


CONSERVATION CENTER

for Art & Historic Artifacts

Social Media for
Collecting Institutions



- 
- Introduction
 - Tips for Strategy and Planning
 - Facebook and Instagram: What to Post and Why
 - Designing with Canva
 - Paid Ads and Boosting
 - Crowdfunding
 - Q&A

Jason Henn

jhenn@ccaha.org

Communications Assistant | 2013-2016

The Gershman Y

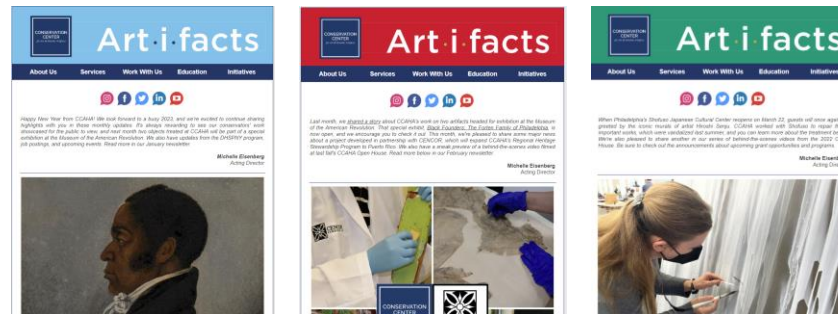
Communications Coordinator | 2016-2018

Documentary Heritage & Preservation Services for New York (DHPSNY)

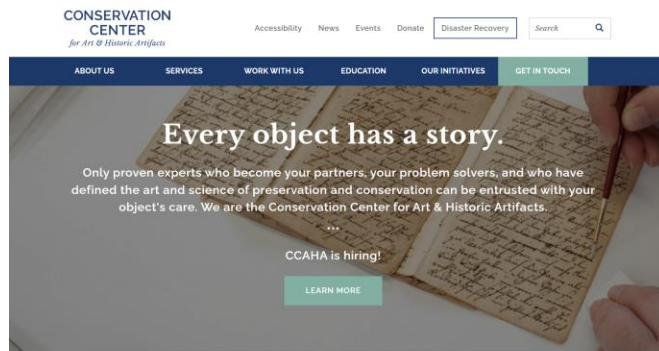
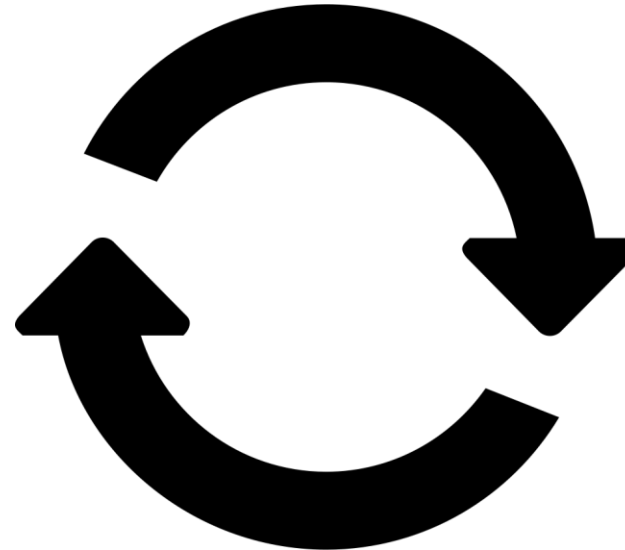
Manager of Marketing & External Relations | 2018-present

Conservation Center for Art & Historic Artifacts (CCAHA)



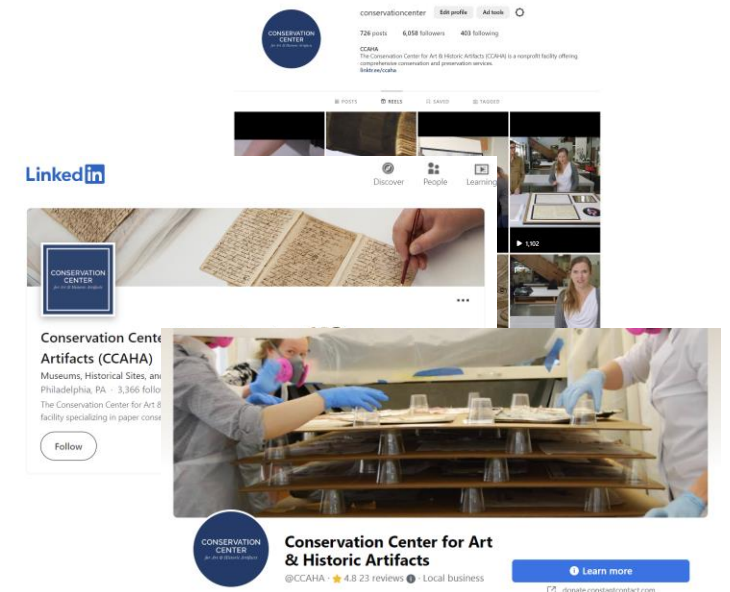


Email List



Website

Social Media



Aa Name	Status	Date	Platform	Category
			Facebook	
+ ⋮ Barb at WUDPAC	• Posted	January 29, 2024	LinkedIn Facebook Instagram	Staff Spotlight
Post: Climate Resilience Webinar	• Posted	January 24, 2024	Facebook Instagram LinkedIn	PSO
Joanna Gettysburg	• Posted	January 22, 2024	Instagram Facebook	Paper
Post: Lee Retirement/link to newsletter	• Posted	January 17, 2024	LinkedIn Facebook Instagram	Staff Spotlight Fundraising General
Blast: January Newsletter	• Sent	January 17, 2024	E-blast	General
#ConservationISpy Gauffered	• Posted	January 3, 2024	Instagram	Book
Program: Activist Archives	• Posted	January 3, 2024	Facebook Instagram	PSO
Basia Warhol Sunset	• Posted	January 2, 2024	Facebook Instagram	Paper
Amber WWII post (check Teams)	• Posted	December 19, 2023	Facebook Instagram	Book
Appeal #1	• Posted	December 18, 2023	Facebook LinkedIn	Fundraising

Strategy

2024 Social Media Algorithms: A Guide for All Networks

Find out what social media algorithms are and how to navigate the ranking signals of each platform to get your content seen.

Christina Newberry

March 4, 2024



What is a social media algorithm?

A social media algorithm is a set of rules and signals that rank content on a social platform. It organizes content on social feeds based on how likely each individual social media user is to like it and interact with it.

A social algorithm's purpose is to create a good user experience by making individual user's feeds interesting and engaging. Algorithms are the reason why no two users will see exactly the same social content, even if they follow all the same accounts.



Making Instagram and Facebook Cornerstones of Your Social Media Strategy

- Track statistics on the same dashboard
- Exposure to a wide, overlapping audience
- Easily tailor the same content to each platform
- Cross-post content



Search Facebook

Manage Pages and profiles



Conservation Center for Art & Historic Artifacts



Meta Business Suite



Inbox

43 new comments



Planner



Publishing tools



Insights



News Feed



Business Apps

Overview

- Results
- Audience
- Benchmarking
- Content
- Overview
- Content
- Messaging
- Overview
- Video
- Benchmarking
- Audience
- Loyalty
- Retention
- Earnings
- Videos

Results

Paid reach ⓘ

7,498 ↑ 1.00%



Facebook Page reach ⓘ

9,499 ↑ 225.2%



Instagram reach ⓘ

4,578 ↑ 44.1%



See results report

Content

Sort by: Recent content ▾



Sun Feb 19, 1:15pm
Last fall, CCAHA welco...
 Post
 Reach 1,280



Thu Feb 16, 9:26am
Untitled
 Story
 Reach 327



Thu Feb 16, 8:49am
In January, the Nation...
 Post
 Reach 867



Thu Feb 16, 8:24am
In January, the Nation...
 Post
 Reach 273



Wed Feb 15, 8:30am
Thanks to our friends ...
 Post
 Reach 1,483



Wed Feb 15, 8:30am
Thanks to our friends ...
 Post
 Reach 1,615

See content report

Audience ⓘ

Facebook Page likes ⓘ

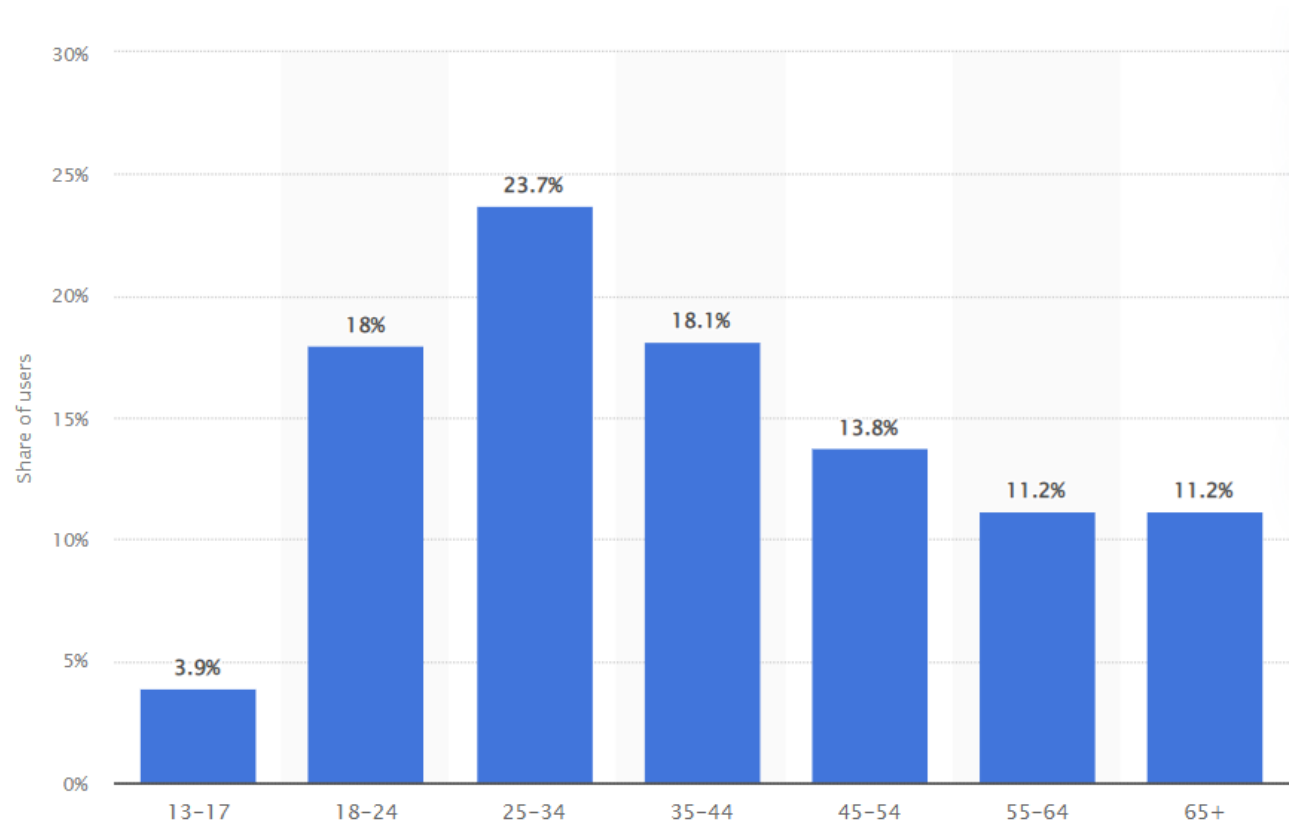
Instagram followers ⓘ



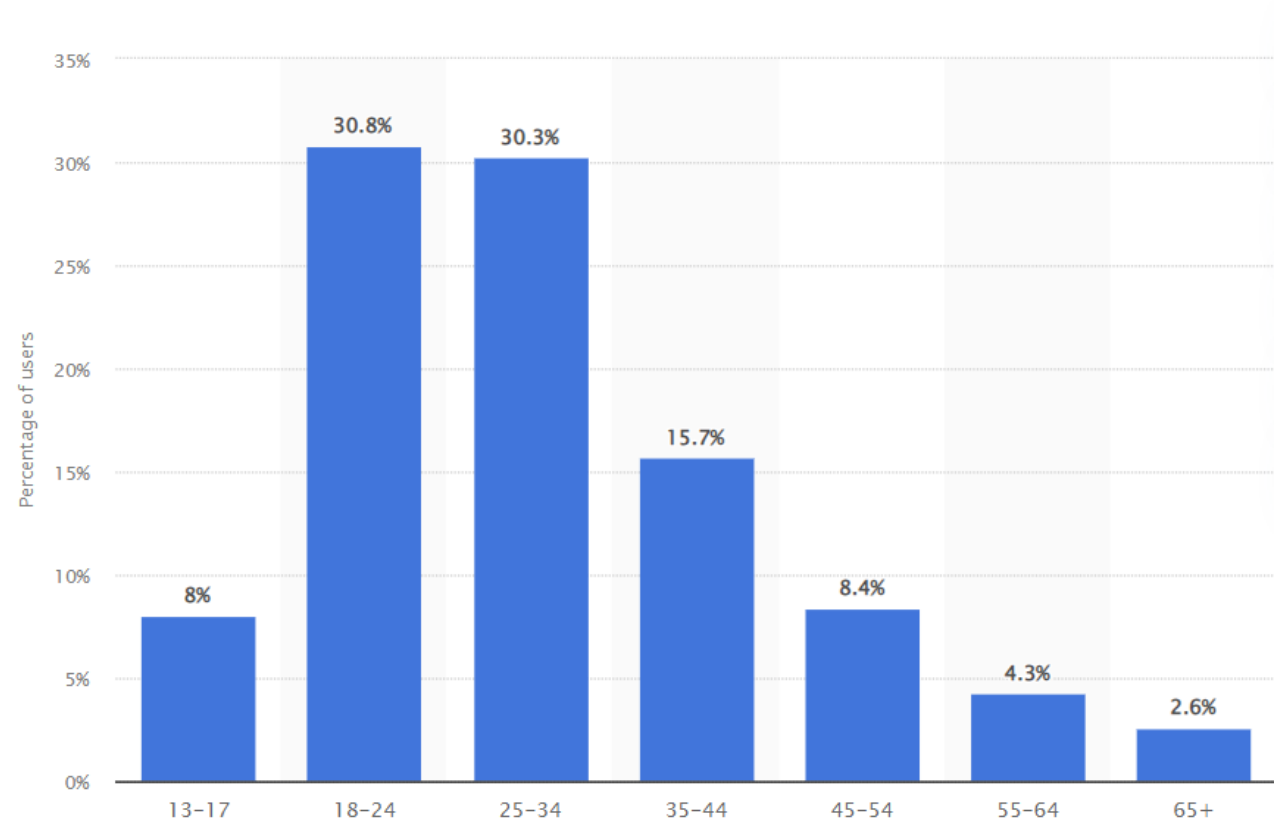
Who's on Instagram and Facebook?

- 2 billion monthly active users
- 500 million daily users
- 2nd most downloaded app in the world

- 3.05 billion monthly active users
- 2.9 billion daily users
- 3rd most downloaded app in the world



© Statista





Tips for Successful, Engaging Posts on Facebook

- Keep posts concise - 80 characters is ideal
- Images or videos perform better than text or link posts
- Offer behind-the-scenes glimpses of your collections
- Highlight interesting facts or stories
- Showcase your staff and volunteers
- Encourage user-generated content
- Invite followers to share their experiences or memories
- Use hashtags to connect your posts with trending topics




Key stats

.064% median engagement rate across all industries

Facebook ads have a .9% average click-through rate










 Philadelphia Museum of Art 
4 days ago · 

“Take a Seat: Understanding the Modern Chair” is now open!


Our new exhibition explores how innovative chairs become a testament to the ingenuity of their designers.


Recent works by designers such as Jomo Tariku, Cheick Diallo, Mac Collins, and Stefan Sagmeister are featured along with those of design pioneers like Gaetano Pesce, Ron Arad, and Gijs Bakker....
[See more](#)



  56

2 comments 6 shares



 Philadelphia Museum of Art 
216K likes · 236K followers



Conservation Center for Art & Historic Artifacts

December 22, 2022 · Instagram · 🌐



It's been a while since we shared a [#CCAHAMatching](#) post of staff members who coincidentally arrived at work in matching outfits. Photo Conservation Technician Binh-An Nguyen may be the first staff member to show up matching the object she's treating!



1,414
People reached

76
Engagements

↑ +1.6x higher
Distribution score

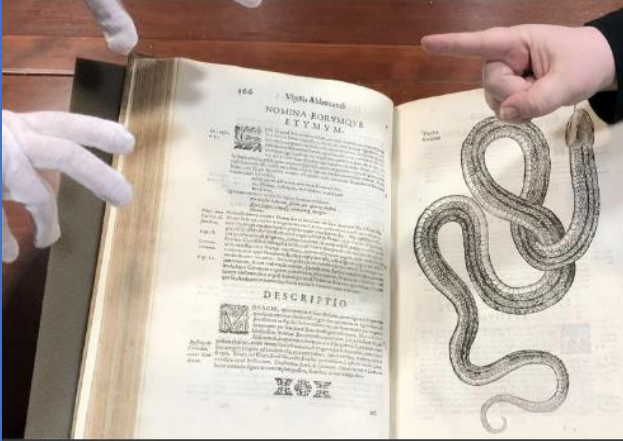
Boost post

👍 🥰 🍷 49



Conservation Center for Art & Historic Artifacts
Published by Jason Henn · November 25, 2019 ·

"For the most part, advice on book handling through the centuries urges clean hands rather than the use of gloves... So how did white gloves make their way into the popular conception of special collections libraries?"



BLOG.LIBRARY.SI.EDU
No Love for White Gloves, or: the Cotton Menace – Smithsonian Libraries /...

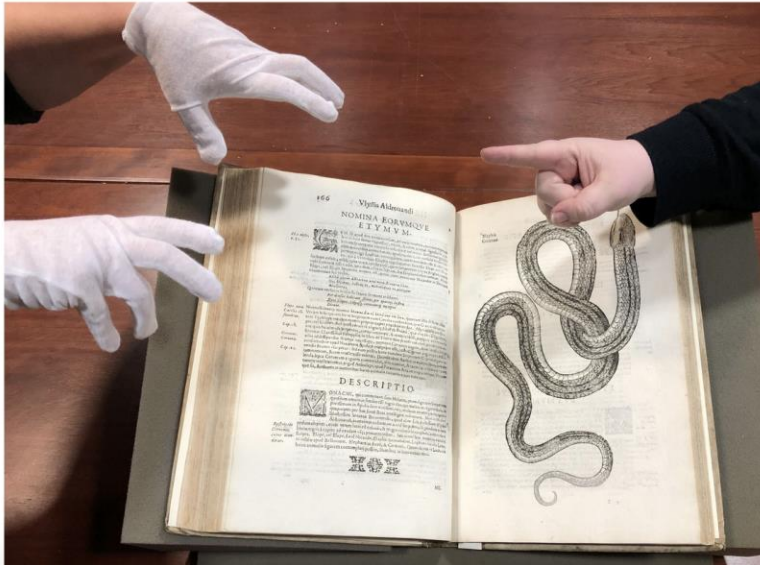
174 13 276

Like Comment Share

No Love for White Gloves, or: the Cotton Menace

Alexandra K. Alvis · November 21, 2019 · 14 Comments

There is a unique joy in watching a video or reading a news story with images of a librarian handling a rare book. Rare books, unlike many museum objects, are still used today in the same way that they would have been when they were new centuries ago – they're held and opened, and their pages are turned. It would make sense that these historical objects should be handled with white gloves to keep them clean, right?





Conservation Center for Art & Historic Artifacts

Published by Jason Henn · March 7 at 1:41 PM · 🌐



It's always [#oddlysatisfying](#) to watch stained paper lighten as it leaves a solution of dilute calcium carbonate. In this case, Senior Conservation Assistant Jillian Wilcox is treating a copy of the October 3, 1908, edition of the Allentown Morning Call from the collections of Trexler Library at Muhlenberg College.



1,157
People reached

110
Engagements

Boost post

👍❤️ 49

3 shares





Tips for Successful, Engaging Posts on Instagram

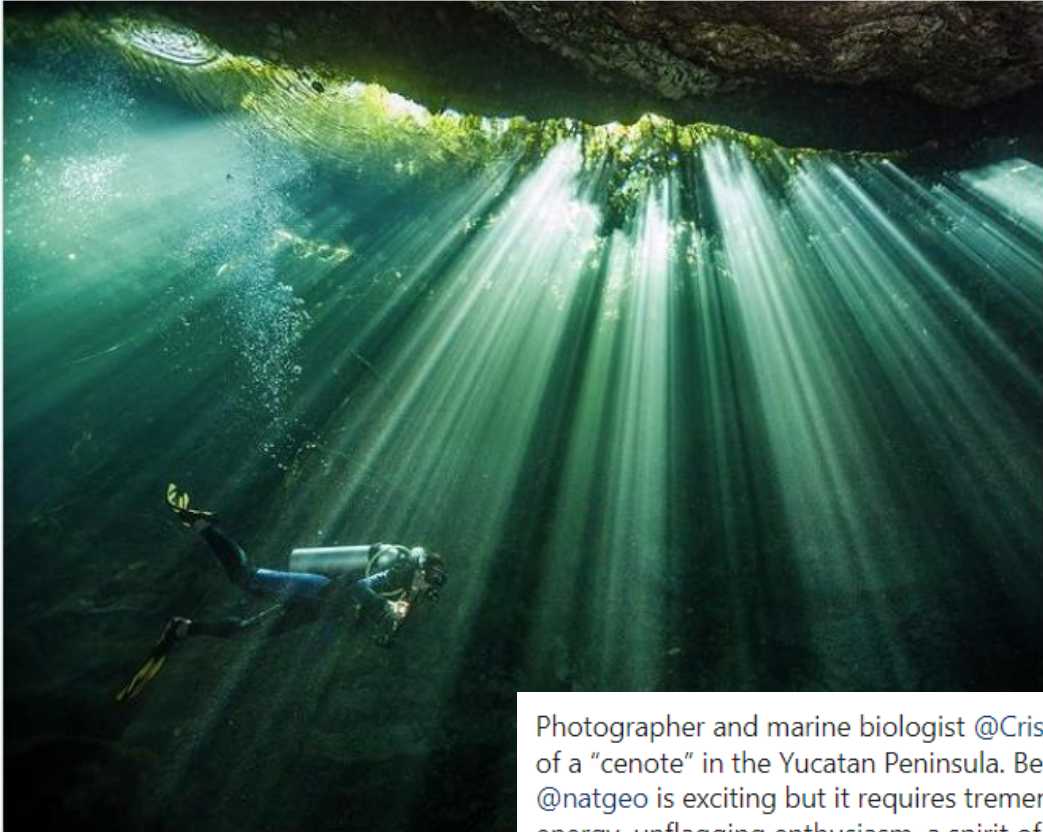
- Great imagery
- Share behind-the-scenes glimpses of your collections
- Highlight objects with interesting stories
- Showcase your staff and volunteers
- Use hashtags to connect your posts with trending topics
- Direct users to relevant links in your profile

Key engagement stats




- .067% median engagement rate across all industries
- Instagram ads have a .22% average click-through rate



 **natgeo** 
260M followers [View profile](#)



[View more on Instagram](#)

  
597,639 likes

Photographer and marine biologist @CristinaMittermeier explores the clear waters of a "cenote" in the Yucatan Peninsula. Being a photographer on assignment @natgeo is exciting but it requires tremendous sacrifice. It demands boundless energy, unflagging enthusiasm, a spirit of adventure, the ability to survive under difficult circumstances, and the courage to confront danger. For me, this all-consuming career is fueled by a passion to make a difference to the conservation to our beautiful planet. The life that we have chosen is frenetic, exciting and sometimes dangerous but, for the chance of making a difference, every minute of it is worth it. Photo by @PaulNicklen #InternationalWomensDay

@Microsoft - Empowering girls to change the world, stay in STEM, and be the ones to #MakeWhatsNext. Microsoft welcomes girls for a free workshop with @natgeo personalities at select Microsoft stores on 3/18. Visit makewhatsnext.com for details. #IWD2017 #sponsored

[View all 1,552 comments](#)



conservationcenter

conservationcenter CCAHA Paper Conservator Chloe Houseman is our resident comic book expert—last year she hosted the Facebook video series Comic Cons: Best Practices to Preserve and Conserve Your Comic Book Collection—and she was eager for the opportunity to treat this rare copy of The Incredible Hulk #181, belonging to a private collector. The issue is notable (and valuable) for featuring the first appearance of Wolverine in the Marvel Universe. This copy arrived at CCAHA in generally good condition, but it had some surface grime and a tideline that ran throughout the book. Chloe was able to carefully disbind the book and wash it to remove staining and acidity. #ccaha #paperconservation #comic #comicbooks #marvel #wolverine #xmen

Edited · 81w

jhinwood Does washing a comic affect its value on the market? 81w 1 like Reply

Hide replies

fancytrousers @jhinwood It could! Stain removal/reduction due to washing may increase the value, but more importantly it helps remove acidity from the paper and increase its longevity! 81w 1 like Reply

alihouseman @fancytrousers so so cool! You're the presiding expert on comic book conservation! 81w 2 likes Reply

apuellarama Fellow book/paper conservator and comic book nerd here - this is so cool! Are the inks used in the printing process generally stable? I've often wondered how fugitive some of the bright shades might be. The design of that spray bottle also looks intriguing - how do you find it compares to others in terms of delivering fine mist?

View insights Boost post

Liked by dhpsny and 447 others

JULY 27, 2021

Add a comment... Post



nyplcollectionmanagement
NYPL The New York Public Library

nyplcollectionmanagement Happy #marbledmonday ! We hope you enjoy these beautiful #marbled pages we've found during the @nypl Special Collection Survey.

#marbledmonday #marbledpages #bookpages #librariesofinstagram #bookends #books #collectionmanagement #survey #collectionsurvey #nypl

41m

writernature4 Awesome ❤️
Dm @thewriterswarmth

39m Reply

❤️ 🔍 📌

Liked by **wcuspeccoll** and 20 others

41 MINUTES AGO

😊 Add a comment... Post






#MuseumBowl23


Philadelphia
Museum of
Art


VS

Nelson
Atkins
MUSEUM OF ART


 philamuseum




 philamuseum  #MuseumBowl23 is on! We're going head-to-head with The Nelson-Atkins Museum of Art in Kansas City. The winning city's art museum will receive a precious work of art on loan. Keep up with the action by following @philamuseum and @nelsonatkins. Who will paint a picture of victory—Eagles or Chiefs? Let the brush off begin! #SuperbowlLVII #Eagles #Chiefs
5w


 ptlart Nelson Atkins has one of my prints, PMA does not. I would be pleased to help Philly balance that out, or better yet, overtake the NA Gallery!
5w 5 likes Reply

 randmart37 We have Van Gogh, MONet, MAnet, Warhol, Jasper Johns and "The Large (FUCKING) Glass" ... what do THEY have to compare? I think "One For One" is generous
5w 1 like Reply


— View replies (4)

 daniellamsnyder This is really cool!
5w 2 likes Reply

 Liked by pennmuseum and 740 others

FEBRUARY 6

 Add a comment... Post

What will you **design** today?

Canva makes it easy to create professional designs and to share or print them.

Start designing

Whiteboards



Presentations



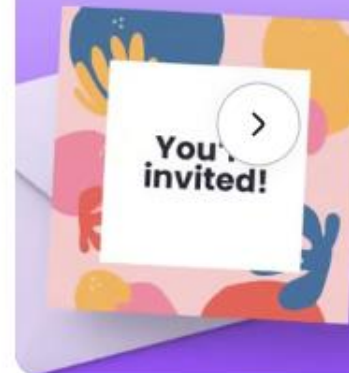
Social



Videos



Prints



CCAHA Teams • 8 8

Home

Magic Studio

Projects

Templates

Brand

Apps

Starred

General CCAHA

Invite members



Create top designs

Access step-by-step guides and create unique designs.

Logo maker

Flyer maker

Banner maker

Photo collage maker

Poster maker

Resume maker



Canva Blog

Explore articles and resources.



Design school

Enjoy tutorials and courses.



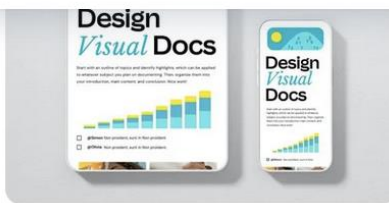
Events

Be inspired by experts and trends.



Help center

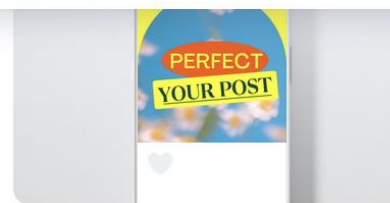
Get technical support and help.



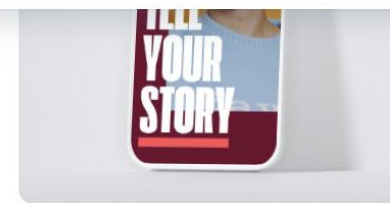
Doc



Whiteboard



Instagram Post (Square)



Your Story



UPCOMING PROGRAM

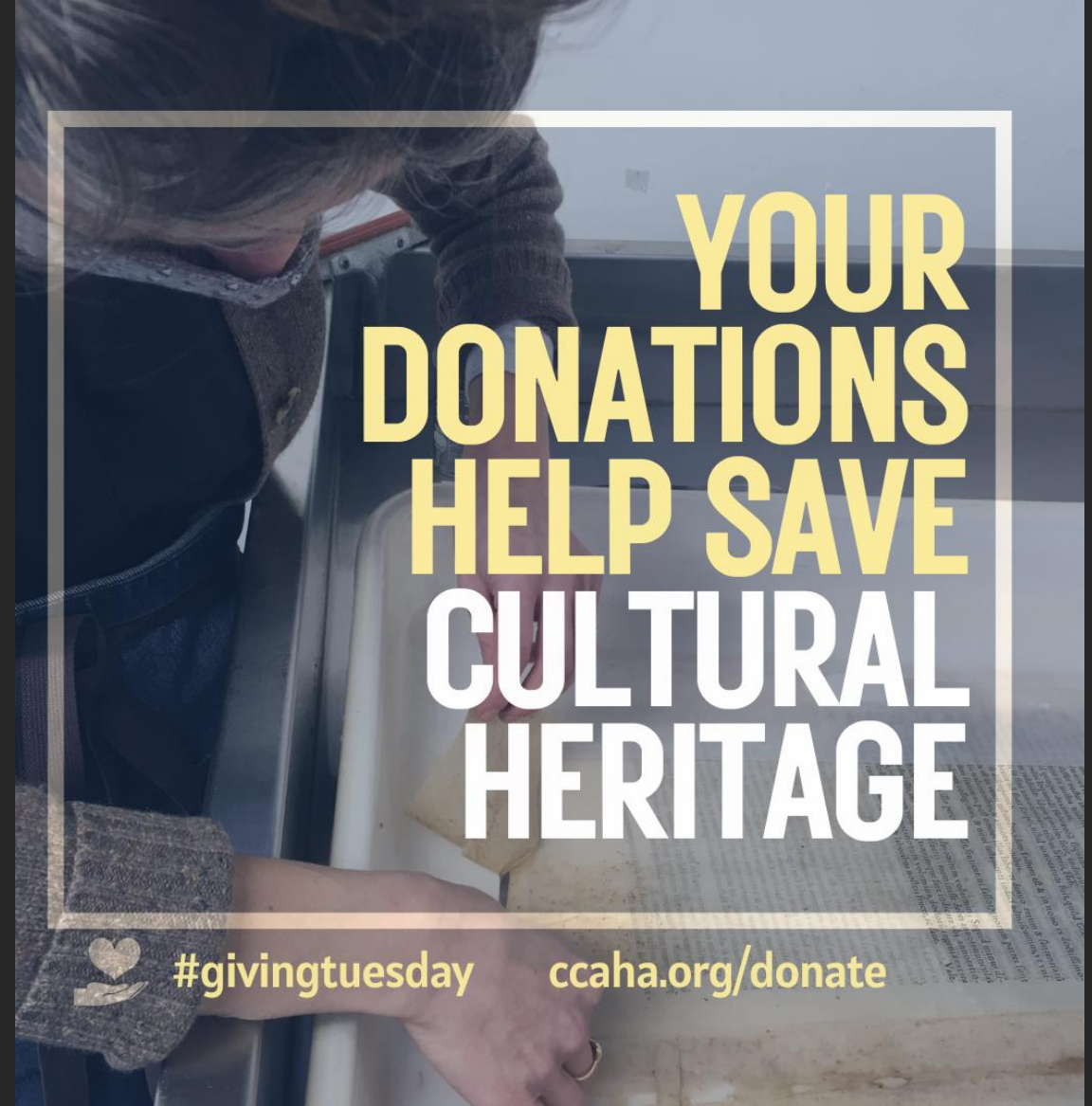
SUCCESSION PLANNING FOR CULTURAL INSTITUTIONS
PART TWO:
RESOURCE ROADMAP



July 10, 2024 | 12:00 PM ET

Presenters:
Dyani Feige, CCAHA
Tom Clareson, Lyrasis

ccaaha.org/events



YOUR DONATIONS HELP SAVE CULTURAL HERITAGE

#givingtuesday

ccaaha.org/donate

How to Run Facebook Ads: Step-by-Step Guide to Advertising on Facebook



Download Now: [Free Facebook Ads Checklist](#)



Carly Stec 

Published: December 09, 2022

When setting up a paid Facebook ad, there are a lot of boxes to check. Are you targeting the right people? Did you choose the right bidding model for your ad? Are you running the right type of ad? If we're being honest, it can get a little confusing.



FREE FACEBOOK ADVERTISING
CHECKLIST

blog.hubspot.com/marketing/facebook-paid-ad-checklist

Crowdfunding for Nonprofits: Top Strategies & Tactics

Need to raise funds for a big upcoming project, during giving season, or for an emergency campaign? Crowdfunding is the way to go! These campaigns unlock the power of the people, using social proof and urgency tactics to raise more funds. Read this blog to learn more about crowdfunding for nonprofits, plus the strategies and tools that will lead to a successful campaign.



Raj | Updated May 03, 2024 | 9 minutes read



TABLE OF CONTENTS

[What is Nonprofit Crowdfunding?](#)

The financial stability of most **nonprofit organizations** is dependent upon fundraising, which may include special events, **grant** writing, direct mail solicitations, and much more. Crowdfunding can be an especially effective way to raise funds, especially in a short amount of time.

Search blog post



Chat with a Fundraising Advisor

Thank you!

Jason Henn
jhenn@ccaha.org
(215) 545-0613 x 340
ccaha.org



@conservationcenter



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