

Developing Different Types of Social Media Content: Content Pillars (or Themes).

What are these? Entertainment, Inspiration, Education, Connection, Promotion

Content Theme 1: Entertainment

Posts that are entertaining capture viewers who are on the platform to enjoy themselves.

How to:

Choose Fascinating Stories: Start by researching and selecting intriguing historical stories, events, or figures that have an element of surprise, humor, or drama. Uncover lesser-known facts or anecdotes that will captivate your audience.

Leverage Storytelling Techniques: Craft your posts like stories, with a clear beginning, middle, and end. Use suspense, unexpected twists, or cliffhangers to keep your audience engaged.

Visual Content: Incorporate eye-catching visuals such as images, videos, or illustrations. These can help convey historical information in an engaging and entertaining way.

 **Royal Historical Society of Victoria**
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Intriguing research by our bright young volunteers, Susannah Beardsell and Zoe Lyons, from the RHSV Images collection, uncovers the story of "The Belle of Melbourne".

Alfred D'Orsay Tennyson Dickens (right) married Augusta Jessie Devlin (Jessie, left) after a whirlwind courtship in 1873. Dickens, the son of famous novelist Charles Dickens, and Devlin, "The Belle of Melbourne" seemed to be a perfect match. A son of a literary master and the 'most charming' woman in Melbourne society married in a glamorous Toorak wedding. Shortly after their marriage, the couple moved to the small town of Hamilton, south-west Victoria, where they began to build their family. Dickens worked as a local station agent to support Jessie and their daughters, yet after just five short years of marriage tragedy struck in December 1878.

Jessie and her daughters were travelling through the local main street on their way to the post office. The horses, later described as a "spirited pair", began to bolt in the opposing direction. In an attempt to regain control of the horses Jessie, tragically grabbed hold of the incorrect reins, steering the buggy into the sidewalk. This sudden motion flung her body from the buggy and onto the unforgiving road. After hours of suffering, she passed away at just 29. Dickens and his daughters left Hamilton heartbroken.



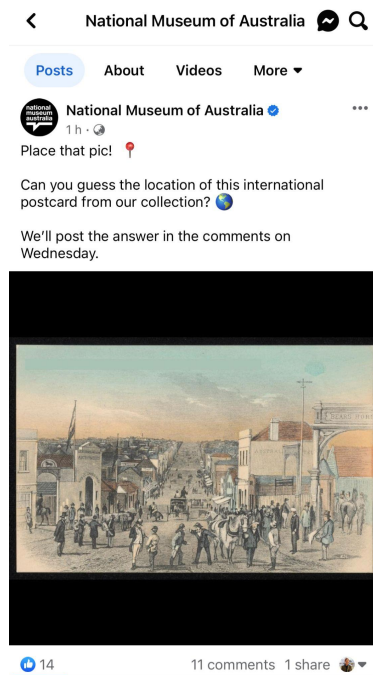
Use Humor and Wit: Incorporate humor and wit into your posts when appropriate.

Incorporate Pop Culture References: Draw connections between historical events or figures and popular culture. For example, compare a historical figure to a modern-day celebrity or reference historical events in the context of popular movies or TV shows.

Collaborate and Engage with Your Audience: Encourage your followers to share their own historical stories, photos, or questions.

Theme Days or Months: Create themed posts or campaigns around specific historical periods, anniversaries, or events. .

Educational and Fun Facts: Blend entertainment with education by presenting fun historical facts and trivia. Make learning enjoyable by presenting facts in a fun and memorable way.



<https://www.facebook.com/nationalmuseumofaustralia>

Content Theme 2: Inspiration

Inspirational posts can be quotes, trivia, or personal stories and achievements.

Historical Quotes of Wisdom: Share inspirational quotes from historical figures or events that offer valuable life lessons or motivation. They can also pair the quotes with relevant historical images or background information.

Triumphs Over Adversity: Highlight stories of individuals or communities from the past who overcame significant challenges or adversity. These stories can serve as powerful sources of inspiration.

Historical Achievements: Share lesser-known historical achievements and accomplishments that deserve recognition. Craft posts that celebrate these accomplishments and explain their significance.



State Library Victoria

4 September at 18:27 · 🌐



👑 Iconic Isabella!

Born in Ballarat in 1881, Isabella Fraser was the first female [State Library Victoria](#) staff member on the public service list.

Isabella began her career at the Library in 1908 and was appointed to the role of Assistant in 1924.

At the time, there was very little regulation around the work women were permitted to do in libraries. It is quite likely that Isabella undertook librarian or library technician duties in her role as an Assistant, but was never actually granted the title of librarian.

Isabella was still an Assistant in 1941 and appears to have left the Library by 1955, by which time there were many female librarians.

💖 Named in her honour, the Library's Isabella Fraser Room opened in September 2018.

Read more: <https://blogs.slv.vic.gov.au/.../isabella-fraser-a.../>

📺 Wander through more of these wonderful Library stories with the Wander digital tour: <https://www.slv.vic.gov.au/whats-on/wander>

📄 <http://handle.slv.vic.gov.au/10381/128431>

#IsabellaFraser #Wander



Content Theme 3: Education

Build the trust factor and position yourself as a knowledgeable base for your area of expertise, and always strive to connect with your audience on a personal level, be authentic.

Engage in Discussions: Actively participate in discussions related to historical topics that you've researched and posted. Share your expertise by providing informative responses to questions or comments.

Content Themes 4 & 5: Conversation and Connection

Encourage respectful and informative discussions among your followers.

Share Personal Stories: Occasionally, share personal stories or anecdotes related to your involvement with the historical society.

Engage in Conversations: Respond to comments and messages promptly and thoughtfully. Acknowledge and appreciate your followers for their engagement. Ask questions and encourage them to share their own historical interests, experiences, or family stories. Show genuine interest in their contributions.

Behind-the-Scenes Insights: Offer glimpses behind the scenes of your historical society's activities. Share photos or short videos of your team at work, setting up exhibits, or curating artifacts. This helps followers feel like they are part of your journey and get to know the people behind the organisation.

Example: Rosemary's "out and about" posts as personal stories:

I wanted to pass on to other historical societies some easily adopted great ideas from [Morwell Historical Society](#)

Firstly, a very simple one - branded aprons. We should all be proud of our organisations and use every opportunity to remind people of who we are. I'll be copying this idea for the RHSV.

Secondly, another elegant and simple idea which, admittedly, will take much more time and effort to establish. This is Morwell's History Points - you can see one in the photo below. The [Latrobe City Council](#) designed the signs and there are 23 of them in the windows of old buildings across Morwell. If you point-and-click on the QR code this particular one takes you to the history of the old Masonic Lodge which is now Morwell Historical Society's home. The full gamut of building histories can be found on the Morwell Historical Society's website. Each building has a unique QR code.

I know that Florence Butcher, one of Morwell's fab volunteers, started this project before COVID and I think COVID really gave it a boost as we are now all well-trained to point-and-click with our phone cameras whenever we see a QR code. It means that the information on the website can easily be edited and added to without the need to change any signage.

A great idea for other historical societies to adapt for their own communities.



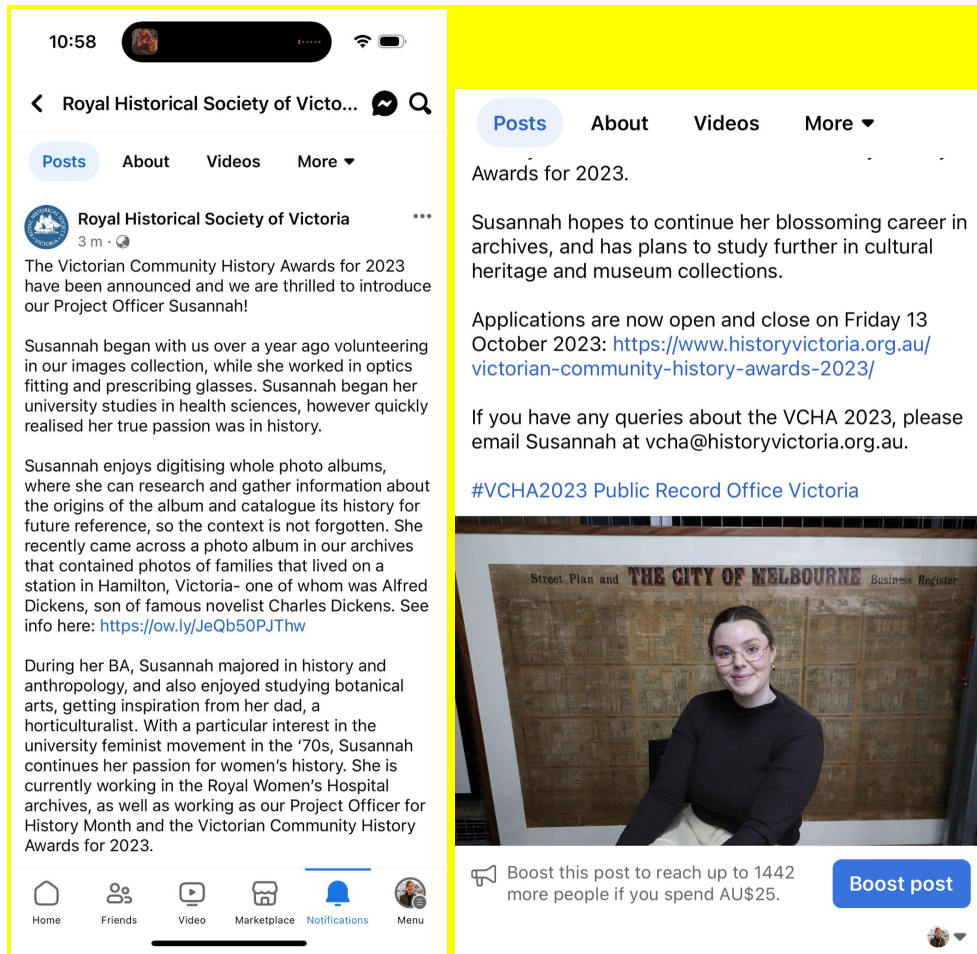
Content Theme 6: Promotion

Social media is all about providing value. Promote your events, memberships, email subscriptions and other products but don't over do it.

Storytelling: Use storytelling techniques to make your promotions more engaging and relatable. Share the history behind your products or events, the mission of your historical society, or the experiences of individuals who have benefited from your services. This narrative approach can create a stronger emotional connection with your audience.

Limited-Time Offers: If you have a product to promote. Create a sense of urgency and exclusivity by occasionally offering limited-time promotions or discounts. Inform your audience about the duration of the offer and any conditions for eligibility. Emphasise the historical significance or uniqueness of these opportunities.

Example: Storytelling to promote the VCHA.



CONCLUSION

Use these themes for inspiration: Mix up the type of posts that you schedule, try them out and keep an eye on what your audience prefers.

