

CHM Computer History Museum

Social Media Employee Advocacy

JUNE 2021



TABLE OF CONTENTS

- High-level overview of strategy
- Answering Your Questions
- Roles
- The Importance of Employee Advocacy

HIGH-LEVEL CHM SOCIAL STRATEGY OVERVIEW

Who we hope to become and what we hope to achieve in support of social media.

Our North Star

Establish The Computer History Museum as **THE DIGITAL CURATOR** across social media, sharing human centered stories and creating meaningful moments that attract, engage and retain a community of strong brand loyalists that are interested in the intersection of technology past, present and future.

2021 Goals

1. Align the Brand to Social

- Ensure that how we show up, how we look, and how we engage, aligns and celebrates our brand identity.
- Deliver a consistent, meaningful experience for fans and followers across the digital ecosystem.

2. Increase Brand Engagement on Social

- Design a new social strategy that aligns to our audience's realities and delivers an experience, steeped in our brand story, that fosters long-term affinity for CHM, our partners and our people.
- Launch serialized content, focused on storytelling, that is high-value and scalable. Consider how to drive efficiency across social programming through reductions of total output to increase overall content quality.

3. Grow Our Social Footprint

- Increase our community size, with the right fans and followers, in support of reach, engagement and social sharing of owned content developed for social.

ALWAYS-ON CONTENT THAT ALIGNS TO OUR MISSION

What captures attention, interest and builds affinity today and tomorrow.

OUR CHM BRAND

TECHNOLOGY'S... PAST

This Week In Tech

"Back In The Day" Interview Highlights

Decoding The Past: Tech, Artifacts, Insights

TECHNOLOGY'S... PRESENT

Current Topics (Newsworthy)

– Anniversaries, Deaths,

Programming Highlights

- Ode to Fellows, CHM Live, etc.

Celebrating Our People

– Unsung heroes, etc.

TECHNOLOGY'S... FUTURE!

Impact of Tech on Humanity
(e.g., Societal and business issues)

CULTURE

Blockchain

Space Travel + Exploration



Gaming



VR/AR



Privacy



NFTs

Autonomous Vehicles

How we show up – and engage – across channels.



Twitter: real-time dialogue with technology fans and CHM followers, focused on relevant news, events and the real-time trending topics (professional and personal) that they care about



Facebook: proactively tell our brand story through social-first, creative content that address our audience's realities in support of preserving and promoting technology of the past, of today and of tomorrow



LinkedIn: help facilitate a conversation between likeminded industry audiences, in support of exploration and thought leadership, that inspires audiences to further engage and connect



Instagram: foster curiosity by visually telling the CHM story, bringing our stories to life through an artistic lens that extends outside the physical museum and captures attention in a way that positions CHM as a social media leader



YouTube: ensure we deliver search-friendly video content, designed for the long-tail behavior of audiences. Ensure we're sharing technology's unique history and future in the sporadic moments a user might be actively searching and interested to learn more

DON'T DO IT ALL AT ONCE: **PRIORITIZE** BASED ON POTENTIAL IMPACT

Based on resourcing constraints, and program objectives for social, let's prioritize our efforts across the channels that support our strategy and give us the best chance to build brand recognition and reputation while driving measurable objectives on behalf of CHM overall.

FOSTERING CURIOSITY



QUESTIONS

QUESTIONS

Pending Questions:

ROLES

Take the foundational social media knowledge you picked up through your training and combine it with our newly developed social strategy to help amplify CHM's message and build out a passionate community across our priority platforms.

Roles and Responsibilities:

ORGANIZATION

- **Marketing** – owns the overall CHM social function and CHM social channels. Managed all social channels, social calendars and social strategy to align with always-on and campaign marketing content strategies.
- **Other Museum Business Units** – supports and collaborates with marketing to develop accurate marketing content that aligns with business priorities.

EMPLOYEES

- **Employees** – amplify CHM marketing content across individual social channels

THE IMPORTANCE OF EMPLOYEE ADVOCACY

Employee Advocacy* as a marketing tactic is a strategic, sustainable program to encourage employees to share brand values and messages in an organic way by resharing corporate content.

Why Employee Advocacy Works

- Power of word of mouth
- Your peer group trusts you more than brands
- Employees are best positioned to talk about the company and its offerings
- Increases the likelihood people will encounter CHM on their feeds

Employee Advocacy provides benefits for both the organization and the employee. Here are four key benefits:

1. Build your personal brands and establish yourselves as thought leaders
2. Boost brand awareness for CHM
3. Provide CHM supporters with real meaningful interaction
4. Improve CHMs talent acquisition efforts

Sharing company posts or drafting content on your personal page might seem like a small action, but the impact is huge when it comes to promoting your company's presence and performance.

The power of sharing...

2x

Higher engagement on content when shared by employees*

58%

Companies with high numbers of employees sharing quality content are this much more likely to attract talent*

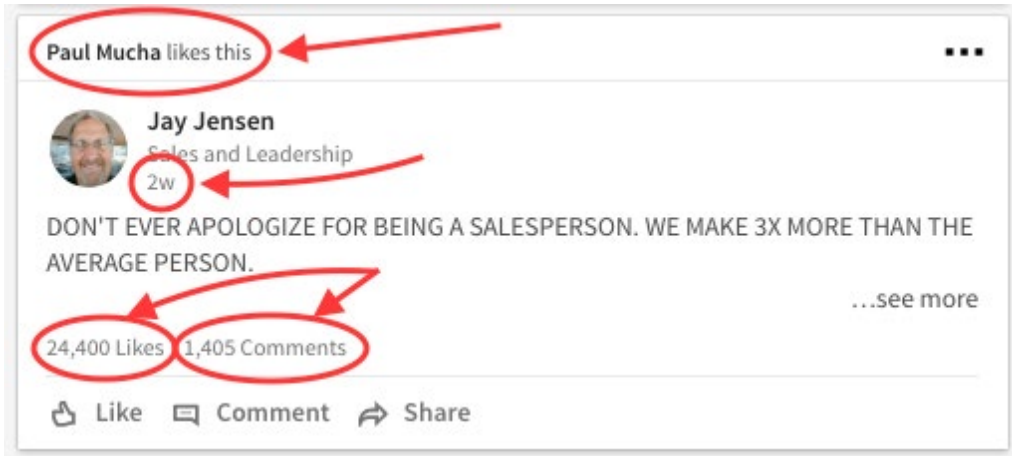
10x

On average, employees have a network that is this much larger than a company's follower base*

There are various ways you can participate in the CHM social conversation.

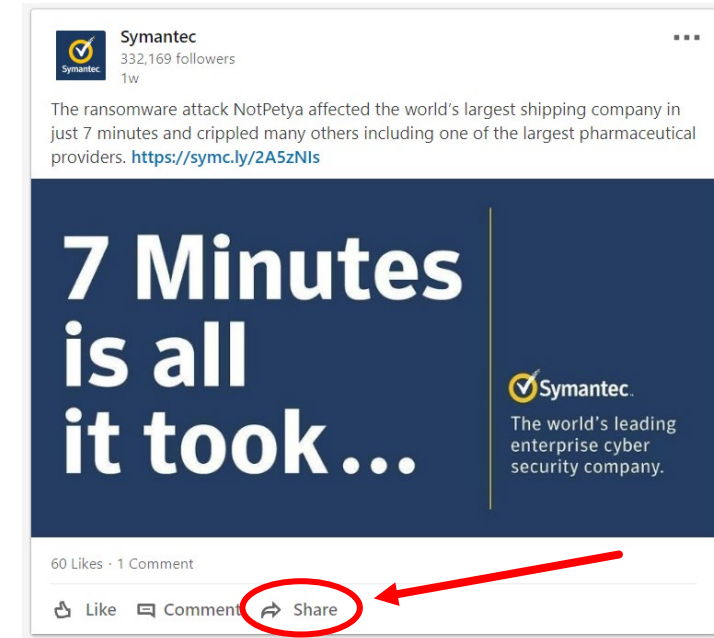
1. Reshare CHM posts
2. Comment, Like or Engage with CHM posts
3. Craft relevant user generated content that CHM can reshare on its platforms.

Play into the platform algorithm that reward engagement and to help others' posts reach their fullest potential.



Liking + Commenting to Show Support

Liking and commenting on posts about CHM can help extend a post's lifespan and reach new, relevant audiences.



Sharing Others' Posts

Social platforms reward popular posts and value sharing when ranking posts. If you see a post you like, don't be afraid to share it (and even add your own two cents).

When drafting or sharing content it is important to follow posting best practices to ensure maximum impact.

Each post should include:

1. Core message
2. Take channel and audience into account
 - LinkedIn – learning and thought leadership
 - Twitter – relevant news, events and the real-time trending topics
 - Instagram – bringing stories to life through a visual, artistic lens
3. Properly tagging both third-parties and any relevant CHM stakeholders
4. Hashtags (CHM-specific, industry-specific)
5. Call to Action (visit the website, register for an event, etc.)



In addition to post development best practices, there are other things you should consider when posting.

These include:

- Understand what audience you are targeting
- What is the desired outcome of each post (e.g., raise awareness, generate subscribers, views)
- Draft concise, easily digestible content
- Be visual, when possible
- Best days and times of days to post (avoid early Monday or late on Friday)



QUESTIONS?