



PROMOTING YOUR PROJECT

Introducing social media

This guide has been created by Scotland's Urban Past (SUP), a five-year community-engagement project from Historic Environment Scotland.

We support communities to record, research and celebrate the history on their doorsteps.

Through our free training and resources, people of all ages can discover and share the fascinating stories of Scotland's towns and cities.

www.scotlandsurbanpast.org.uk

Introducing social media

Regular media, such as newspapers, radio and television, are one-way streets which offer limited opportunities to interact. Social media are two-way streets that give you the ability to communicate with the world – and for the world to talk back.

Social media

Online social networks developed in the early 2000s and now account for around 40% of the time people spend online. Any website inviting you to interact with the site and with other users is a type of social media.

Social media invite people to voice their own opinions, through posting comments and engaging in discussions to sharing photographs or rating videos.

Examples of social media include [Facebook](#) and [Twitter](#). This guide will introduce you to the basics of using Facebook and Twitter to share the story of your town or city with a wider audience.

Facebook

Facebook is one of the most popular kinds of social media, with over half of the UK population having an account.

It's an online platform primarily used by individuals to keep in touch with friends, but also used extensively by organisations of all sizes, community groups and youth clubs to promote events and exhibitions, attract new participants and as a way to enter a two-way dialogue with their supporters.

There are around 31 million Facebook users in the UK, with 60% of the population having an account.

New to Facebook?

When you sign up to Facebook, you can create a **profile**. This part of the site is about you personally and includes information about your hobbies and interests, photos and more.

New to Facebook? *(continued)*

You only need to upload as much information as you feel comfortable with and you can adjust your privacy settings to limit what other Facebook users can see of your profile, but your name, profile picture and any cover photos will always be publicly available for anyone to view, whether they are logged into Facebook or not.

After establishing your own Facebook profile, you can add **Friends** who are also on Facebook and engage with **Pages**. Organisations, small businesses and community groups create Pages to showcase their work and keep people up to date with their most recent news. By **Liking** these pages, you will be able to interact with the Pages by posting photos, creating your own posts and commenting on the posts of others.

You will also receive updates from Friends and Pages you Like on your **News Feed**, the main page you see as a logged-in Facebook user.

You can also **Like** the [Scotland's Urban Past Facebook Page](#) to keep up to date with all our latest news.

Using Facebook pages

With your own profile on Facebook, you can create a Page for your community group.

Multiple people can manage a Page, but they all need to be registered on Facebook. It is very easy to set up a Facebook Page and less daunting than creating your own website.

To get started, visit www.facebook.com/pages and click on **Create Page** in the top right.

Choose your Page name very carefully, as you cannot make any changes to the name of your Page after you reach 100 Likes.

After passing the 100 Likes milestone, you will then be able to invite your Facebook Friends to Like your Page, promote your events, post photographs and share updates with the people who Like the Page.

It is very easy to set up a Facebook Page and less daunting than creating your own website. With Facebook Pages, you can showcase your work and keep people up to date with your most recent project news and events.

Tips for your Facebook Page

1. Add a clear cover photo

The cover photo is a large image at the top of your Page and often the first thing people see. Help visitors figure out who you are and what you do by making your cover image eye-catching and relevant to your community group or research project, but keep text to a minimum.

Remember that anyone can see your cover image and that you must have permission to use it.



2. Add a good profile picture

This is very important, as Facebook users will see your profile picture every time:

- you post an update
- you post comments or replies
- you post on any other Pages
- someone visits your Page

Profile pictures are displayed in a variety of square sizes, from 180 x 180 pixels to 43 x 43 pixels, so check that whatever image you choose is clear at the smallest size.



3. Complete your Page Info section

This is where you can tell people what your Page is about. As a minimum, we recommend you add a link to your website or blog, if possible, and complete the **Short Description**. You will be limited to 155 characters, so be clear and concise.

Tips for your Facebook Page *(continued)*

4. Stay relevant

Facebook works on a sophisticated system that calculates what its users want to see, based on how much people have engaged with your previous posts.

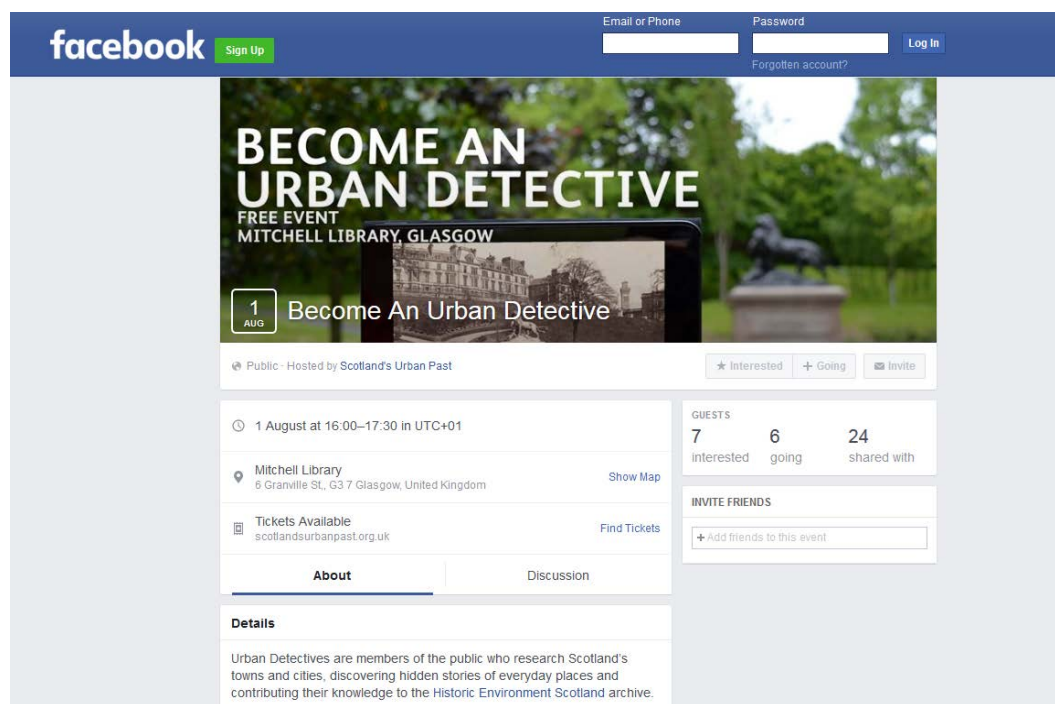
Stay relevant to your fans' interests and post plenty of images and links to interesting websites, news stories and blog posts. Text-only updates have been shown to be less popular with most Facebook users, but do experiment and see what your audience is most interested in.

Remember, if you are going to upload images to Facebook, check you have permission to use them first.

5. Facebook Events

Through your Page, you can create **Events** on Facebook as a way of advertising upcoming events you are planning. You can invite your friends (who can, in turn, invite friends they think would be interested in your event) and indicate whether or not they are planning to attend.

This can be a very helpful insight into expected numbers when event planning. Your Events can also feature a cover image.



The screenshot shows a Facebook event page for "Become An Urban Detective". The event is a free event at Mitchell Library, Glasgow, on August 1st. The page includes a cover image, event details, location, and guest counts.

facebook Sign Up Email or Phone Password Log In
Forgotten account?

BECOME AN URBAN DETECTIVE

FREE EVENT
MITCHELL LIBRARY, GLASGOW

1 AUG Become An Urban Detective

Public - Hosted by Scotland's Urban Past Interested Going Invite

1 August at 16:00–17:30 in UTC+01

Mitchell Library
6 Granville St., G3 7 Glasgow, United Kingdom Show Map

Tickets Available
scotlandsurbanpast.org.uk Find Tickets

About Discussion

Details

Urban Detectives are members of the public who research Scotland's towns and cities, discovering hidden stories of everyday places and contributing their knowledge to the Historic Environment Scotland archive.

GUESTS
7 interested 6 going 24 shared with

INVITE FRIENDS
+ Add friends to this event

Using Facebook Groups

An alternative way to create a Facebook presence, **Facebook Groups** are very simple discussion boards which can be as private or public as you want.

If you are looking for a digital space for your community to discuss topics and research rather than promote events or share resources, this may be a better option for you than a Facebook Page.

To create a Group, click **Create Group** from the left side menu on your [home page](#). A new window will appear where you can add a Group name, add members and select the privacy settings for your Group.

Please note that if you post an update through a Facebook Page, your own personal profile will not be displayed in connection with this post. In a Facebook Group, however, you will be posting through your personal profile.

If you are looking for a digital space for your community to discuss topics and research, a Facebook Group may be a better option for you than a Facebook Page.

For more information on the differences between Pages and Groups, read [Facebook's Tips](#).

Using analytics on Facebook

If you are interested in monitoring the success of your Facebook Page, explore the **Facebook Insights** tab on at least a monthly basis. This will reveal useful information, such as what your most popular posts are, statistics about your fans and what times of the day/week your posts are most popular. These statistics and data, and the interpretation of that data, are known as **analytics**.



When you include links to other websites in your posts, you can also use a **trackable URL** from free services like [bitly.com](#). Bit.ly enables you to turn long website URLs into short links and record how many clicks that link has received.

Twitter

Twitter has over 500 million users worldwide. Twitter is a form of **microblogging** which limits your posts to 140 characters. These short, instant posts are called **Tweets** and they can contain text, photos and videos. Millions of Tweets are being created and shared in real time, every day.

You can **follow** Twitter accounts of celebrities, organisations and friends, and see what they are Tweeting about.

When you follow people, their Tweets instantly show up in your **timeline**. Similarly, your Tweets show up in your followers' timelines. Sharing other people's Tweets is called **Retweeting**, or **RT** for short. This is a great way to spread the word about your project, research or event.

Twitter has over 500 million registered users worldwide. 310 million of these users actively use their account each month.

Sometimes adjustments are made to someone else's post before Retweeting, which is defined as a **Modified Tweet**, or **MT**. You can also **Reply** to Tweets if you want to respond publicly, or send a private message if you mutually follow one another.

Creating a Twitter account

It is very easy to set up a Twitter account and less demanding to maintain than keeping up a Facebook presence.



1. Go to www.twitter.com and complete the requested details, such as your full name, email address and password. Click the yellow **Sign up** box.
2. Create a **username** of less than 15 characters. Choose this carefully, as your username will appear when people refer to you in Tweets (for example, @ScotUrbanPast), reply to your Tweets and visit your Twitter profile.

Short names are easier to remember but, with over 500 million users, your chosen name also needs to be unique. When you have decided on a username, click the **Create my account** button to continue.

3. Twitter will give you a brief tour and offer some suggestions of accounts you might like to follow. You can look for accounts using the search bar at the top of the page, or just click **Skip this step** at the bottom of the page to continue.

Creating a Twitter account *(continued)*

4. Using your email address book, Twitter will offer to find your contacts who are already signed up so that you can begin following them. This is optional and you can **skip this step**.
5. Twitter will send you an email to confirm that your email address is correct. Simply open up the email and click on the link provided to **verify your account**.
6. Now you can **edit your profile**. Add a profile picture and write a very short paragraph about yourself or your group, which can help people to find you.

If you have a website or a blog, you can also add a link to it in your profile.

Twitter Tips

Listen first, tweet later

If you are new to Twitter, spend some time seeking out relevant accounts to follow (such as museums, other community groups, family history researchers) and see how they manage their account.



Take note of how many times they Tweet in a day, how they structure Tweets and how they carry out conversations through Twitter.

First impressions count

As with Facebook Pages, your profile picture and cover images are often the first things people will see of your accounts.

Make sure that your profile picture (recommended as 400 x 400 pixels) is still clear when it is just a tiny image in the Twitter News Feed.

Think before you Retweet

Before you Retweet something, consider if it is in keeping with your account, group and your communication goals. Nothing guarantees getting 'unfollowed' faster than Retweeting things which do not resonate with the reasons why people followed you in the first place.

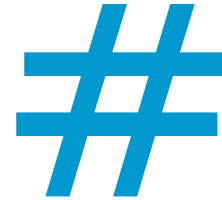
Be consistent and remember that your Retweets also appear in your followers' News Feeds, so use them wisely.



Twitter Tips *(continued)*

Use hashtags (#)

The # symbol is used before keywords or topics in a Tweet, turning the word into a link known as a **hashtag**. Clicking on a hashtag will show you all other Tweets that use that keyword.



Using existing hashtags, or creating new ones, makes it easy for people to follow and contribute to conversations. Organisations often create new hashtags to allow attendees at conferences to discuss talks.

One of the most popular hashtags used worldwide is [#FF](#), which is short for **Follow Friday**, a weekly tradition where users recommend accounts that other people should follow on Twitter. If you are included in a #FF Tweet, you may see your number of followers increase.

We recommend using **no more than two hashtags** per Tweet.

Search and refine

Twitter's search tool is powerful, enabling you to look through its billions and billions of tweets and narrow down results to exactly what you are looking for.

The [Advanced Search](#) feature allows you to refine your search by the words used, who Tweeted, who was mentioned, locations, date ranges, and even if the Tweet is positive or negative. You can also search for hashtags. When you have perfected your search parameters, you can even save the search criteria for future use.

While most people will talk about your group, research or website by **mentioning** you in a Tweet (using the @ symbol), sometimes people will not know you have an account. Do a search in Twitter every few days to see if anyone is talking about your group and let them know you are also on Twitter.

Using hashtags and the search function during events and conferences will help you to connect with other attendees. If you are organising an event, consider creating a hashtag specifically for the event so that people can also interact online.

Twitter Tips *(continued)*

Share stories, pictures and videos

If you are using Twitter as a promotional tool for your group, Tweet relevant content and Tweet often.

Try posting a variety of information about your project., like short biographies of group members, the aims of your project and upcoming activities. Consider the milestones you've reached, any interesting or humorous discoveries you've made along the way or the difference this project could make to your community.

Let people know about your upcoming events – and update them if any events are cancelled, postponed or have changed venues (though we recommend you notify people using other forms of communication too).

High-quality photographs and graphics can bring your project to life – and generate a lot more interest than text-only posts. Always include a link to your project website or blog in your Tweets so that people can discover more.

Research has shown that the best times to Tweet are from Monday to Thursday, 1pm to 3pm.

Tracking your Twitter Analytics

Twitter offers in-built [analytics](#), allowing you to monitor the success of every Tweet and account in general. As with [Facebook analytics](#), this will allow you to see what your most popular Tweets have been, statistics about your followers and how many **impressions** your Tweets have had.

Impressions are a measure of the number of times a post has been seen, without taking engagement or interactions into account. For example, someone may see your Tweet many times on their News Feed, but never click on it, leading to a high number of impressions, but low engagement.

While you can monitor clicks on links through Twitter analytics, we do recommend you also use a trackable URL from free services like [bitly.com](#).

Is this guide still up to date?

Social media are constantly being updated, and new features may alter the way you create accounts and manage profiles.

If you find the following information no longer applies, please do let us know by emailing Bryony Jackson, Scotland's Urban Past Events and Communications Officer, at bryony.jackson@rcahms.gov.uk.

Scotland's Urban Past

Historic Environment Scotland

John Sinclair House

16 Bernard Terrace

Edinburgh EH8 9NX

 +44 (0)131 651 6870

 sup@rcahms.gov.uk

 @ScotUrbanPast

 Find us on Facebook

 [scoturbanpast](https://www.youtube.com/scoturbanpast)

www.scotlandsurbanpast.org.uk

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