



Creating Digital Content for Museums and Historic Sites

Presented by Mark Breske and Liz Hobson

Background

Who We Are

How We Measure Marketing
Success



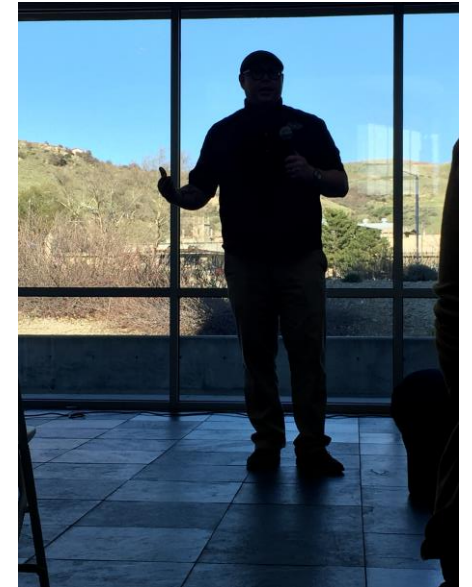
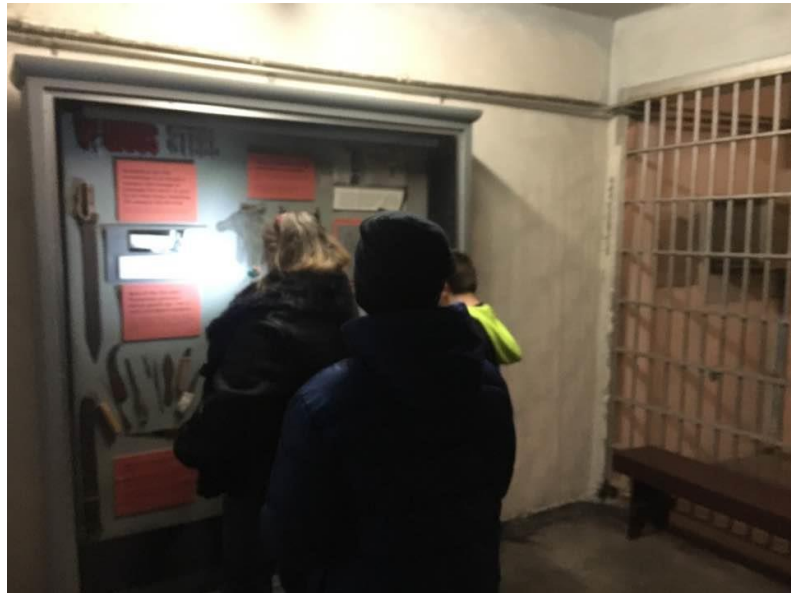
How do we measure Marketing Success?

- Virtual and In-Person Attendance
 - **Metrics:** Attendance numbers, Geographic Data, Revenue
- Website Traffic
 - **Metrics:** Pageviews, Bounce Rates, Sessions, Web Events
- Newsletter Sign Ups and Analytics
 - **Metrics:** Open Rate, Click Rate, Sign Ups
- Social Media Engagement and Following
 - **Metrics:** Likes, Comments, Follows, Shares
- Earned Media Coverage
 - **Metrics:** News stories, Breadcrumbs, Media Outreach
- Memberships/Donations
 - **Metrics:** Retention/Acquisition, Annual Givers



From Blah to Ta-Da

A look back at our two-year content transformation



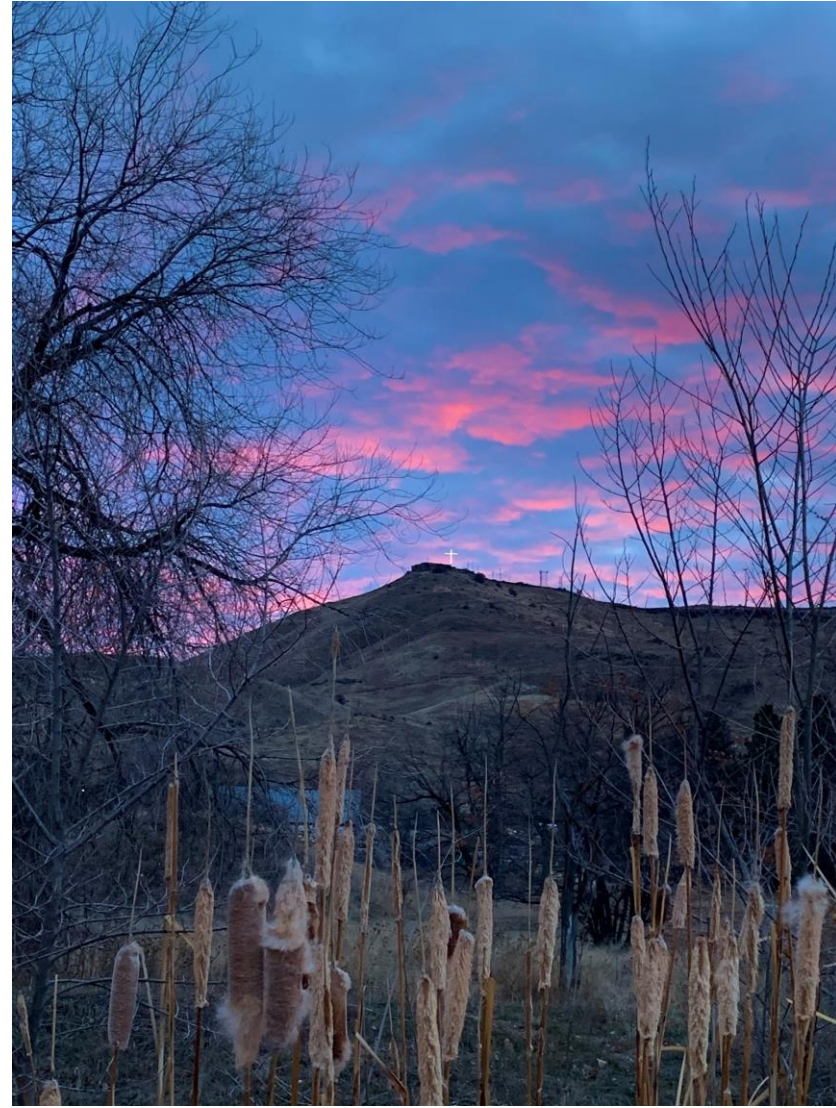


Getting Started

Defining Digital Content

The Audience Journey

Potential Pitfalls



Defining Digital Content

Digital content includes text, images and graphics, sounds, and anything that is published digitally and is accessible to a user base.

Even user engagement can be considered a form of digital content.

Examples include:

Videos

Photographs

Blogs

Infographics

Published Reviews

Newsletters

Q&A Forums

GIFs

E-Publications

Virtual Events

Podcasts

Webinars

Ads

Maps

Giveaways

Polls

Fliers

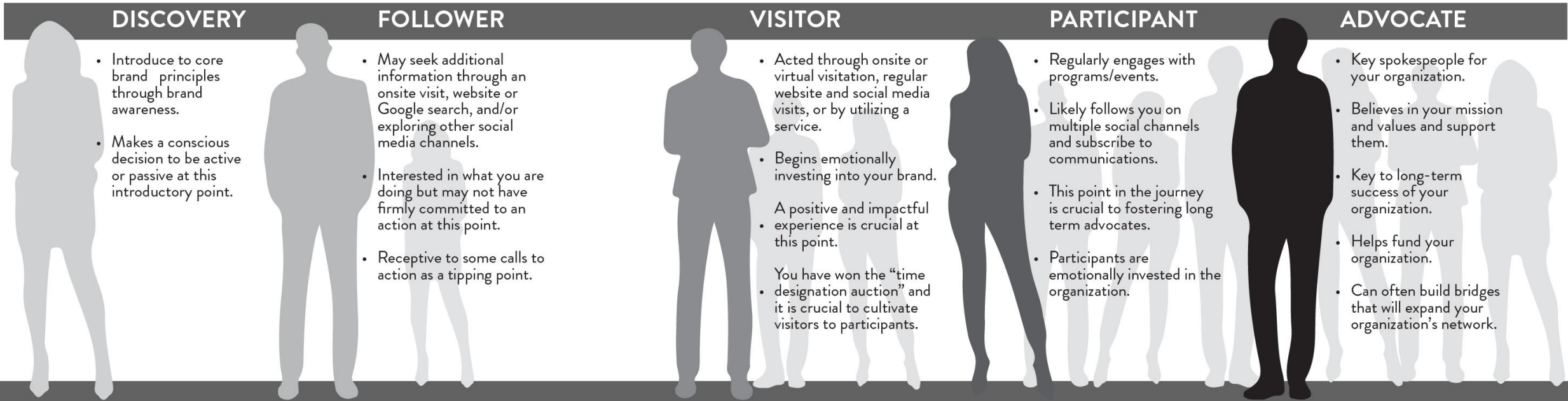
Media Mentions

PDFs

Social Media Posts



UNDERSTANDING THE AUDIENCE JOURNEY



PRIMARY ENGAGEMENT STRATEGIES >>

PROVIDE ACCESS TO INFORMATION >> SOFT ASKS >> INTRODUCE CORE BRAND PRINCIPLES >> FOLLOW UP >> INCENTIVIZE >> ENCOURAGE ADVOCACY



“Content isn’t king, it’s the kingdom.”

-Lee Odden

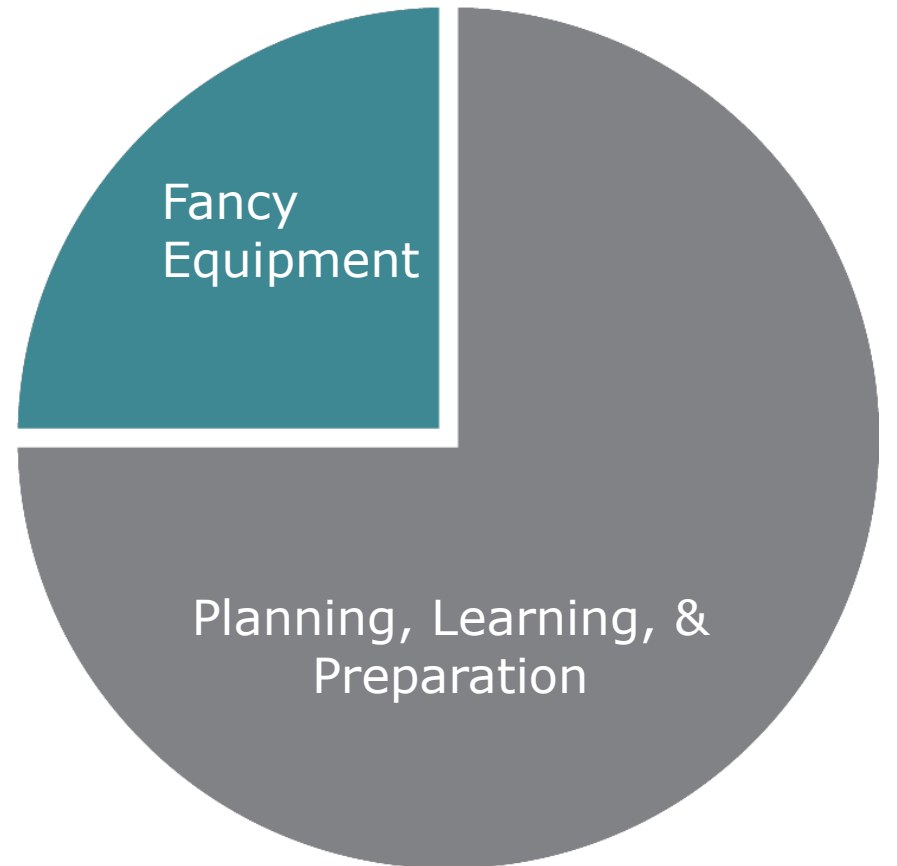
Potential Pitfalls

Low Quality Content

Breakdowns in Communication

Inconsistency

Reactive vs. Proactive



Low Quality Content

Low quality extends beyond word count and the number of pixels in a photo

Think about “the big picture”

- How does everything work together?

Are you on brand? On message?

Maximize impact with your content

Showing vs. Telling



Quick Tips to Make Higher Quality Content



1. Use the Rule of Thirds and Create Balance in Your Photos and Videos
2. Avoid Camera Shake/Blurriness/Low Light—Use a Tripod and Lighting Equipment
3. Invest in a Microphone for Videos
4. Experiment with Camera Settings for Different Lighting Environments
5. Avoid Excess Filtering/Editing
6. Avoid Excess Text, Graphics, and Animations Overlaid on Photos and Videos
7. Consider Your Background and How it Can Complement Your Focal Point
8. Add Subtitles to Videos
9. Create Scripts and Storyboards in Advance
10. Use Analytics to Inform Content Decisions
11. Invest in Success

Filmed on an iPad inside without a tripod or additional lighting

Lack of Depth

Poor Quality
(Improper
Formatting &
Setup)



Low Lighting

No Wireless
Mic

Filmed with Digital Camera on A Tripod
Outside

Creating Depth

Proper Lighting

Background
Complements
Focal Point



Visually
Appealing

Wireless Mic

Script

Breakdowns in Communication

Establish Processes and Roles

Set the Expectations Early

Cultivate a Culture of Ownership

Prioritize Workflow



Quick Tips to Avoid Breakdowns in Communication



1. Utilize a Central Hub for Project Management
 - a) Trello, Microsoft Teams, Google, etc.
 - b) Make sure everyone has access to calendars, guiding documents, content, responsibilities
2. Create an Annual Communications Plan and Identify:
 - a) All communication channels (social media, newsletter, etc.)
 - b) Internal responsibilities
 - c) Organizational content goals
3. Create a Collaborative Process for Drafting and Approving Written Content
4. See What Similar Organizations Are Doing

Inconsistency

Mission-driven, first and foremost.

Virtual programming formats, photos, content writing, content channels, need to work together to provide consistency.

The look and feel of your content should fit a pattern that makes your brand easily recognizable.

Idaho State Museum is at Idaho State Museum.
Published by Emily Elizabeth · February 6 · Boise ·

Do you have a Valentine in Victor? Is your true love in Lewiston? Perhaps you have a sweetheart in Stanley. If you need a gift for your Gem State gem, stop by the M Store to pick up a box of heart shaped caramels from Bluebird Confections of Caldwell, ID. They specialize in made to order, small batch, handcrafted caramels. We're also offering house made Valentine's baskets featuring bath and body products, chocolate, and much more.

Come check out the M Store or call 208-334-2120 to purchase a Valentine's basket and take advantage of our curbside pickup option or purchase the caramels online at <https://store.history.idaho.gov/GiftShop.aspx>



**SHOWING
Vs.
TELLING**

Idaho State Museum posted an offer.
Published by Kristine L. Geerhart · June 4, 2018 ·

Summer Sale in the Museum Store!!! 50% off all items!!!
Open Mon - Fri 11 am to 4pm.
#idahohistory #summersale #idahostatemuseum

**Summer Sale
All Merchandise
50% off
in the Gift Shop**

IDAHO STATE MUSEUM
/ IDAHO STATE HISTORICAL SOCIETY

Boost Unavailable

Kelsey Schuur, Barb Knivla and 2 others

Idaho State Museum
Published by Kristine L. Geerhart · May 8, 2018 ·

Get an amazing 40% off of everything in the museum gift shop!! Visit us at our temporary location at 214 S. Broadway.

**SPRING SALE
40% OFF
ALL MERCHANDISE
IN THE GIFT SHOP**

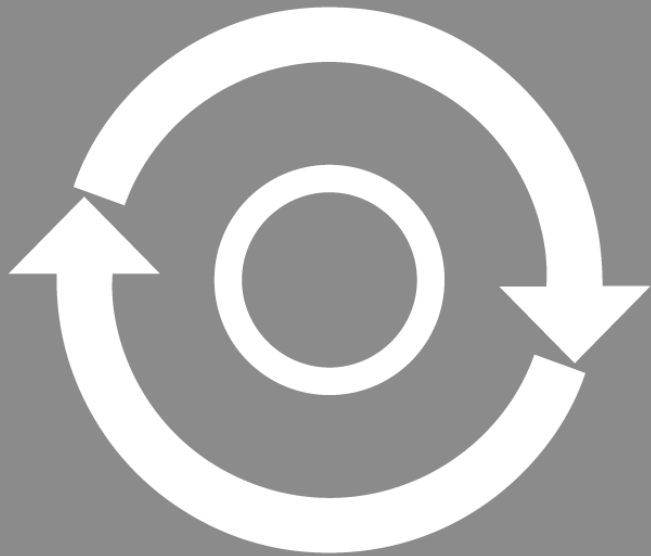
IDAHO STATE MUSEUM
/ IDAHO STATE HISTORICAL SOCIETY

Boost Unavailable

Ashley Langdon, Megan Isaacson and 3 others 3 Comments 1 Share

Like Comment Share

Quick Tips to Improve Consistency



1. Keep the Focus Narrow and Be Concise
 - a) Concise doesn't always mean short
2. Attach a Call to Action
 - a) Mix Hard and Soft Calls to Action to Engage All Audiences
3. Maintain a Consistent Voice and Tone
 - a) Consider Developing a Persona for Your Social Media Accounts
4. Create Intended Outcomes for Your Writing Before You Begin.
5. Refer to Your Organization's Planning, Tracking, and Anchor Documents
6. Create Templates
7. Inventory and Track Hardware, Software, and Accounts used for Content Management
8. Develop a Content Mix to Ensure You Are Representing All Aspects of Your Organization



“If you have no brand consistency, you have no trust,
and therefore you have no brand.”

-Sammy Blindell

Quick Tips for Being More Proactive



1. Develop a Content Mix and Content Calendar
2. Set Clear Expectation with Staff and Content Contributors
3. Utilize Scheduling Tools (Facebook Business Manager, Hootsuite, Trello, etc.)
4. Ensure All Team Members Have Access to Calendars and Planning Documents
5. Set SMART Goals
6. Make it Easy for Followers to Contact Your Organization or Get More Information
7. Maintain a Regular Presence on All Your Social and Digital Channels



Idaho State Historical Society

Published by Tracy East [?] · February 12, 2018 ·

Excited to start our birthday celebration for Abraham Lincoln. The Lincoln Exhibit at the Idaho State Archives will be open until 5 if you're in the area, and we have lots of cupcakes!

Lack of Context

Not mission-driven

Lack of visual appeal



Idaho State Historical Society

Published by Tracy East [?] · February 12 ·

Happy Birthday, Lincoln! Abraham Lincoln, our nation's 16th president, played an integral role in the formation of Idaho Territory in 1863, which ultimately led to statehood in 1890. Lincoln created Idaho Territory to help lock in the principles of freedom and equality, to preclude the introduction of slavery, to promote westward civilization, and to obtain the riches of gold and silver to help finance a Civil War victory in our vast Rocky Mountain region. Every Idahoan has t... See More

Mission-Driven

Prioritizing Quality

Providing Context



SHOWING Vs. TELLING



Laying a Foundation

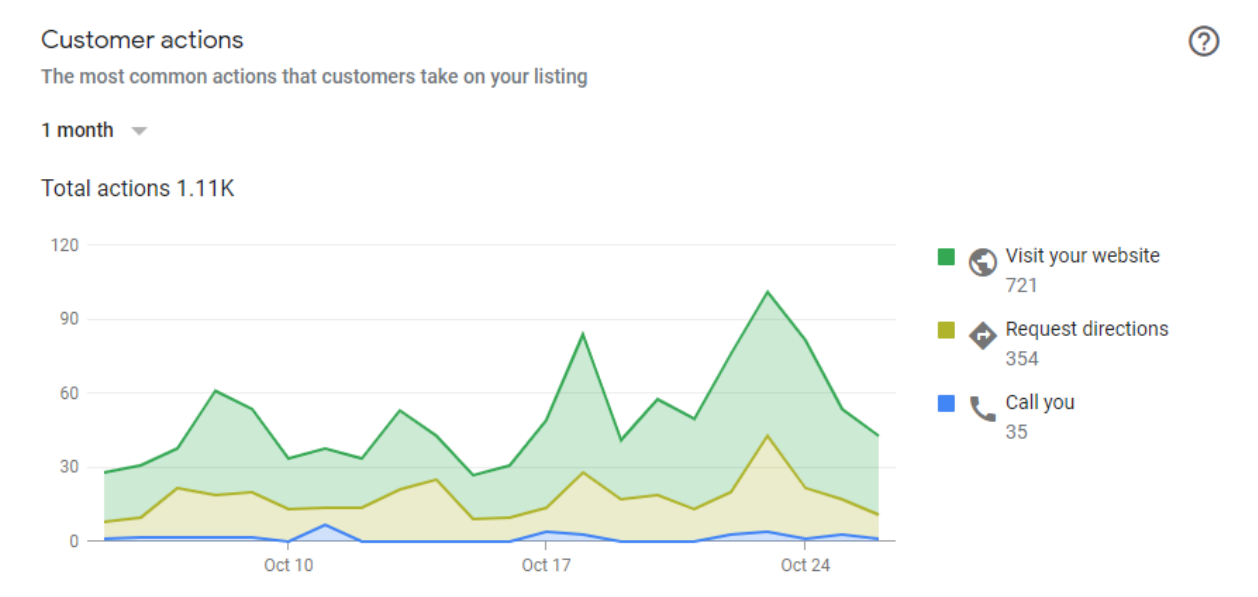
Understanding Barriers

Putting Metrics to Work

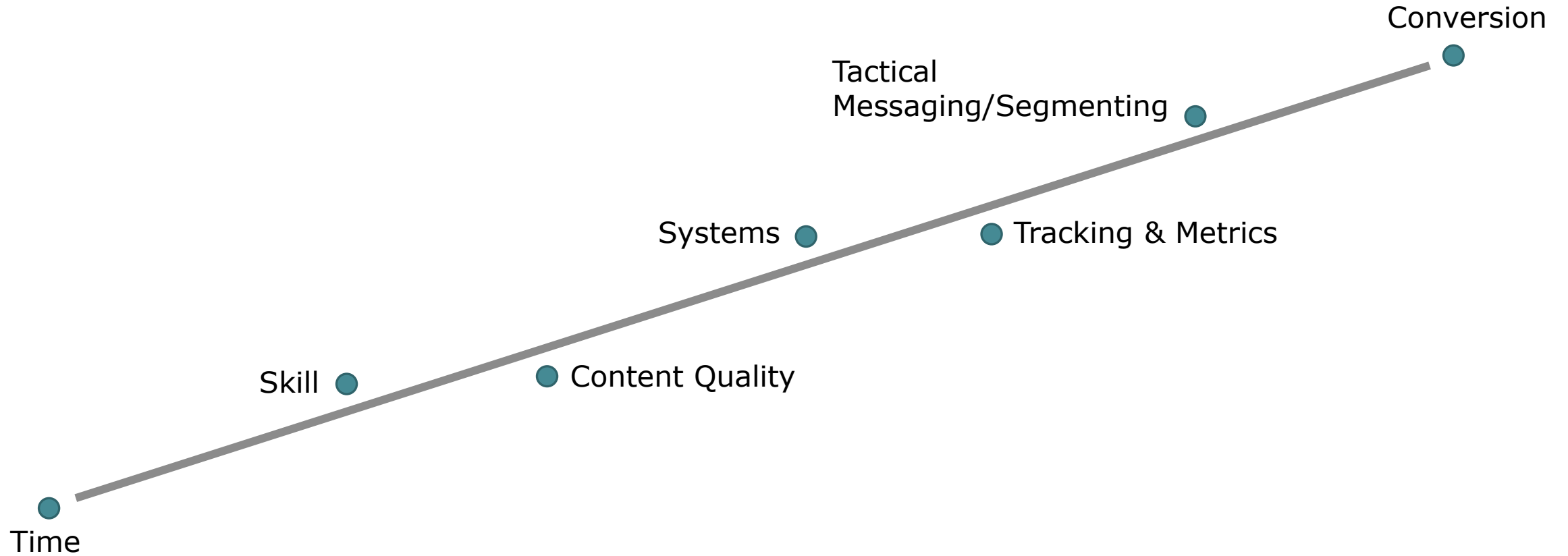
Tracking Conversion

Pooling Resources

Establishing Protocols



Understanding Barriers



Putting Metrics to Work

Utilizing metrics can be as easy or complicated as you want it to be

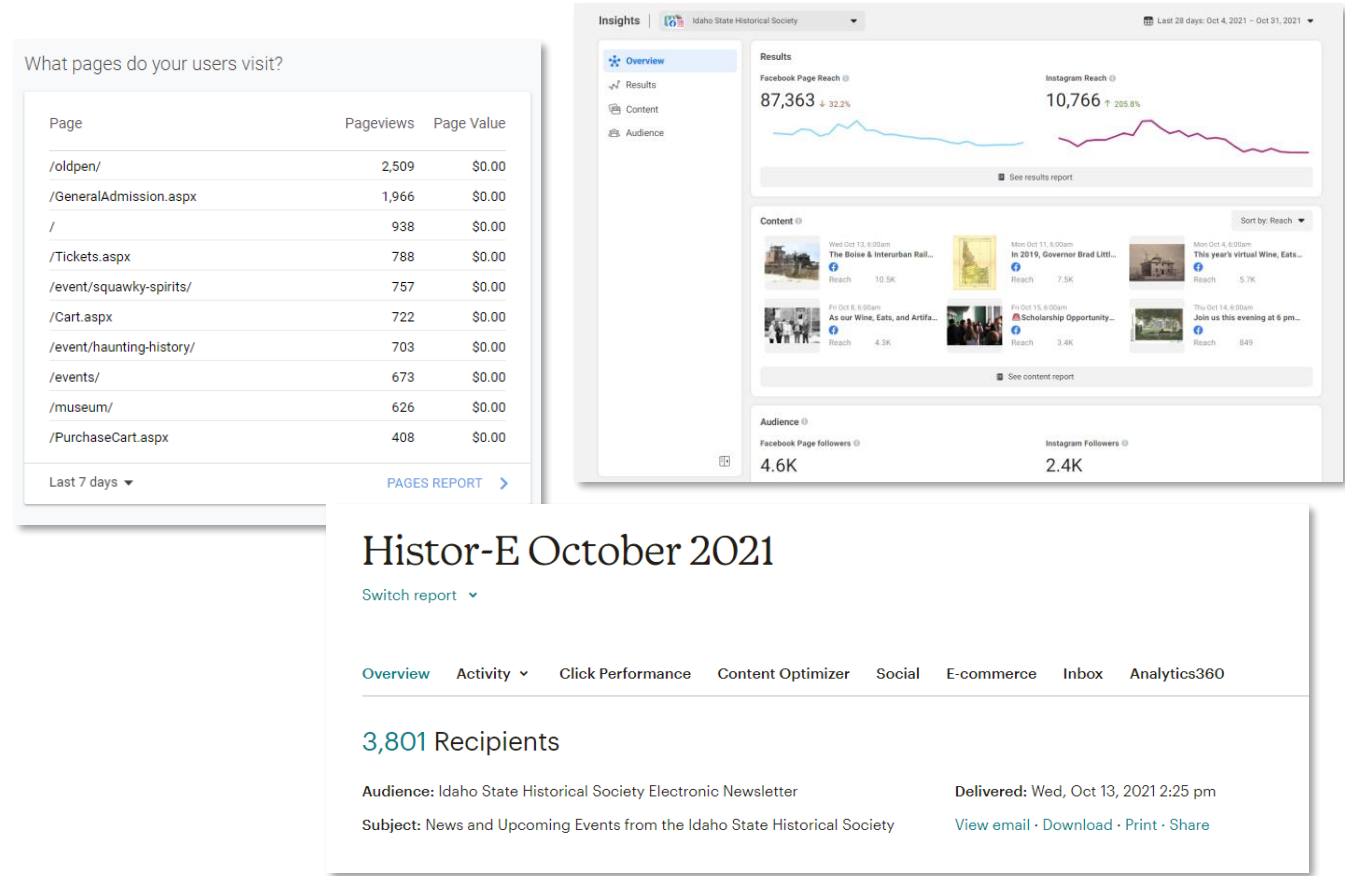
Pull from sources that are already easily available (newsletter, website, social media, Google)

Begin by looking for opportunities to have metrics support content and vice versa

Metrics will inform content decisions and calls to action

Develop a roadmap working towards tracking conversion

- Solid content should support an action



Tracking Conversion

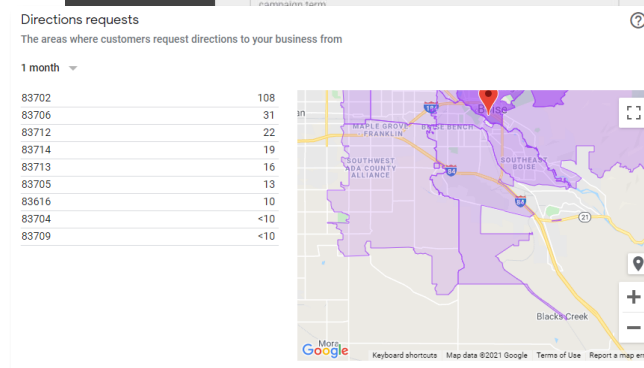
Using tools like surveys, campaign URL builders, and third-party integrations allows you to track conversion

This is where content and calls to action can be measured separately:
Does your content translate to impact/action?

Compare metrics against ticket sales and actual program attendance

Is your content getting a lot of engagement? Great! Is it translating into sales/attendance/membership? Even better!

The screenshot shows the Google Analytics Campaign URL Builder interface. It includes a sidebar with navigation options like Home, Demos & Tools, and various builders. The main content area is titled 'Campaign URL Builder' and contains a form to enter website and campaign information. The form fields include: Website URL (https://history.idaho.gov/traiblazing/), Campaign ID (Trailblazing Idahohome), Campaign Source (Print Mag), Campaign Medium (Print), and Campaign Name (Trailblazing Idahohome Print). A 'Generate URL' button is at the bottom.



The screenshot shows a data table with columns for Campaign, Source, Medium, and Acquisition. The 'Acquisition' column is further broken down into 'Users' and a percentage of total. The row for '2. member_sig' is highlighted with a red box.

Campaign	Users	% of Total
1. 2021	15,271	96.16%
2. member_sig	232	1.46%
3. zfcfe_fvt	151	0.95%
4. museum	82	0.52%
5. oldpen	73	0.46%
6. Membership_Linktree	20	0.13%
7. holiday	18	0.11%
8. IdahoHistoricalMuseum	7	0.04%
9. Linktree Membership	7	0.04%
10. IdahoOldPen	4	0.03%

Pooling Resources

Identify Your Needs

- Assess your current technology
- Think long-term

Getting Stakeholder Buy-In

- Tracking and sharing success
- Creating advocates through word of mouth

Tap Into Your Networks

- Content/program tie-ins
- Audience sharing

Right People in the Right Place at the Right Time

- Leveraging Staff, Volunteers, Interns

Establishing Protocols

Audit and Inventory

- Identify Institutional Goals (short term and long term)
 - Tie into mission, accessibility, and outreach
 - Identifying and removing barriers
- Create an Annual Content Calendar
- Identify how your organization's programming can be supported by content



“Traditional marketing and advertising is telling the world you’re a rock star. Content Marketing is showing the world that you are one.”

-Robert Rose

Virtual Programming & Purchasing Equipment

Impactful Virtual Programming

What's Needed

Other Options



Impactful Virtual Programming

Setting realistic expectations and goals over time

Engaging the community and measuring impact


Supporting digital programming on-site

Identifying needs in the community

Researching audiences for programming

Pros and Cons:

- One-off programming
- Introducing a virtual series
- Paid vs. free
- On-site vs. virtual



History Happy Hour: Celebrating 140 Years of... 30:02

Happy History Hour: Guide..Engage.Mobilize... 29:49

The Marriage Decision: Latta v. Otter 1:15:43

Nuestras Voces: Construyendo Lazos de... 28:59

History Happy Hour: Enjoying Idaho's Rivers and... 33:19

SHOWING
Vs.
TELLING

Quick Tips for Virtual Programming



1. Identify Your Audience and What They Want From You
2. Meet Your Audience Where They Are
 - a) Make Sure You Are Compatible with School and Library Networks
3. Make Sure You Have Enough Resources to Put Towards a Program
4. Plan a Run of Show in Advance
5. Stay Competitive with Other Virtual Programs
 - a) Look at the benefits of free vs. paid programming
 - b) Leverage free programming towards a call to action (memberships, online shopping, visitation, newsletter sign up, etc.)
 - c) Don't undervalue your content

Thank you!

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