



An Chomhairle Oidhreachta  
The Heritage Council



# Reaching a Heritage Audience Online

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When prompted around one in two (53%)  
people in Ireland are aware of Heritage  
Week.



## A Gateway to Heritage

*Were it not for Heritage Week, I would not have visited a heritage site this summer*

- **43%** of respondents agree

*I will probably visit heritage sites and attend heritage events at other times of the year as a result of my Heritage Week experience*

- **94%** of respondents agree



46%

of attendees  
brought  
children



**100%**  
of respondents would recommend  
Heritage Week to a friend

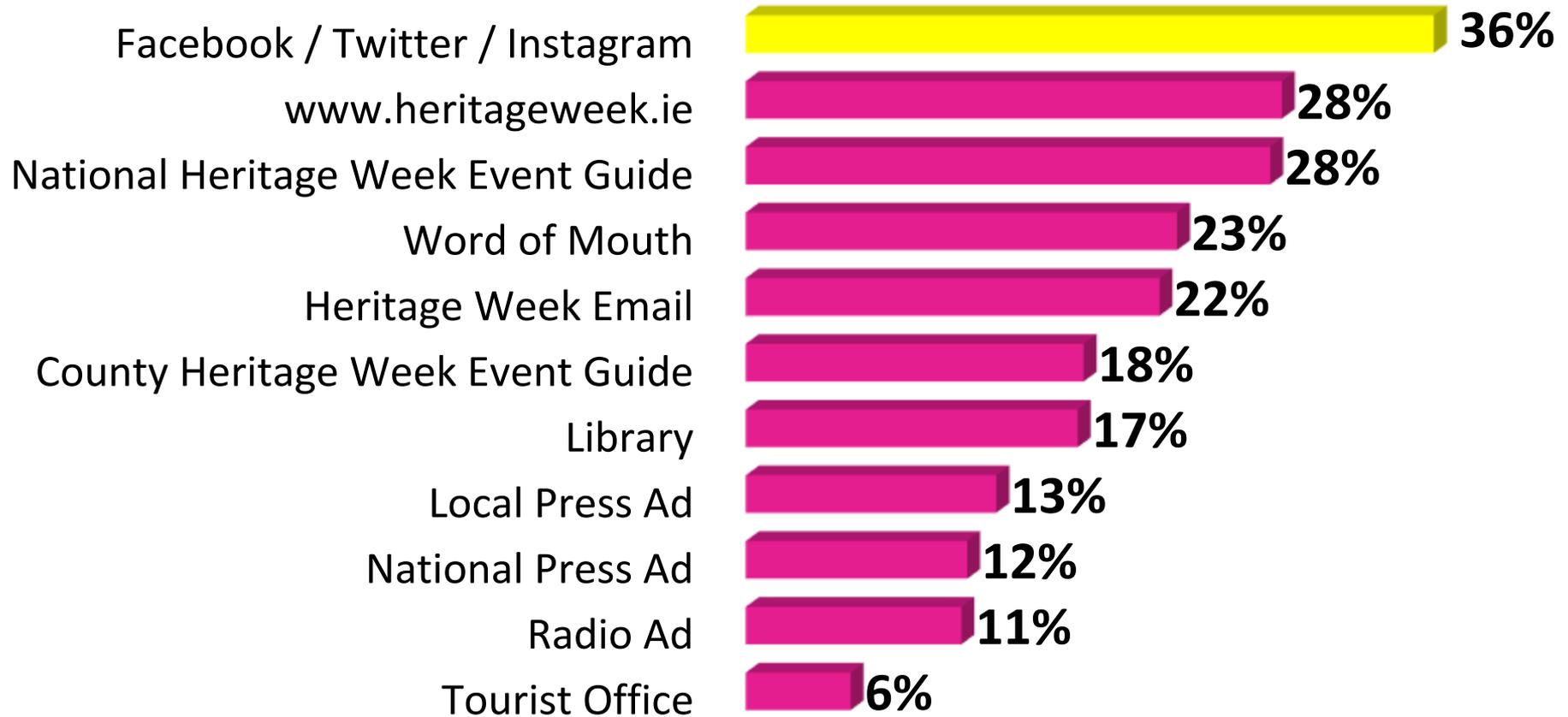


# Our Online Audience

*Seven Castles Cycle, Galway*

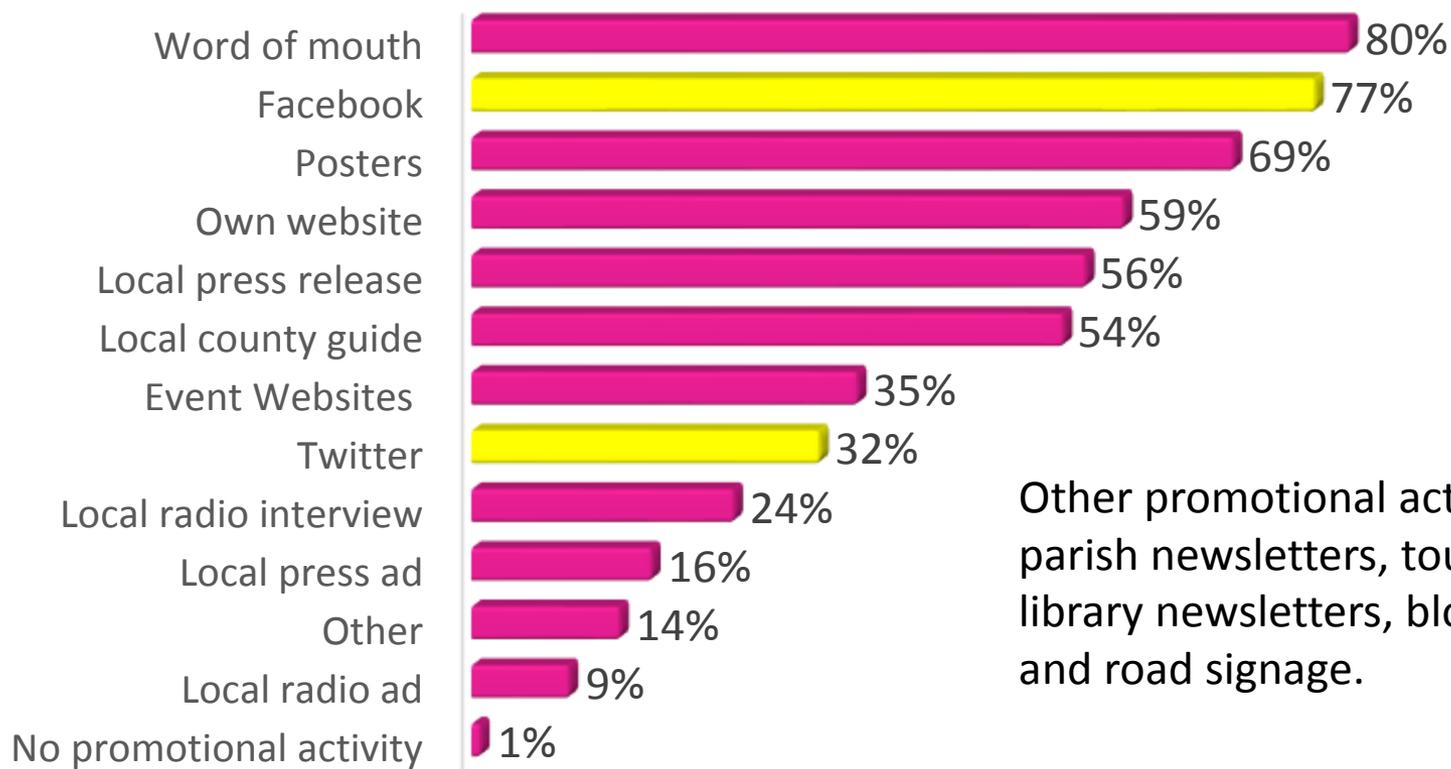


## Sources of Information





# Event Organiser Promotional Activity



Other promotional activity included parish newsletters, tourist offices, library newsletters, blogs, ezines, flyers, and road signage.

**91%** think social media is very important or important (85% in 2015)



# Why Use Social Media?

*Burren Walk, Co. Clare*



## What's in it for you?

- Communicating the value of your work to more people
- Engaging with the media
- Keeping in touch with the people and organisations you work with
- Making new contacts
- Keeping up with heritage news



## First Off

- Decide how you are going to use social media:  
Personal/ work/ mix of both
- Think about your audience – academia, the public, colleagues, the media,  
local/national/international
- Write a short summary of your social media  
'voice' and goals



## Social Media Teams

- If there are multiple people using an account draw up some guidelines
- Have a clear 'voice' for your organisation
- Using social media socially is not the same as using social media professionally
- Train people properly and then trust them



## Twitter – The Basics

- Profile photo, image or logo. Don't leave it as an egg!
- 140 character Bio. Short and sweet
- Follow people and organisations that interest you. Check who Heritage Council or Heritage Week follow for a starter list
- Leave a few characters spare so people can retweet easily (20 ideally)
- Use hashtags to join or follow a conversation e.g. #heritageweek
- To talk to someone privately use direct messaging
- Add a photo or video to your tweets if you have one
- Tag people in photos. But only if they're relevant
- Use bitly for links where possible. It helps to track what's popular and shortens links



## Facebook – The Basics

- Facebook page or profile
- Fill in About section
- Follow organisations that interest you
- Create groups and events
- Add photos to most of your posts
- Share relevant posts
- Consider advertising
- Answer comments/messages promptly



## Events on Social Media

- Hashtag
- Event page on Facebook
- Regular updates – create a buzz, anticipation
- Follow and talk about the speakers. They'll spread the word to their followers.
- Share photos and insights from the event.
- Remind people at the event about the hashtag



Be Engaged

- Social media is a conversation
- Encourage feedback and conversation and participate in conversations
- Be generous with sharing content from other organisations and groups
- Use hashtags where possible but #not #too #many
- Be real, be yourself – make it friendly, not a press release



Be Trusted

- Pause and think before you post!
- Share what you know – you're an expert
- Link to blogs, videos, and news articles but always make sure they're reputable and relevant
- Respect copyright for images and videos, and acknowledge quotes
- Answer questions quickly and accurately. If you don't know the answer, find out or find someone who does
- Keep your language simple and conversational but always grammatically correct. No textspeak



THINK

T – Is it true?

H – Is it helpful?

I – Is it interesting?

N – Is it necessary?

K – Is it kind?

# DON'T FEED THE TROLLS!

- Don't get into pointless arguments
- Be polite at all times
- Avoid controversy
- If someone has a complaint, take it offline as soon as possible. Give them an email or phone number or ask for theirs so you can deal with them directly and without an audience
- Be the first to correct your own mistakes but don't alter previous posts without indicating that you have done so
- Don't share personal information





## Choosing Content

### What you've got

- Finds
- Maps
- Old photos
- Drawings
- Recordings
- Videos
- Articles
- Stories
- Memories
- Data

### Can you use it?

- Useful
- Informative
- Interesting
- Funny
- Beautiful
- Topical

### How to use it

- Blogs
- Lists
- Photos
- Videos
- Infographics



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