

MASTERCLASS/ THE FUTURE OF SOCIAL MEDIA IN PALACE-MUSEUMS IN EUROPE

EVENT FINANCED BY CREATIVE EUROPE

23 – 24 May 2019

LA GRANJA de SAN ILDEFONSO, Madrid

PATRIMONIO NACIONAL

SPAIN

Attendees

- Sandra KIRSCHNER, Schloß Schönbrunn Kultur- und Betriebsges.m.b.H., Austria
- Laetitia CNOCKAERT, Palais du Coudenberg, Belgium
- Anne BIERNATH, Stiftung Preussische Schlösser und Gärten Berlin-Brandenburg, Germany
- Julia CAHNBLEY, Kulturstiftung Dessau-Wörlitz, Germany
- Mathilde KAJBERG JENSEN, Det Nationalhistoriske, Denmark
- Jeanne SØLBECK, The Royal Danish Collection, Denmark
- Sara LÓPEZ MOROSETTI, Patrimonio Nacional, Spain
- María Cristina MUR DE VIU, Patrimonio Nacional, Spain
- Patricia DABBAS CASTELLÓ, Patrimonio Nacional, Spain
- Thomas GARNIER, Palace of Versailles, France
- Géraldine BIDAULT, Palace of Versailles, France
- Nicolas GUYOMARCH, Château de Compiègne, France
- Boglárka TÜSKE, Royal Palace Gödöllő, Hungary
- Matteo FAGIANO, La Venaria Reale - Consorzio delle Residenze Reali Sabaude, Italy
- Jagoda KRUSZEWSKA, Museum of Jan III's Palace at Wilanów, Poland
- Aleksandra NAWARYCZ, The Royal Castle in Warsaw – Museum, Poland
- Jakub PAWLAK, Royal Łazienki Museum, Poland
- Sónia Inês SILVA, Palácio Nacional de Mafra, Portugal
- Valeria KARPOVICH, Peterhof State Museum-Reserve, Russia
- Elena KOSTYUKOVA, The Moscow Kremlin Museums, Russia
- Olga DMITRIEVA, The Moscow Kremlin Museums, Russia
- Elena ALLIAUDI, Network of European Royal Residences, France
- Hélène LEGRAND, Network of European Royal Residences, France

External experts

- Antoine BONIN, External expert, France
- Camille JOUNEAUX, External expert, France
- Augusto PARAMIRO, Creative Europe desk, Spain

On the 23rd and the 24th of May 2019, the Network organized, in collaboration with Patrimonio Nacional, its third meeting about Social Media in the Royal Residences at La

Granja de San Ildefonso, in Spain (previous meetings were organized in Godollo, Hungary in 2013 and at La Venaria Reale, Italy, in 2015).

This meeting was conceived as a Masterclass with theoretical presentations and practical moments such as workshops. The aims of this meeting were:

- Discuss the future of European Royal Residences on Social Media
- Improve collaboration within the Network.
- Prepare the organisation of the Palace Day for 2019 and 2020

Thursday 23rd May, 2019

The meeting started with a brief presentation of each participant including their use of Social Networks and their expectations for this Masterclass. The round table highlights that institutions members of the Network have different levels and different practices on managing their Social Media. Some of those institutions are just starting working on it while others have human resources in charge of building a strategy which is part of the annual communication plan.

SESSION 1

Different examples of Social Media Strategies in European Royal Residences

This session presents two different approaches of managing social media by working internally or outsourcing.

The aim is giving participants the tools to improve their incidence and visibility on social media according to the different requirements of each platform.

DEFINITION OF A SOCIAL NETWORK

"A website or an appliance, on which we create a personal profile that we feed at will, a virtual community, a network that one animates by comments, reactions, that one visits of profile in profile, but which one can also increase. All the resources that can be shared between users of the same media: videos, photos, slideshows etc." The main Social Media today are:

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- WeChat (for Chinese public)

However, it is important to remember that:

- Every Social Network has its particularities and serves its own purpose
- Before choosing on which Social Media it is best to build a community, we need to define the wishes and the goal of the institution and the expected target

4 MAIN REASONS TO BE PRESENT AND ACTIVE ON SOCIAL MEDIA

1. Enable an institution to **define its digital identity** and to present all the activities of a museum.
2. Enable Palaces to easily **display information**
3. Allow the institutions to establish a direct **dialogue with the users**
4. Be a tool to **present the collections**.

WHAT TO DEFINE BEFORE LAUNCHING ITS OWN SOCIAL MEDIA STRATEGY:

- 1/ the **editorial identity** of the Royal Residences and mostly which ton will be used (funny, pragmatic, polite, friendly, serious, commercial, etc.).
- 2/ the **visual identity**. The profile and cover pictures have to be chosen wisely in order to fit on all the different accounts. The uniformity of the visual identity is very important to provide consistency and awareness and finally to increase the number of followers.
- 3/ the **topics** which will be shared on the different platform.

Following this introduction, two study cases have been presented to the participants. These study cases presented two different ways to implement your strategy:

- Internal management: Palace of Versailles
- External management (outsourcing): La Venaria Reale

CASE STUDY 1/

THE EVOLUTION OF THE STRATEGY OF THE PALACE OF VERSAILLES

Thomas Garnier, Community manager

Géraldine Bidault, Documentary studies officer

Palace of Versailles, France

[See presentation in attach]

Palace of Versailles has its own account on: *Facebook, Twitter, Instagram, YouTube, LinkedIn and WeChat*. All the accounts "Palace of Versailles" on these various Social media gather 2 million people in total.

Here below a focus on Instagram and on YouTube with some concrete example and tips to build a successful strategy.

Focus on Youtube/ The videos are a good solution to show to the public secret places, the behind the scenes, etc. It is important to have a great variety of the thematics and of the styles of videos. Videos on characters, specific events, History of arts, big restauration works

Focus on Instagram /

- **Photo contests** → they are useful to increase the number of followers and to generate a good reach on the account.
- **Versailles by...** → sharing of the tourist's pictures on the account
- **Thematic Day or Week** → they are very useful to obtain a beautiful overview of the account (example of the #Versaillesred, #Versaillesblu, etc with week dedicated to one colour).
- **Instameet** → the meetings of instagrammers are a way to attract a new community. When organizing an Instameet, it is important to mixt the types of influencers

3 types of influencers:

- 1) **Mass-influencers:** they are the ones with more than 100.000 followers. Their subjects could be variate: travel, architecture, etc.
- 2) **Sector-influencers:** they are people corresponding to your usual prospect. They publish on cultural institutions, art, painting, architecture, culture, etc.
- 3) **Fan of your institution:** they have very few followers but they dedicate their entire account to your institution so it's important to work with them.

CASE STUDY 2/

BUILDING AN EFFICIENT SOCIAL MEDIA STRATEGY WITH AN EXTERNAL AGENCY

Matteo Fagiano, social media manager

La Venaria Reale, Italy

[See presentation in attach]

In La Venaria Reale, there is only one person dedicated to the management of all the social media. This is the reason why an external agency had been hired to support them in the daily work in order to be more effective and active on: *Facebook, Twitter, YouTube, Instagram, and Spotify.*

Indeed, the numbers of followers are only increasing and the communication strategy is strong. With the help of the external agency, La Venaria Reale is able to **define a long term** Social Media strategy with all the work day by day, implement a social platform, identify a method to manage editorial activities, define and identify an original style and mostly position the brand in the top national brands on Social Networks.

Focus on spotify/ It allows the museum to create playlist inspired by its exhibitions. These playlists are then shared on the other social networks and the public can also listen to them during the visits.

Discussions:

The attention was drawn to two main elements:

- Both La Venaria Reale and the Palace of Versailles have huge community and that for smaller communities it might be harder to have such an efficient Social Media strategy.
- The problematic of the answer to all the comments. The major opinion is that it is important to try to answer to everyone but when it comes to criticism in certain case it might be better not to answer because otherwise it could become worse.

EXPERT PRESENTATION

EXPLORING THE POTENTIAL OF INSTAGRAM

TOOLKIT FOR THE COMMUNITY MANAGERS OF THE EUROPEAN ROYAL RESIDENCES

Antoine Bonin, external expert

[See presentation in attach]

Here below some practical tips to have a complete communication and mostly an efficient communication on Instagram.

3 main reasons to invest Instagram and to give it a full place in the communication strategy of the Residences:

- The **engagement is higher** compare to Facebook
- The audience is quite **young** which is interesting because it's a common issue to catch the interest of young people
- It can be used as a **showcase** for the Palaces

Few advices to set up the account and to do it wisely:

- Turn the account into a **business account**. By doing this the account will offer a lot more tools (contact information, statistics report, promotion of posts, etc.).
- Give a particular attention to the **bio**, try to have impact. Do not hesitate to use Emoji in order to catch the eye of the users.
- Create **Hashtag** specifically for the institution. It allows the visitors to identify the institution online.
- Above everything, try to be less serious. Instagram is a fun place so try to enjoy it.

Some recommendations about posting on Instagram:

- **Quality of the content:** Instagram is based on pictures; they have to be in high quality, not blurred. Indeed, bad pictures won't interest followers because they are looking for beauty and enjoyable content.
- **Consistency:** Once the account is started with an editorial policy it is important to try as much as possible to stick to it. Plus, it is important to share photos that match to each other, by doing this the Instagram feed will be more beautiful and mostly more appealing.
- **Caption:** The text has to be short, full of keywords and has to present the main idea of the post in a few sentences. It is important to try to write it in English in order to touch an international audience.
- **Regularity:** if there are less than three posts a week the algorithm of Instagram will consider the account inactive and will not present its content to the followers.

Some recommendations about the relation with the followers:

- Engaging with its followers by **answering the comments**, the private messages and all the questions they may ask is very important. It might be hard to answer to everyone (if too much comments and questions) but at least institutions should answer the most important one. This part is important to show that the follower's opinions or remarks are taken into account.
- **Repost** some of their pictures. It is another way to show to the followers that they are important. Very often they published on their own account by tagging the institution so reposting is a very good message to the visitors because they feel that they are part of the adventure.

The stories, a new useful tool of Instagram:

- Enable the institution to provide content which could be a bit apart of the editorial policy; it's a funnier, spontaneous content that could bring a lot of visibility.
- Enable the institution to cover special events as an exhibition launch or an event in the gardens because it allows bringing the followers inside the event even if they are not physically present.
- Can be used with different tools such as questions (to do Question & Answer stories), location, mention of other accounts, add hashtags, links music, pool tool (to make the followers choose between two propositions), quiz tool, etc. There is a tool only accessible for account with more than 10.000 followers which is the possibility to add link in the story. It enables the Palaces to redirect the viewers to the website or a specific web page.

Roundtable and workshops in groups organized to highlight the improvements' points of the Instagram account of each institution. Mainly, the improvements to do are:

- Improve the regularity in the posts and consistency between the contents
 - Adjust the balance between indoor and outdoor pictures
 - Work on the caption: length, language, use of emoji to catch the eyes, use of hashtags
 - Develop the use of the stories as a real part of the communication strategy
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SESSION 2

How to better work together as a Network

[@EUROPEANROYALPALACES AND #PALACEDAY, FUTURE PERSPECTIVES FOR THE NETWORK OF EUROPEAN ROYAL RESIDENCES:](#)

Thomas Garnier and Antoine Bonin

The Instagram account of the Network of European Royal Residences was launched in September 2018 for the publication of the results of the European Photo Contest #Europeanroyalpalaces. The account of the Network of European Royal Residences was created to bring the Network and its actions to light by reaching a larger audience. It counts today about 33 K followers.

Several subjects have been discussed between the participants about the future of the Palace Day and about the collaboration between the members in the field of Social Media.

Some decisions and suggestions have been made:

[#PalaceDay 2019 /](#)

- It has been decided that on June 19th all members should post a photo of the foam sentence taken in the Residences in order to have a better impact and to be more visible. Members should tag on this post, the accounts of the PalaceDay and of the Network of European Royal Residences.
- It has been decided the creation of a playlist on Spotify for the #PalaceDay about Gardens. Each member of the Network could suggest a song about Gardens and the playlist can be shared on Social Media during the #PalaceDay

- Several sub-topics have been defined for the posts during the day: animal, sculptures, fountains, flowers, funny photos, gardeners, orangerie, kitchen gardens, seasons, paintings, events, drones pictures, etc
- During the Instameet, in order to connect easily the different Instameet the influencers and other guests will be reunited under two main hashtag and one common account. The host institution will share with them its own account together with the Network of European Royal Residences account and the hashtags: #Europeanroyalgardens and #PalaceDay.

Members participating to the 2019 Instameet (data in May 2019).

- Château de Versailles, France
- La Veneria Reale, Italy
- Palácio Nacional de Mafra, Portugal
- Schloß Schönbrunn Kultur- und Betriebsges.m.b.H., Austria
- Royal Łazienki Museum, Poland
- The Moscow Kremlin Museums, Russia

[#PalaceDay 2020 /](#)

One problematic of the 2020 edition is that July 19th will be a Sunday so it is quite difficult to organize the day and this day is register as the World Palace Day so the date cannot change.

- It is possible to plan all the posts but there will not be as interaction as the other years.
- A new way to celebrate the #PalaceDay can be imagine such as a #PalaceWeek.
- Ideas of theme to be discussed: behind the scene, week-end/leisure, shows/opera/theatre, visitors

[How to improve the collaboration between the members in the field of Social Media /](#)

In order to engage a better collaboration between the members, two decisions have been taken during this discussion:*

- First, the creation of a WhatsApp chat group to increase the collaboration between the members. Few rules about this group: respect working hours, do not post during the night or the week-end, and keep it professional (avoid any advertisement).
- Then, each month, all the members of the Network will post about another member to highlight the collaboration between the two residences. The day dedicated to this action will be the 19th of each month.

Friday 24th May, 2019

SESSION 3

How to work on storytelling, especially within a network

Presentation / Cultural Storytelling on Social networks

Camille Jouneaux, Freelance content creator for the cultural industry and creator of the account "La Minute Culture".

[See presentation in attach]

In order to create an efficient storytelling on Social Media:→ always follow the same steps to have a string and powerful story to tell on social media. Here below her steps:

1/ Define the angle of the story and the key facts of this story

2/ Define on which Social Media the story will be shared

Attention: It is important to respect this order because once the story is created it could be adapted to every Social Network

3/ Pay a particular attention to the redaction of the story. The story has to be pretty short, with short sentences in order to have a *snackable* content. Plus, the story has to be engaging in order to be read by the followers. When developing the story it is also important to consider the audience, the story has to be adapted to the followers

Facebook situation:

Facebook is more or less a Social Media on the decline, there are several tools on that platform and not each of them is relevant for Royal Residences. For instance, Facebook stories are relevant, and can be shared directly from the Instagram stories, but Messengers is at the same time too complicated and not important enough to spend a lot of time on it.

Specifically about Facebook Lives, it might be frighten but there is just a few rules to follow: have a good internet connection, a stable image, a good sound and most of all plan the live. A useful tool on Facebook is the Event planner because it enables to interact with the followers. Indeed, on Facebook Event every time the organizer publishes on it, the followers received a notification. It is also possible to add co-organizer this possibility allows all the communities to merge to have one big community receiving the information of the event.

Conclusion: in order to have an efficient story on Social Media which could retain the attention of the viewers, it is not only a matter of images, even if pictures are really important, it is also a matter of words. There is several ways to tell something and either it becomes just a caption or it becomes a full story. Instagram story and Twitter thread works kind of the same: it is a succession of images and texts. The only difference is that on Twitter the text is not on the pictures.

Workshop. Participants were divided in team of two. In the first step, each of them thought about the story they want to tell, with the angle and the key fact. Then they passed their story to their team partner for the creative part.

The meeting ended with a short presentation of Augusto Paramiro, representative of the Europe Creative desk in Spain. He attended the meeting about Creative Europe organized in parallel. He presented the program and invited the participants to submit proposals.