How to Develop Effective Social Media Content to Engage Your Visitors
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• Develop Content Strategy & KPI’s
  o Content Strategy
    ▪ Educate – Serve as the source
    ▪ Engage – Provide call to action
    ▪ Convert – Utilize tools to track registration/application
  o THC Key Performance Indicators for engagement:
    ▪ Live Attendance
    ▪ Applications
    ▪ Promotions

• Editorial Calendar
  o Draft your next week of posts and preschedule on Facebook Content Creator
  o Establish built in days of content (#MarkerMonday, #TownHistoryTuesday, #WildernessWednesday, #ThrowbackThursday)
  o Schedule posts for the weekends!

• Top Tips
  o Facebook
    ▪ Best time to post – 7:00-8:30 a.m.
    ▪ Always post a photo or video
    ▪ Always provide a call to action
    ▪ Recycle content!
    ▪ Avoid the ‘Share’ button
  o Instagram
    ▪ Schedule posts daily
    ▪ Stay engaged – like and comment on visitor posts
    ▪ Encourage visitors to follow and tag your channels during their visit.
    ▪ Avoid posting graphics with text on them – Use stories
    ▪ Utilize popular travel hashtags & tag accounts, geotag

• Top Performing Content
  o History/Throwback Posts
  o Town History
  o Annual Historic Events/Field Trips
  o Site Activities – Virtual Event Previews
  o Historic Objects Spotlight
  o Nature
  o User-Generated Content

Resources:
• THC Social Media Channels