

Social Media Marketing



HISTORIC
LANDMARKS
FOUNDATION OF
INDIANA

Why social media?

- Attract new audiences outside our traditional membership
 - Younger activists & allied interests
 - Heritage travelers
 - Do-it-yourselfers
 - History buffs
 - Art enthusiasts
- Convert interested users to members (though this is NOT our primary goal)

Considerations

- Content plans
 - Type of content
 - Sources
 - Frequency and deadlines
 - Responsible contributors, editors, monitors
- Costs & budget
 - Additional equipment (video cameras, etc.)
 - Development or service fees
 - Purchased content (e.g. photography, video)
 - Budget = \$0

Phase 1

Most achievable benefits in terms of

- Cost to implement
- Staff time to populate
 - Flickr
 - Facebook
 - Twitter



Observations, lessons & ideas to steal

- **National Trust for Historic Preservation:** national private nonprofit organization dedicated to preservation and community revitalization
- **Indiana Historical Society:** statewide nonprofit that collects, preserves, and interprets artifacts pertaining to Indiana history
- **Indiana Department of Tourism:** state government agency dedicated to promoting Indiana as a tourism destination

Flickr



- National Trust
 - User-submitted photos
 - Photos tours of historic sites

- IN Department of Tourism
 - Invites users to share photos on Flickr, selects one as “photo of the week” announced on Facebook page

Flickr



HLFI strategy

- Share photos
- Create interest groups (photo pools)
- Build sources for images to use in publications and promotions

Flickr



HLFI strategy

- Key audiences

- Members
- General history enthusiasts
- Travelers
- Do-it-yourself restorers
- Specific interest groups (Flickr group pools)

Flickr



HLFI strategy

■ Content

- Photos of sites, photo tours, travel destinations, interesting architectural examples
- User-submitted travel photos, home improvement projects, favorite landmarks

Flickr



HLFI strategy

- Flickr group pools for specific interest groups
 - Historic Indiana
 - Indiana heritage travel
 - Historic home improvement
 - Endangered Indiana landmarks
 - Specific Indiana building types and styles (barns, bridges, Modernism, Arts & Crafts, etc.)

Facebook



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- National Trust
 - Page not visible to unregistered users!
 - Items concentrate heavily on policy and calls to action

 - IN Department of Tourism
 - Promotes wide variety of tourism destinations
 - User photo of the week (submitted via Flickr)

Facebook



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- Indiana Historical Society
 - Mix of program promotion and interesting miscellany (photos and “on this day” tidbits) related to history

Facebook



HLFI strategy

- Public fan page for Historic Landmarks Foundation, administered centrally (me)
- Group pages more useful for smaller event-specific or interest-specific audiences, administered by key staff

Facebook



HLFI strategy

- Key audiences
 - Members
 - Activists
 - Travelers
 - Interest groups

Facebook



HLFI strategy

■ Content

- Event announcements & calls to action
- Links to Flickr groups & galleries
- Links to future Heritage Travel site
- Miscellaneous items, including interesting architectural terms, lesser-known facts, oddball sites

Twitter



- National Trust
 - Primarily used as news feed, directing readers to external news links

- IN Department of Tourism
 - Directs people to Flickr sets
 - Re-tweets other posts related to sites to visit in Indiana

Twitter



HLFI strategy

- Encourage staff to use for issue-oriented and locally pertinent info
- Character limit automatically forces long-winded staffers to keep it short!

Twitter



HLFI strategy

- Key audiences
 - Activists
 - Locally involved people
 - Members
 - Travelers

Twitter



HLFI strategy

■ Content

- Statewide calls to action
- Localized info posted by regional staff
- New projects or events
- Links to news and features on HLFII website
- Links to external preservation and landmark-related news updates

Policies & guidelines

- Draft social media policies and guidelines for staff
- Conduct in-house training on goals and opportunities of Historic Landmarks' social media marketing
- Offer tips on how staff can participate, what sort of information to share

Measuring success

- Unlike other strategies that cost ca\$h, this initiative will cost time:
 - Estimate 10 hours per week of my time to maintain and monitor our social media presence
- How to quantify return?

Measuring success

“If your goal is to participate in the conversation, to enhance your relationship with your audience and become a trusted member of the community that surrounds your brand, then your measures should prove you’ve done these things. **Your ROI is what you got out of the conversation, not what you got out of their checkbooks.**” (“How to Develop a Social Media Plan for Your Business” by Aaron Uhrmacher, Mashable.com)

- Did we learn something about our customers we didn’t know before?
- Did our customers learn something about us?
- Were we able to engage our customers in new conversations?
- Do our employees have an effective new tool for external feedback and reputation management?

Measuring success

Using social media to drive traffic back to a web site

- Standard engagement metrics
 - Unique visitors
 - June '08 - May '09 = 88,281
 - 25% increase would = 110,350
 - Page views per visitor
 - Time spent on site
 - Frequency of visits
 - Depth of visits

Measuring success

Using social media to drive traffic back to a web site

- Additional social media metrics
 - Growth rate of network(s)
 - Social bookmarking (e.g. Del.iciou.us, Stumbleupon, others?)
 - Subscribing to an RSS feed

Measuring success

Interesting statistics

- Facebook grew 14.35% from March 09 to April 09 (200 % in past year)
- Conversion rates: on average 10-40% of initial users stick around to use a social network regularly



HISTORIC LANDMARKS FOUNDATION OF INDIANA



West Baden Springs

This is a really impressive dome ceiling. You should see it in person. Seriously.

Historic Landmarks Foundation of Indiana promotes preservation and celebrates historic places. [Learn More](#)



Announcing 2009's 10 Most Endangered.



Aggressive action required to save jeopardized landmarks. Aggressive action required to save jeopardized landmarks. Aggressive action required to save jeopardized landmarks.

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Indiana Preservationist
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Going Old School - The state of historic schools



Modern home tour
Boxy Modernist houses and low-slung ranch homes were the height of hip when they were built, and they still have a cool factor today.

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