

PROMOTING YOUR COLLECTIONS ON SOCIAL MEDIA: PART 2

STEP 1: PREPARING SOCIAL MEDIA CONTENT ON COLLECTIONS

Questions to ask yourself -

1. "What is the content?": Decide on the piece in your collection you'd like to present. Is it something unique? Or a series of images, objects, maps that can be uploaded over time? Or content related to a theme (public holiday, History month etc.)
2. "How can I best tell the story?": is it focused on an individual, organisation, or community, or place (map). What is the "hook" you are going to use - what attempts to grab the reader's attention so that they want to read on.
3. "How can i best present it": photos, a photo series, an article/blog (either with a link to website or as a Facebook post), video content, voice over content.
4. "Do I have enough information about the content/ do I want extra interaction?": would I like to know more about this piece in the collection and ask people what they think?

Please note: if asking for feedback it's important to build trust by welcoming the feedback and replying, even if it's just to say that you will add the feedback to internal research notes.

STEP 2: CREATING CONTENT ON COLLECTIONS

Examples of different types of content on RHSV Facebook -

Link to an article - These posts from our Images room highlight volunteer research and link back to articles in our Collections Lounge: <https://www.historyvictoria.org.au/collections-lounge/>
You can also link back to articles on your website, or if you don't have a website, simply tell a story as a Facebook post. Our latest post (29 July).

A wonderful weekend read!

Dr. Sallie Muirden, fiction writer and RHSV volunteer, has been exploring a magnificent set of photos held in our collection. 'Snowballing on Mount Hotham', c. 1888, is from this set of images captured by landscape photographer Nicholas John Caire on one of his pioneering journeys to the Victorian Alps. The men throwing snowballs were Caire's two travelling companions.

This set of thirty landscape views by Caire comprise the 'The James Findlay Album' (1890). In the process of researching and cataloguing these images, Sallie has identified some photographs of this renowned photographer that do not appear to be held in other online collections.

View more photographs from the album and read Sallie's research findings in her blog post here:

<https://www.historyvictoria.org.au/collections-lounge/james-findlays-album-of-victoria-high-country-views/>

Single images - examples on RHSV Facebook & Instagram

Facebook - 'There's nothing half so sweet in life as love's young dream' (postcard 22 July)

Instagram - Postcard collection (31 May)

Post series or collection of images? - if you have a collection of photographs for example, you could choose to do a series, over the course of a week or a few weeks. Or post them as a collection all in one post.

Videos - These can be a wonderful way to present a part of your collection as well. Videos also get a considerable number of more 'hits' than static posts.

Facebook - Julia presenting herself and the Cabinet of Curiosities shes put together on Facebook "Three minutes in the RHSV Cabinet of Curiosities with Collections researcher and volunteer Julia Jackson". (6 July)

Discussion/thoughts on video.

Check out: history_alice on Instagram for short, tight video presentations.

Voiceovers - voice over content is another way of presenting material. For example you can use iMovie.

Links to mini-podcasts - A lot of local history societies have recorded oral histories in their collections. If they have managed to convert their tapes to digital files then posting snippets on social media by linking to SoundCloud is a great way to engage people and generate interest in the collection. But the steps to do it are quite simple and teachable and use free software.

Q & A - ABOUT CONTENT CREATION (TECHNICAL QUESTIONS)

FURTHER NOTES & RESOURCES:

Instagram: If the content is strong visually you can consider cross posting it to your Instagram

Scheduling: Scheduling Social Media Posts via MetaBusiness Suite -
Updated tutorial (April 2022):

https://www.youtube.com/watch?v=_V5F34hb_hU