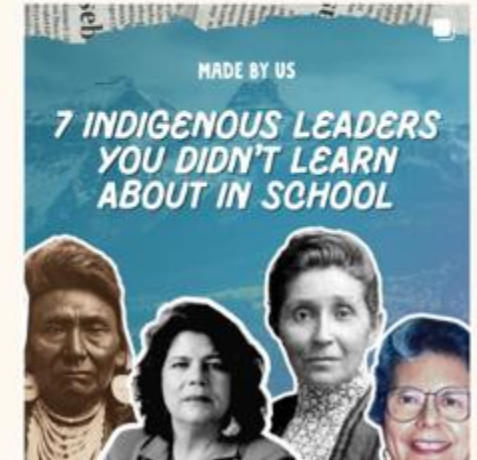
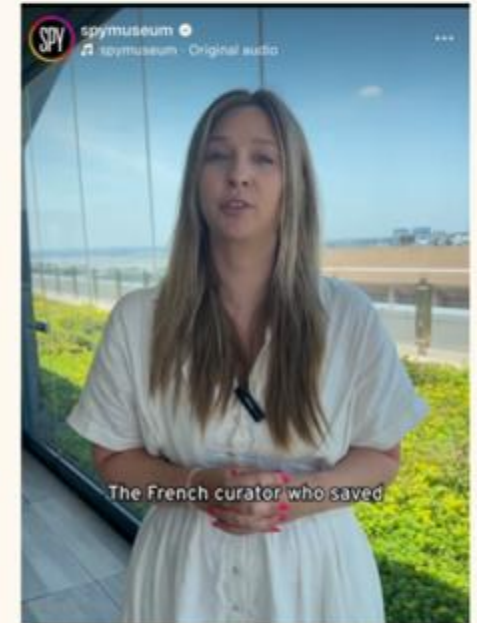




Balancing Entertainment and Education



Balancing Entertainment and Education



Building an intergenerational community

*CONSIDER:
ACCESSIBILITY FOR ALL*



*CONSIDER:
YOUR PLATFORMS*



me replying to
comments all day bc it
builds community



THE "SOCIAL" OF SOCIAL MEDIA

Achieving Your Mission Online

SOCIALIZING 101

**Create an authentic
relationship with young people
online through socializing**

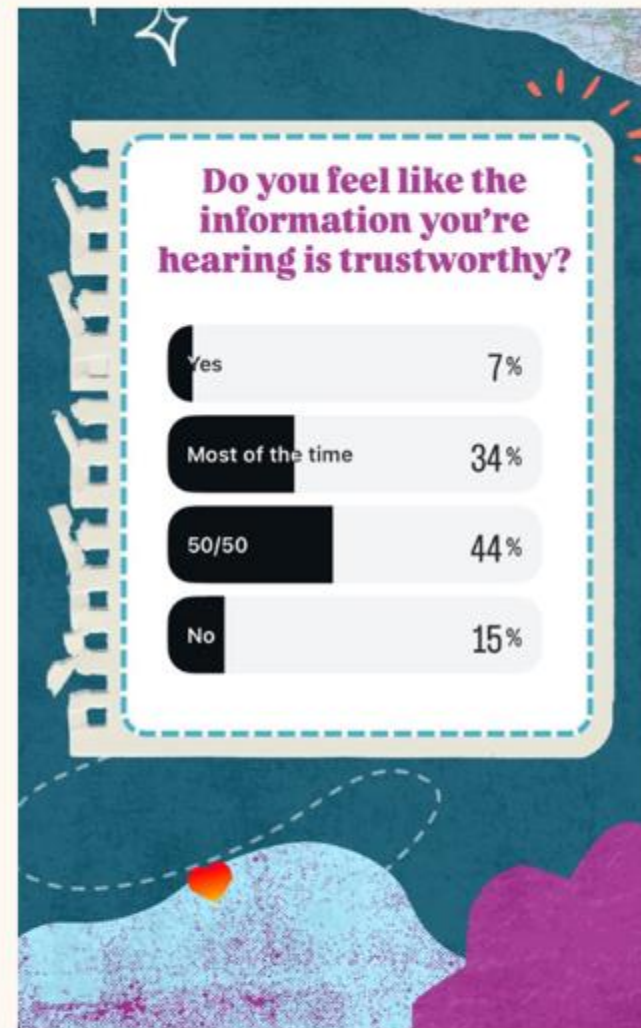




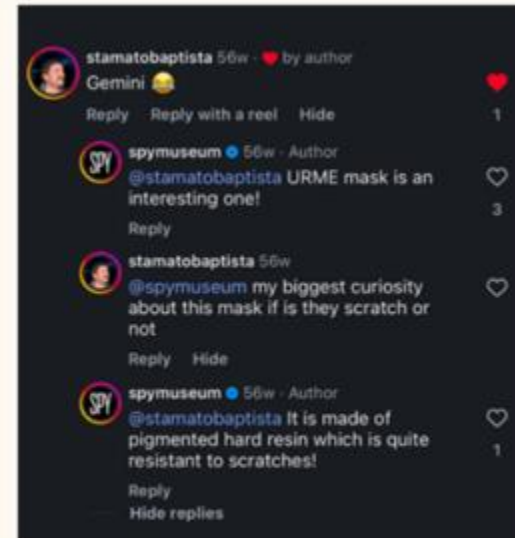
**Comments =
Content Inspo**



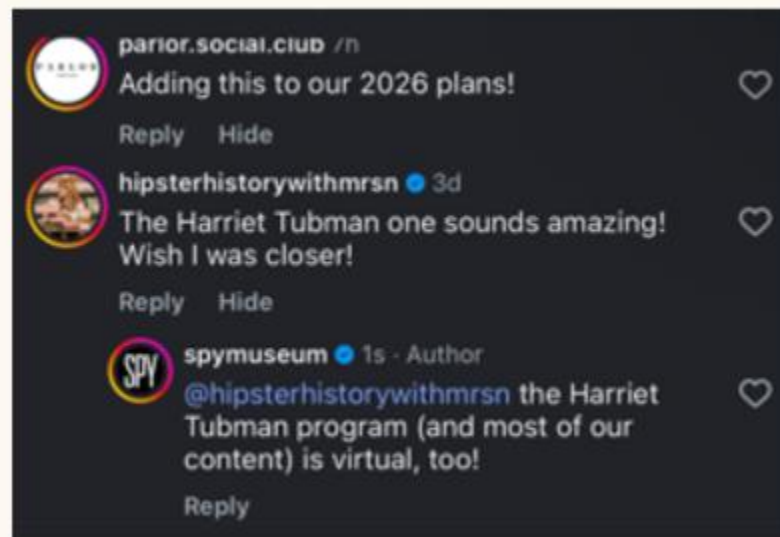
**Reply to your
community!**



Utilize Stories



SOCIALIZING 101



BIG TAKEAWAYS

DO:

- ✓ Trust your staff + let them try new ideas
- ✓ Be authentic to your brand + mission, but have fun with your tone!
- ✓ Focus on community

DON'T:

- ✗ Measure success by virality alone
- ✗ Become “unhinged;” not only does it damage your reputation but it won’t win over Gen Z
- ✗ Ignore comments / users seeking connection