



Heritage
Consulting Inc.

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Scheduling social media posts for your heritage organization

Collecting information and posting about your historic site's activities will be much easier if you create a simple calendar with the topic of the post for each week. You can post the same information across all of your social media platforms, and don't worry that you are repeating information, because each platform (Facebook, Instagram, Twitter, Tic Tok, or You Tube) appeals to a slightly different audience. In planning your posts, identify visuals (graphics, photos, or video) to use as they draw more likes and comments than text only or text and photo announcements/flyers. Below we offer suggestions for postings to social media to fill up every week during the year.

Events—all events should have at least five posts: 1. save the date, 2. when line up is complete or poster is available, 3. full event description the week before the event, 4. the day of the event, and 5. right after the event, post an update with photos of people having fun. Make sure to use photos, graphics, or video whenever possible. So, if your historic site has 5 events, 5 posts per event, total 25 posts a year—**THAT IS HALF A YEAR OF WEEKLY POSTS.**

About the Organization—offer a post one week a month, so 12 posts for the year. Post stories about your history organization. Post stories about election of new board members with a group photo. Another post could be about board members rotating off the board and thanking them for their service. A photo of your executive committee helps people understand the leadership of the organization. Include information about staff, new hires or anniversaries or current projects. Talk about the founders of the organization or highlight an anniversary if one is coming up during the year. 12 posts a year

Fundraising—Consider asking for support on a quarterly basis. Post a small project with photos and/or video you are working on where additional funds are needed. Once a year tell people about your membership drive and ask them to support your historic site. Finally, during the weeks of Christmas and New Year's ask for contributions at least twice, for an end of year giving campaign. 4 posts a year

About the building/grounds—Make one post a month about a restoration or conservation project in the works. Highlight the object, the contractor or conservator, and the object or room being restored. Don't forget your gardens if you have them. Beautiful photos of your gardens promote the site. Before and after photos are key. Photos of these folks at work can make a good story for your social media feeds. 12 posts a year

About the volunteers—At least quarterly focus on individual volunteers who are working hard to make your historic site great. Talk about the volunteers and have photos or video with them in action. During National Volunteer Month in October, highlight your volunteer crew, with photos of volunteers at work. 4 posts a year.

Total posts 52

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