

Social Media Guide for WDM Staff

Post on social media like a pro! Meta Business Suite will give you access to your local WDM Facebook and Instagram pages, where you can use advanced features to create and schedule posts from your desktop.

1. What Should I Post?

With full access to Facebook and Instagram, assigned staff (decided by the Museum Manager) can create and publish posts about anything specific to their WDM location. This includes:

- All promotions for local events and education programs
- Updates on temporary exhibits
- Gift shop, event rentals and café features
- Staff announcements and volunteer stories
- Highlights about artifacts and permanent exhibits
- Collaborations with partners

Curatorial and Corporate Services Centre will continue to post about:

- Events that are happening across branches and require corporate collaboration (i.e., BMO DAY)
- Museum-wide promotions (i.e., Bulk Passes, Community Membership Program, WDM Passport)
- Museum-wide announcements and operational updates
- *Sparks* issues, published reports and blog writing
- Fundraising campaigns
- Job postings

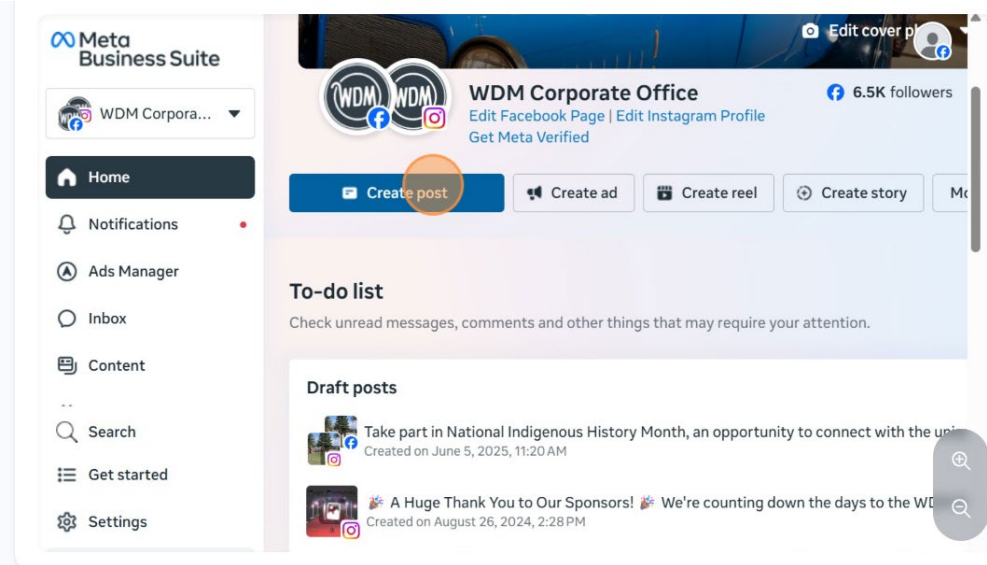
Need advice on a post or extra assistance? Assigning a new staff member to social media? Want to give feedback on using Meta Business Suite?

Send any inquiries or concerns to engagement@wdm.ca.

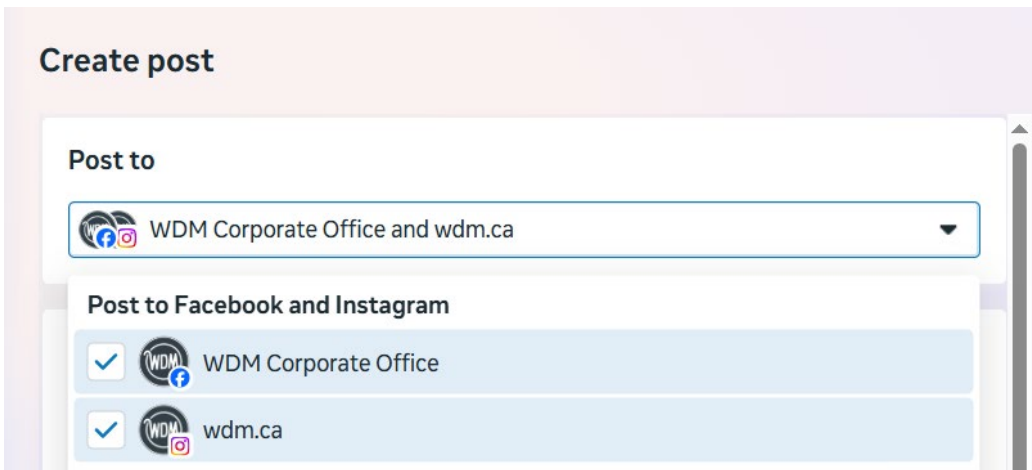
2. Accessing Meta Business Suite

An invitation to Meta Business Suite will be sent to your work email. From there, you will need to log in to your personal Facebook account (note that “work accounts” are not allowed by Facebook and will be deleted). After accepting the invite and authenticating your account, you can open Meta Business Suite.

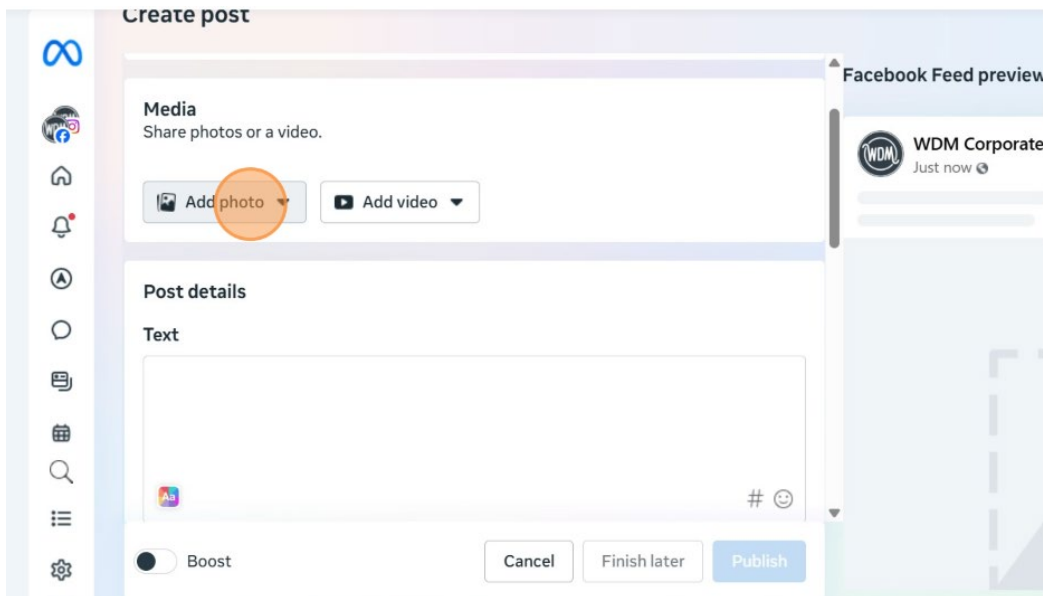
3. Creating a Post



To start a post, click the “Create post” button at the top of the home page.



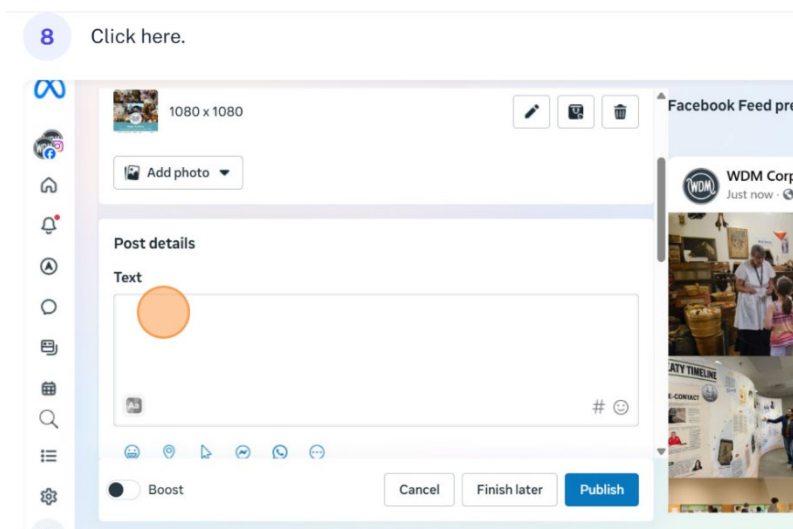
Select whether you want to post on Facebook, Instagram or both.



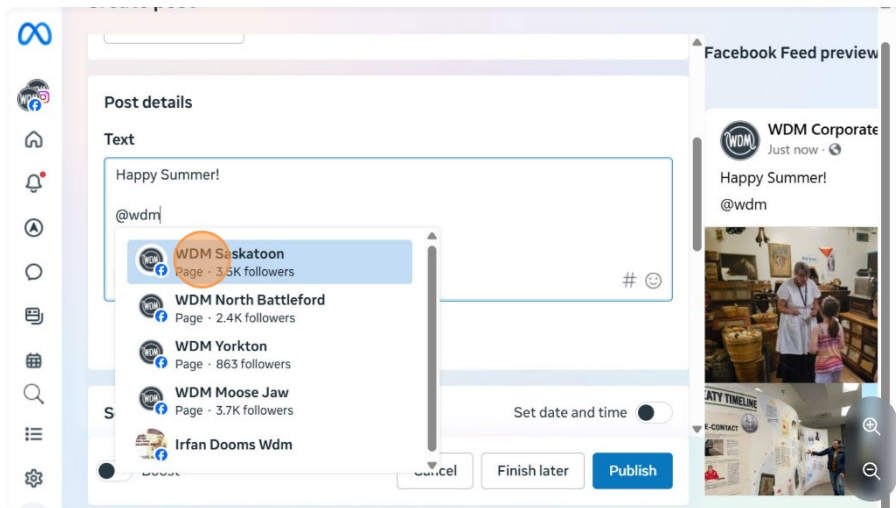
Add your media first. Click “Add photo” and upload one or more images from your desktop.

Facebook posts can also be made without any media but will usually get less engagement.

*Note: If you are creating a reel (vertical video content), click “Content” in the left-side menu, then click “Create reel” in the top right corner. This method is more compatible than the “Add video” option here.



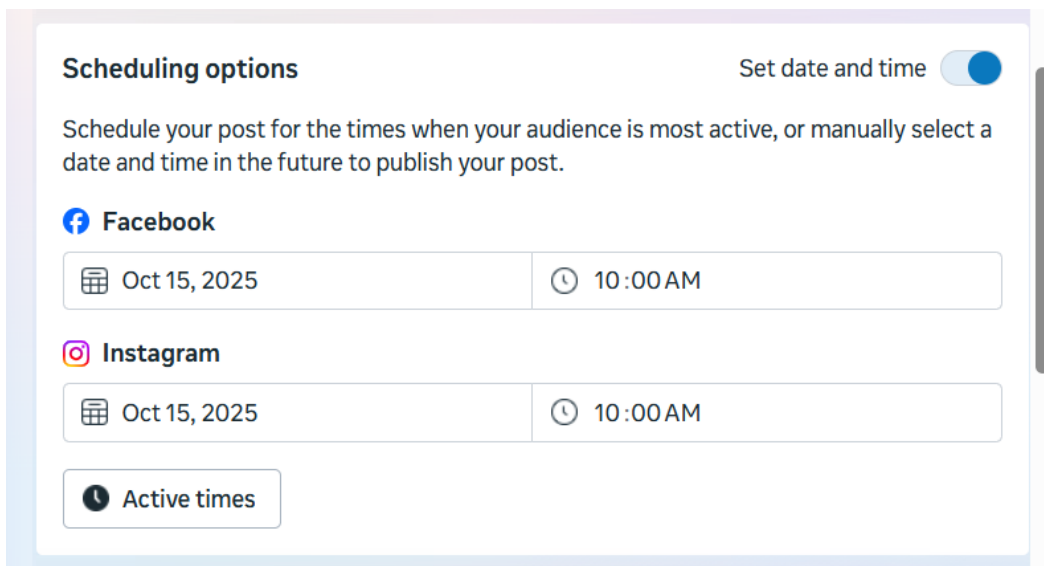
Your image will appear in the preview area on the right. Next, go to “Post details” and type your caption.



If another business or account is involved, you can tag their page in the caption. Type the @ symbol and the Facebook page's name or the Instagram username. A drop down menu will eventually pop up – click on the correct page and the tag will be added. The page will be notified of your post when it's published.

*Note: Individual users and groups can't be tagged – only Facebook pages and public Instagram accounts!

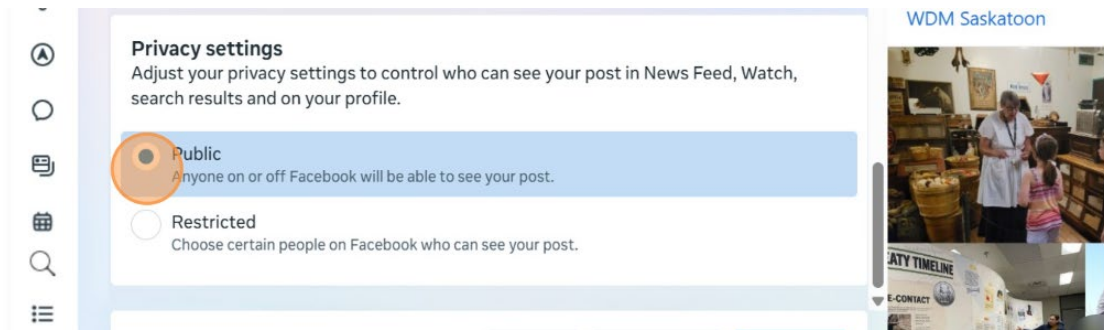
4. Scheduling Posts



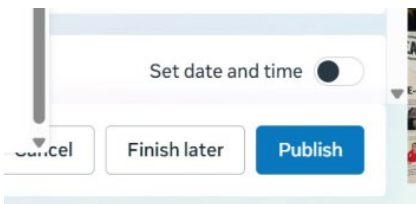
Scheduling posts in advance is very useful if you want to plan multiple posts in advance, coordinate publishing with other people, or make sure that posts are shared across platforms at the same time.

You can set the time manually, or click “Active times” to see when your followers are most likely to be using social media. Don't worry too much about post timing – because social media is now algorithm-driven, posts might show up in user's feeds later on.

5. Publishing Settings

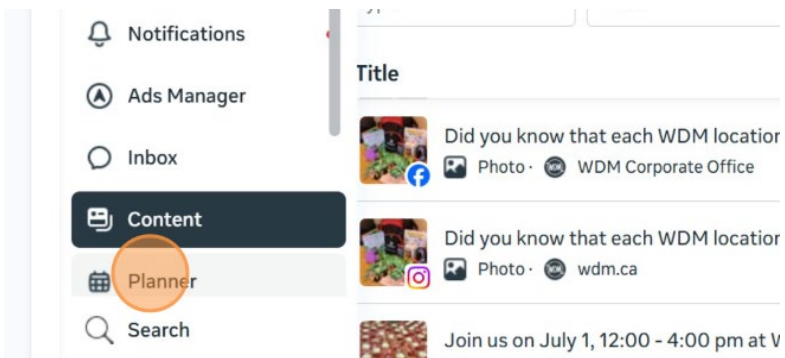


Scroll down and make sure that the “Public” privacy button is toggled on.

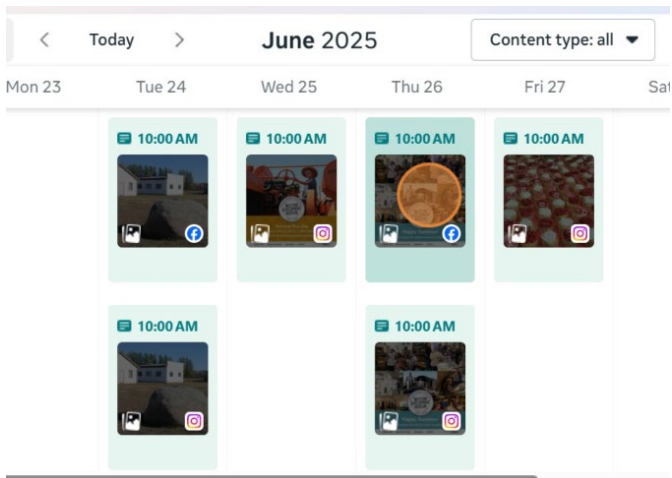


Once you’re ready to post, click “Publish” (or “Schedule” if you prepared it for later). Working on a post but not ready? Click “Finish later” and you can return to the draft in the “Content” section in the left-side menu.

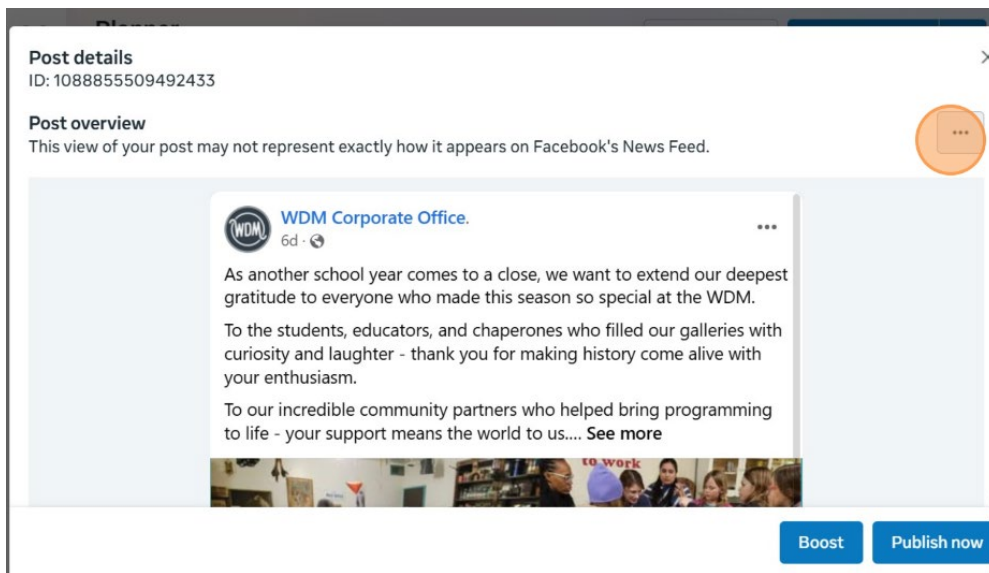
6. Reviewing Posts



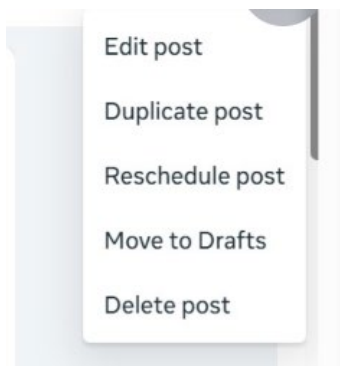
To see your scheduled posts in a calendar format, click “Planner” in the left-hand tool bar.



Click on a post to see it.



Here you can see the full post preview. You can publish it immediately or click the three dots for options.



Here you can delete, duplicate, reschedule or edit your post.

7. Branding and Style Guide Compliance

Because social media posts don't require Community Engagement compliance checks, all posts should be double-checked by the creator for typos, brand compliance, and alignment with the style guide.

Artifact photos should always include the name of the artifact and the accession number in the caption. (i.e., Snowplow, WDM-1977-MJ-17)

Save time on brand compliance by posting pictures without text – put the information in the caption instead! We recommend this for most posts. If needed, WDM brand templates in Canva can be used for more complex post styles.

Style Guide: https://mywdm.wdm.ca/WDM_Style_Guide_20%20December24.pdf

Brand Book: <https://mywdm.wdm.ca/WDM%20Brand%20Book.pdf>

8. Social Media Strategy

Do:

1. Use a great photo and save the text for the caption – images with text tend to be suppressed by the algorithm.
 - Try to use photos that are well-lit and high resolution. 1 – 5 MB images usually have the best resolution without being too large to publish.
 - Canva social media templates are available if you need to make a post with text in the image.
2. Use AI like ChatGPT to help write captions, plan content, and generate post ideas.
3. Find the human element in your posts – engagement goes up when real people and stories are shared in the photo or caption. Think about what would make your audience care about your post.

Don't:

1. Forget to direct people to our website to learn more after they read a post.
2. Use AI to generate fake images or videos – this could be detrimental to our Museum's reputation.
3. Put QR codes on social media. Most people are viewing posts on their phone and won't have another camera to access the QR link. Instead, put clickable links in Facebook captions and Instagram stories.
4. Put full links in Instagram captions; they can't be clicked on! Instead, say "link in bio" and paste the link into your profile header.
 - Alternately, use short, easy-to-remember links like "see all events at wdm.ca/events" or "visit wdm.ca to learn more". The drawback to this is that people can't be directed to more specific webpages.

The WDM Moose Jaw has been self-publishing on their Facebook page for a while. There's a lot we can learn from their most successful posts!

<https://www.facebook.com/wdm.moosejaw/posts/pfbid02UsBuVXTNrt3qjpKD3BaEyipwbkw2NfqGpKmXnkAxqCinUpnwQLagfWMu1YpwneyBl>

WDM Moose Jaw (Moose Jaw, SK, Canada)
Published by Karla Paull Rasmussen · January 16 ·

Long-time volunteer Don Fox paid a special visit to the WDM Moose Jaw recently, and he didn't come empty-handed! He brought along one of his stunning creations—a breathtaking flower and hummingbird sculpture.

Over the years, Don has been a cornerstone of our steam program, dedicating countless hours to restoring our Case traction engine and maintaining and operating the Vulcan locomotive. His talents don't stop there—he's also a master blacksmith, sharing his skills with students during our annual Museum Day event. And in his spare time? He transforms metal into incredible works of art, like this one.

Thank you, Don, for your passion, creativity, and all you do to bring history and artistry to life!

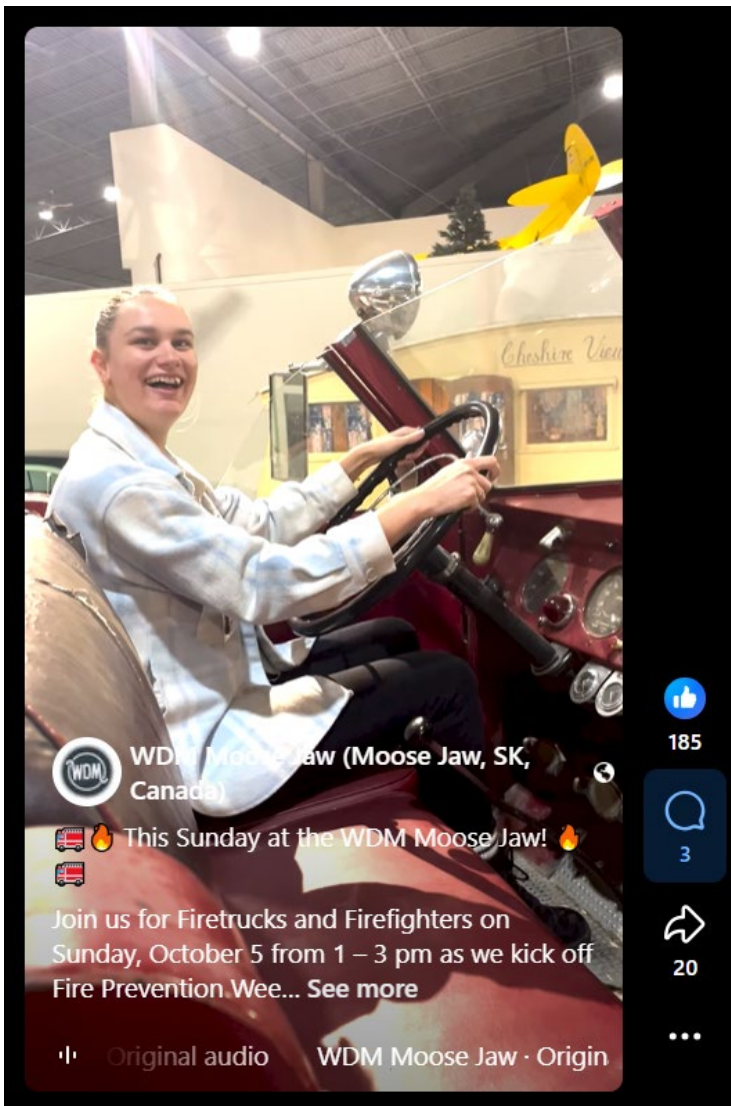
See insights and ads Boost post

Tourism Moose Jaw and 100 others 3 comments 7 shares

- ✓ Spontaneous story of local interest featuring a volunteer
- ✓ People-focused, with two clear photos and an inspiring tone

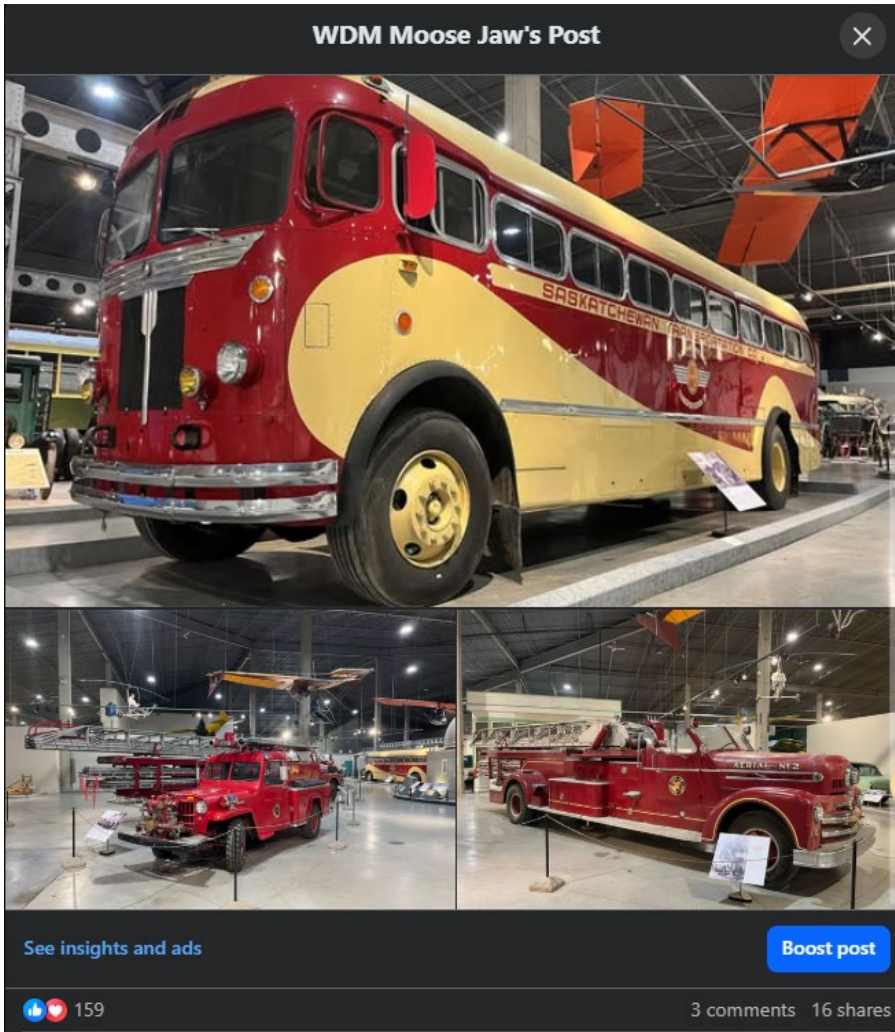
- ✔ Connects the community to the WDM’s mandate of preserving history

<https://www.facebook.com/reel/1327109015756403>



- ✔ An event post made exciting through video! Shoot vertically and post as a “reel” for more views
- ✔ Include captions for accessibility and to help people watch the video without sound
- ✔ Staff participation on social media humanizes the Museum and helps viewers connect to our work

<https://www.facebook.com/wdm.moosejaw/posts/pfbid02bjhKupqteHZR47TNXv77UNSEQygUU6whEJf6BDNW5vhVG761qTKG7ksGNXiZDMEkl>



- ✓ Excellent photos always improve a post! These are framed properly and are well-lit
- ✓ Multiple images encourage people to look at the post longer, which tells the algorithm to show it to more people
- ✓ The post's purpose was to inform people that the Museum was open, but including interesting information and photos about new artifacts is what captured attention