

always about the land

Midway between Lake Ontario and the Pennsylvania border, and centrally between Seneca Lake and the Niagara River, in the heart of the fertile region known as the Genesee country, lies the beautiful agricultural COUNTY OF LIVINGSTON.

Lockwood L. Doty



Social Media Strategy

Prepared by students from Miami University



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Executive Summary

This Social Media Strategy Package for the Livingston County Historical Society Museum (LCHSM) provides a comprehensive roadmap to strengthen online engagement, increase visitor traffic, and build lasting community connections.

Through a detailed analysis of current efforts on Instagram and Facebook, we have identified key growth opportunities, including optimizing profiles, expanding storytelling content, and boosting community interaction.

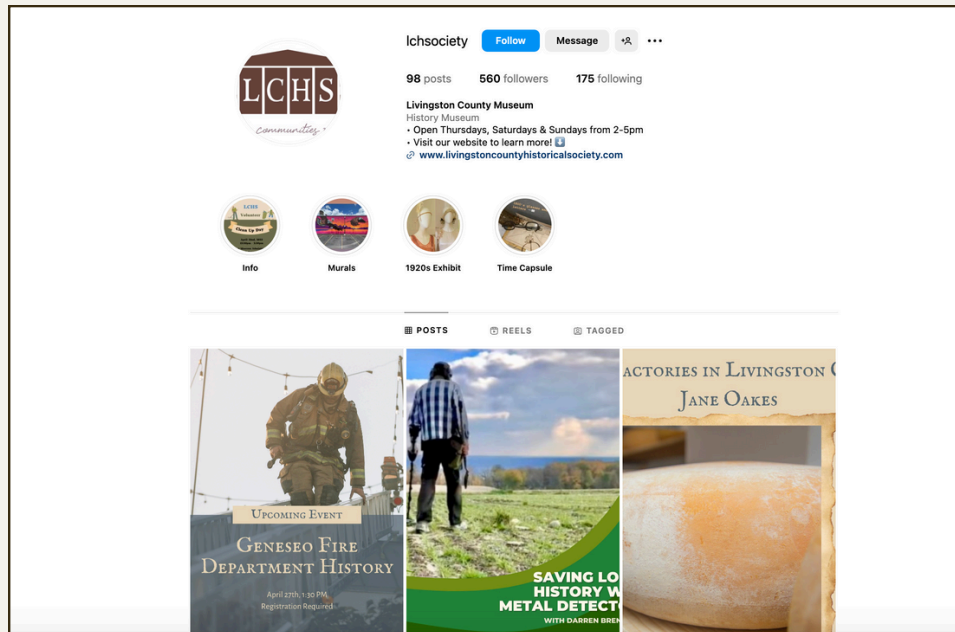
Our strategy is organized around three main content pillars: **Educational & Informative, Exhibition & Event Highlights**, and **Donor Appreciation & Support**. Using these pillars, we recommend a consistent posting cadence, audience engagement best practices, and a tailored hashtag strategy to grow visibility and deepen trust with followers.

Additionally, the plan outlines an actionable three-month content calendar, engagement tactics designed to spark conversations, and optimization recommendations for social profiles and website integration.

Our goal is to position LCHSM as a vibrant, welcoming voice in the community – preserving the past, engaging the present, and inspiring future generations through social media.



Current Social Media Analysis



Content Strategy

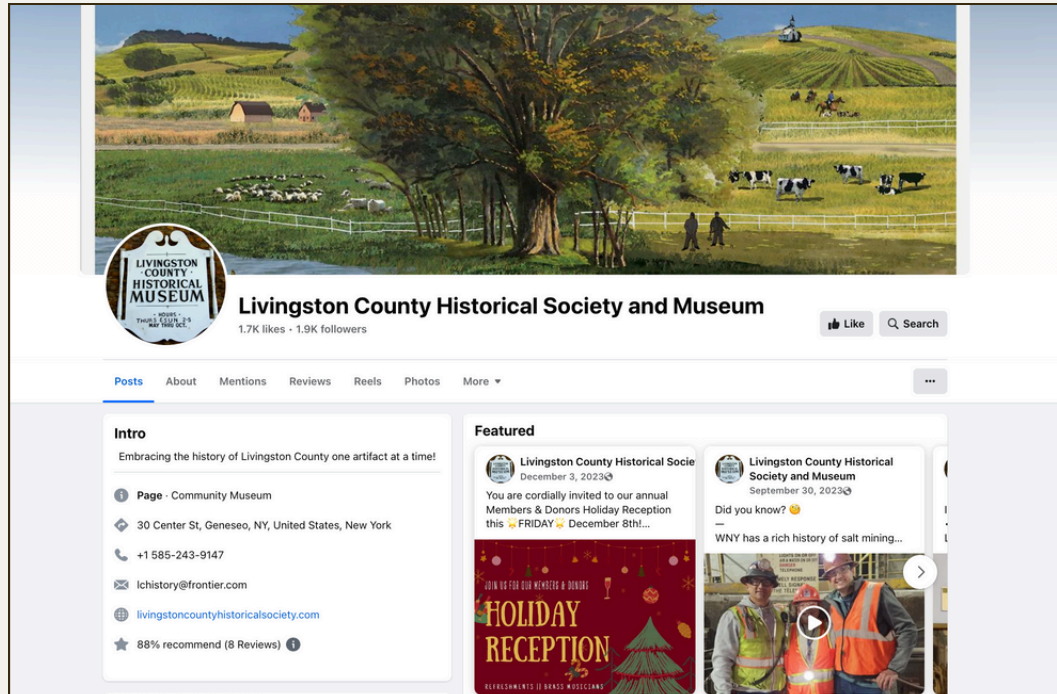
- **Educational Focus** – Posts often highlight historical artifacts, events, and local history, reinforcing the society’s mission of preserving and sharing regional heritage.
- **Grant and Funding Announcements** – Updates about funding and grants (e.g., the \$20,000 NYSCA grant) indicate an effort to maintain transparency and engage with donors and supporters.
- **Event Promotion** – They use Instagram to announce museum hours, seasonal exhibits, and community events. This helps drive foot traffic and public interest.

Opportunities for Growth

- **More Behind-the-Scenes Content** – Showcasing museum curation, conservation efforts, or staff insights could make the account feel more personal and engaging.
- **User-Generated Content** – Encouraging visitors to share their experiences and tag the museum could increase organic engagement.
- **Story Highlights** – Organized Highlights (e.g., Exhibits, Events, Collections) would make it easier for visitors to navigate key information.



Current Social Media Analysis



Content and Engagement

- **Event Announcements:** The museum frequently posts about upcoming events and programs. For instance, they promoted an event titled “History with Metal Detectors“ featuring Darren Brennessel, co-sponsored by the Association for the Preservation of Geneseo.
- **Operational Updates:** They keep their audience informed about any changes or cancellations. An example is the cancellation notice for the “Learn About Wine“ class due to unforeseen circumstances.
- **Community Engagement:** The museum hosts appreciation events, such as a gathering with music and appetizers to thank supporters, fostering a sense of community among patrons.

Visual Content

The museum utilizes video content to engage followers. A notable example is a time-lapse video showcasing the installation of their “Big Tree“ exhibit, providing an inside look at the museum’s operations..



Instagram Strategy

Content Strategy

Historical Photos

- Share “Then & Now“ location comparisons
- Include dates and historical context
- Run “Do You Recognize This?“ engagement posts
- Feature colorized historical photos

Showcase Artifacts

- Present “Artifact of the Week“ features
- Explain historical significance and provenance
- Group related items into themed collections
- Include interesting details and stories

Visitor Experiences

- Feature diverse visitor testimonials
- Provide suggested visit itineraries
- Highlight interactive exhibit elements
- Share user generated content

Short Video Clips From Museum

- Create 30 to 60 second curator artifact tours
- Show behind the scenes conservation work
- Document restoration projects
- Feature staff, volunteer activities, and museum videos

How Your Support Helps

- Display before/after restoration results
- Showcase specific preservation projects funded by donors
- Translate donations into tangible outcomes
- Share conservation success stories

Content Types

Instagram Feed Posts

- Permanent content displayed on profile grid
- Best for polished visuals and key announcements
- Can include up to 10 images/videos in carousel format
- Excellent for artifact showcases and storytelling
- Supports longer captions
- Posts can stay on account permanently

Instagram Reel Videos

- Short vertical videos (up to 180 seconds) with higher algorithmic reach
- Ideal for trending content and quick tutorials
- Incorporates music, effects, and editing tools
- Appears on Reels tab, feed, and Explore page
- Helps grow the audience and reach new followers
- Posts remain permanently

Instagram Story Posts

- Best for time-sensitive updates and announcements
- Includes interactive elements like polls, questions, and quizzes
- Great for casual, authentic behind-the-scenes content
- Builds personal connection with followers
- Use for driving urgency and maintaining top-of-mind awareness
- Disappears after 24 hours (unless saved as Highlights)



Facebook Strategy

Content Strategy

Historical Narratives

- Create multi-part historical story series about local events
- Share archived newspaper clippings with transcriptions
- Connect historical events to current town developments
- Feature “Oral History“ excerpts from community interviews

Collection Highlights

- Showcase artifact stories with multiple photos
- Create themed collections around time periods or themes
- Share archives with historical context
- Feature “Deep Dive“ posts about significant collection items

Community Engagement

- Create polls about exhibit ideas and interests
- Share submitted family histories with local ties
- Highlight volunteer contributions and behind-the-scenes work
- Post history questions and crowd-sourced answers

Educational Content

- Develop mini-lessons about local historical figures
- Share historical facts and trivia
- Publish “This Week in History“ roundups
- Provide downloadable resources for teachers

How Your Support Helps

- Share preservation processes start to finish
- Show donor impact through before/after results
- Highlight grant-funded projects
- Create annual infographics with preservation metrics
- Feature testimonials about the museum’s community value

Content Types

Text Posts

- Longer historical stories
- Community memory prompts
- Local history facts
- Museum updates
- Volunteer recognition and opportunities

Photo Albums

- Historical photograph collections
- Artifact series with detailed captions
- Event documentation and recaps
- Conservation project progressions

Video Content

- Mini-documentaries about local history
- Exhibit tours
- Interviews with historians and community members
- Facebook Live Q&A sessions and events
- Educational content

Link Sharing

- Historical articles or research
- Partner news with local context
- Museum website features
- Donation and support opportunities

Event Pages

- Exhibition openings and special displays
- Educational lectures and workshops
- Fundraising events
- Volunteer appreciation
- Community tours and walks



SOCIAL MEDIA GOALS & STRATEGY

Engagement Strategies & Tips



Technical Optimization

- Track engagement metrics to improve content
- Test different post formats (A/B testing)
- Adjust content length for better reach on Facebook
- Use relevant hashtags that reflect local history and the museum brand



Hashtag Strategy

- **Museum-specific:** #LivingstonMuseum #LLHMuseum #LivingstonHistory
- **Local geography:** #LivingstonCommunity #HistoricLivingston #LivingstonCountyHistory
- **General museum:** #MuseumLife #HistoryMatters #PreservingHistory
- **Content-specific:** #ArtifactOfTheWeek #ThisDayInHistory #MuseumMonday #ThrowbackThursday
- **Campaign-specific:** Create unique hashtags for exhibitions (#LLHMPioneerExhibit)
- **Best practices:**
 - Facebook: Use 3–5 hashtags
 - Instagram: Use more (up to 10+)
 - Monthly: Monitor local history groups for trending topics



Contact Management

- Designate a primary and backup social media manager
- Set up automated replies for after-hours messages
- Respond to all messages within 24 hours on business days
- Create templated answers for FAQs (hours, directions, donations)
- Hold a weekly review meeting to address complex messages
- Use Facebook (Meta) Business Suite to manage messages
- Keep a VIP contact list (donors, historians, community partners)
- Track all media or speaking requests for director approval



SOCIAL MEDIA GOALS & STRATEGY

Engagement Strategies & Tips



Website Integration

- Add Facebook pixel to website for retargeting museum visitors with Facebook ads
- Feature a Facebook post feed on the museum’s homepage
- Show a Facebook Event calendar on the “Visit Us” page
- Add “Like” and “Share” buttons to blog and exhibit pages
- Enable Facebook comments on blog posts
- Use Facebook login for newsletter signup
- Create dedicated landing pages for Facebook ad campaigns
- Add Messenger chat widget to the website
- Ensure proper Open Graph tags for clean post previews when links are shared



Posting Schedule & Planning

- Post 2-3 times per week to stay consistent
- Prioritize quality content over quantity
- Balance post types (history, artifacts, community updates)
- Schedule key content for high-traffic times (lunch/evening weekdays)
- Post more during events or exhibits
- Use Facebook’s built-in scheduler to stay on track
- Plan content one month at a time but stay flexible for local happenings

Content Pillars and Post Types

Content pillars help us stay focused, consistent, and meaningful in what we share online. They act as guideposts—by organizing content this way, we ensure that every post has a purpose, every story connects back to what we value, and our audience knows what to expect when they follow us.

1. Educational & Informative

Include and inform the community on the history of Livingston County.

2. Exhibition & Event Highlights

Highlight events and exhibits to excite the community around things happening in the museum and encourage them to visit.

3. Donor Appreciation & Support

Show that donors are appreciated and the ways their money supports the museum

Content Pillars and Post Types

Instagram Post types

Instagram helps us connect with younger audiences who value visual storytelling, behind-the-scenes moments, and interactive experiences.

Reels

Short form videos tend to get a wider variety of eyes on them, so they should be used to get increase followers and engagement

Educational & Informative – show artifacts or give information that they could learn more about at the museum

- ex: “do you recognize this?”, Artifact spotlights, “Did you know?” facts

Exhibit & Event Highlights – invite curiosity for events and exhibits and encourage people to visit

- ex: Artifact of the week, Virtual tours, Behind the scenes of exhibits

Photo Posts

Permanent content displayed on profile grid, best for longer term exhibits, events further out, and fundraisers

Educational & Informative – show artifacts or give detailed information that they could learn more about at the museum

- ex: Before and after comparison photos and Artifact spotlights

Exhibit & Event Highlights – announce events and exhibits and encourage people to visit

- ex: Event and exhibit announcements, User generated content (photos and videos from visitors)

Donor Appreciation – show appreciation of the support of donors

- ex: Donor Spotlight

Stories

Short term content only viewable for 24 hrs

Exhibit & Event Highlights – announce events and exhibits and encourage people to visit

- ex: Event and exhibit announcements

Content Pillar and Post Types

Facebook Post types

Facebook remains a trusted space for many of our older community members who support the museum through visits, volunteering, and donations

Text Posts

Educational & Informative- ex: Questions prompting interaction, Local historical facts

Donor Appreciation- ex: Volunteer & Donor recognition and opportunities

Photo Albums

Educational & Informative- ex: Artifact series with detailed captions

Event & Exhibit Highlights - ex: Event documentation and recaps

Donor Appreciation- ex: Project progressions

Video Content

Event & Exhibit Highlights - ex: Virtual tours of exhibits and collections

Donor Appreciation- ex: Project progressions

Links

Educational & Informative - ex: Historical articles and research findings

Event & Exhibit Highlights - Museum website features and resources

Donor Appreciation- ex: Donation and support opportunities

Event Pages

Event & Exhibit Highlights - New events & exhibits

Donor Appreciation- ex: Donation and fundraising opportunities

Engagement Plan

Voice and Tone

Our voice is **curious and warm**—like a passionate guide who welcomes everyone in, shares fascinating facts in a clear, inviting way, and makes learning feel like a shared discovery, not a lecture.

Engagement Tactics

Our engagement tactics are designed to turn passive scrolling into active connection.

Ask **open-ended** questions in captions

DO: “If you could time travel to witness one moment from our region’s history, what would it be—and why? We’d **love** to hear your story.”

DON’T: “Comment below with your favorite historical event.”
(Too generic, lacks warmth and invitation to thoughtful conversation.)

Use **polls and quizzes** in stories

DO : “Can you guess how deep miners had to go underground to extract salt in the 1800s? Take a guess before we reveal the answer tomorrow!”

DON’T: “Vote now: Salt mine depth trivia.”
(Too short, robotic, and uninviting—it misses the curiosity and shared discovery vibe.)

Share user-generated content with proper credit

DO: “A big thank you to @visitorhandle for capturing this stunning moment in our Salt Beneath the Surface exhibit. We love seeing the museum through your eyes!”

DON’T: “📸 Photo by @visitorhandle.”
(While technically credited, it feels cold and transactional—missing warmth and passion.)

Engagement Plan Continued

Posting Frequency

- Post 2–3 times per week to keep the audience engaged without overwhelming them.
 - Focus on creating high-quality, meaningful content rather than posting frequently just for the sake of it.
 - Each week will feature a mix of:
 - Stories
 - Artifact highlights
 - Interactive posts that invite conversation
 - Key posts (e.g., exhibit announcements or events) will be scheduled during high-traffic times like lunchtime or early evening.
 - During special exhibitions or events, posting frequency will temporarily increase.
 - Map out the content plan monthly, while staying flexible for timely updates or local happenings.
-

Engagement Metrics

Engagement metrics help us understand what resonates with our community so we can strengthen relationships and grow with intention.

- Number of comments, likes, shares, saves
 - Weekly or monthly follower growth
-

Review & Adjustments

Regular quarterly review and adjustments ensure our strategy stays responsive and effective—allowing us to learn from what’s working, adapt to our audience’s needs, and continuously improve how we connect

Instagram & Facebook Enhancements

Facebook Optimization



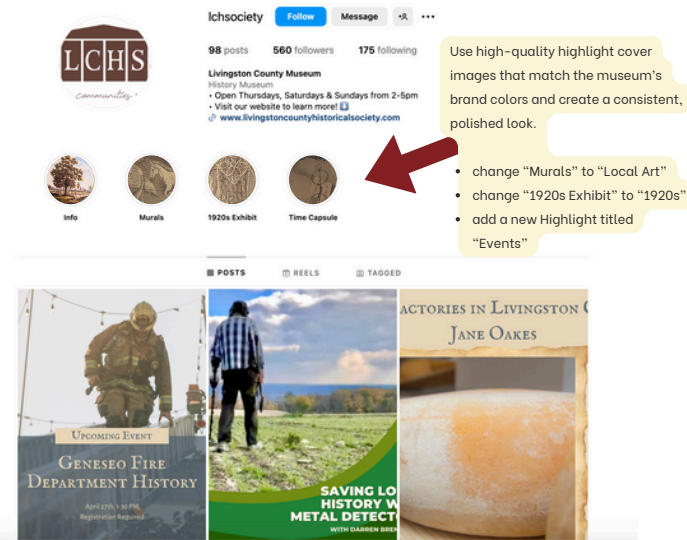
Key Enhancements

- Cover Image: Use a seasonal Canva template with:
 - Current exhibits
 - Local history photos + quotes
 - Museum logo overlay
 - Why: Makes the page feel active and current year-round
- Pinned Post: Create a “Welcome to the Museum” post with:
 - 1-paragraph intro video or photo carousel
 - Hours + how to visit
 - Current hours and how to visit
 - CTA to follow, donate, or attend an event
 - Why: First-time visitors instantly know what LCHSM is and how to get involved

Optimized Intro Section

Telling the stories of Livingston County’s 17 towns—
Preserving the past, engaging the present, inspiring the future.”
📍 Geneseo, NY | Visit Thurs, Sat & Sun 2-5pm
#LivingstonMuseum #HistoryUnearthed

Instagram Optimization



Key Enhancements

- Username/Handle: Keep @lchsociety—it’s short and recognizable.
- Name Field: Change to “Livingston County Museum” for better search visibility.
- Add a free [Linktree](#) with links to:
 - Website
 - Volunteer Info
 - Event calendar
 - Why: One link gives access to everything, and it’s easy to update

Optimized Bio

“Connecting communities with history since 1876 🏛️
Exhibits • Events • Stories from 17 towns
📍 Geneseo, NY | 📍 Near SUNY Geneseo
📅 Visit us Thurs, Sat & Sun 2-5pm”

Content Calendar

Pt. 1

3 MONTHS



May 5th - Post recap of Fire Department history presentation and that the museum is open

May 7th - Add a story with a photo collage of the event

May 12th - Post about the teaching kits to finish out the school year

May 14th - Post an Instagram reel showing how the teaching kits work

May 19th - Post about signups for the next school year for schools to come and visit

May 22nd - Add a story that has the link to signing up for school visits

May 26th - Post from your archives about past things on display

May 28th - Post an interactive post on Facebook asking if anyone remembers these past items

June 2nd - Post about internships, if still needed, on Instagram

June 4th - Post a get-to-know-the-director of the museum reel

June 9th - Post to introduce summer at the museum

June 11th - Post a photo of the outside of the museum on your story

June 16th - Post a user interactive image to grow engagement

June 18th - Post highlights of the first month and a half of being open for the summer

June 23rd - Post an update on the funding for the expansion

June 25th - Post the decision makers in government on your story for people to reach out to

Content Calendar

Pt.2



3 MONTHS

June 30th - Post 4th of July history items at the museum

July 2nd - Post a story hyping up the Fourth of July at the museum

July 7th - Post a lead-up to the Eminent Riparians event and post about how the Fourth of July went at the museum

July 9th- Make a story with a collage of photos from the event

July 14th - Post a recap of Eminent Riparians event

July 16th - Post a recap of the past month at the museum

July 21st - Introduce the wine classes

July 23rd - Highlight and give facts about a historical person from Geneseo on reels

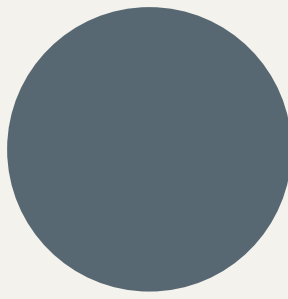
July 28th - Post signups for the wine class

July 30th - Make a story with a poll asking people what they would want to see

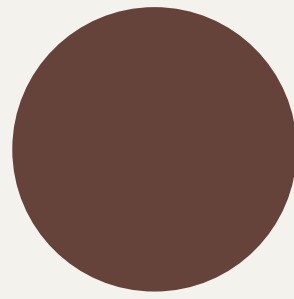
Social Media Color Palette



#F4F2EC



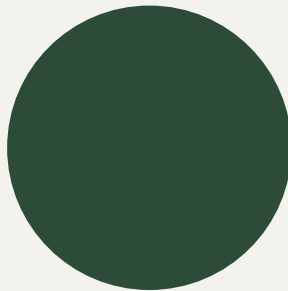
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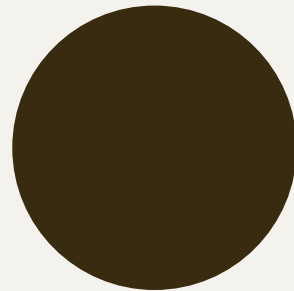
#65433A



#DED7C4



#2B4C39



#392B10

Social Media Type Guide

Headline text

Georgia Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Subhead text


Be Vietman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Post 1: Upcoming Wine Event

LAW School



Learn About Wine at LCHSM. Fall 2025 Series With Rebecca Mahmoud

Returns!

Instagram Post:



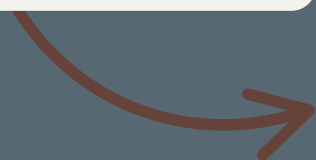
LAW School



Learn About Wine at LCHSM. Fall 2025 Series With Rebecca Mahmoud

Returns!

Facebook Post:



NEW SOCIAL MEDIA POSTS

Post 2: Artifact Spotlight Post and Template



The image shows a social media post template for an artifact spotlight. It features a circular photograph of a brass artifact, possibly a lantern or a similar historical object, with a handle and a lid. The text "Artifact Spotlight!" is written in a stylized font in the top left corner, and "From our collection" is written in a smaller font in the top right corner. Below the photograph is the LCHS logo, which includes the text "LCHS" and "Connecting communities with history". Below the logo, the text "Artifact name and time period" is followed by a horizontal line, and "Description area for historical context and significance" is centered below that. At the bottom, the text "Visit Thursday, Saturday, Sunday at 2-5 PM to see this artifact" is displayed.

Artifact Spotlight!

From our collection



LCHS
Connecting communities with history

Artifact name and time period

Description area for historical context and significance

Visit Thursday, Saturday, Sunday at 2-5 PM to see this artifact

Post 3: Fire Department Event Post

Geneseo Fire Department History Event



April 27, 2025



1:30 pm



Livingston County Historical Society Museum

Head to our website for more info!

Instagram Story



NEW SOCIAL MEDIA POSTS

Post 4: Salt Mining Instagram Reel



Instagram Reel



Post 5: Donor Highlight



Instagram Post



📌 DONOR HIGHLIGHT 📌

We're incredibly grateful to our generous community donors whose support is making Phase 2 of our building renovation possible!

Your contributions are helping us create:

- New storage rooms with climate control
- Expanded gallery spaces
- Dedicated curatorial areas
- Improved accessibility between galleries
- Enhanced lighting and HVAC systems

These improvements will better preserve our county's treasures while making them more accessible to everyone!

Want to join our community of supporters? Visit the link in bio to learn how you can contribute to preserving Livingston County's rich history.

#LivingstonHistory #PreservingOurPast #CommunitySupport #MuseumRenovation #LocalHistory #ThankYouDonors

Donor Email

Email Template for Donors -

(editable copy found in drive)

Subject: Thank You for Supporting the Livingston County Historical Society's Renovation

Dear [Donor Name],

On behalf of the Livingston County Historical Society, I want to express our sincere gratitude for your generous contribution to our Phase 2 building renovation project. Your support is helping us create improved storage, gallery, and curatorial spaces that will better preserve and showcase our county's rich history.

We would love to highlight your generous support on our social media platforms as part of our donor recognition program. This would include featuring you in an upcoming Instagram post and acknowledging your commitment to preserving local history.

Would you be comfortable with us recognizing your contribution publicly? If so, please let us know:

- How you'd prefer to be named (full name, first name only, or anonymous)
- If you'd be willing to share why supporting local history matters to you (a brief quote)
- If you'd like to provide a photo of yourself for us to use (entirely optional)

If you prefer to remain anonymous or would like only partial recognition, we offer several options:

- Full anonymity (no name or details mentioned)
- Recognition by first name only
- Mention of your contribution without using your photo
- Inclusion in a group acknowledgment without individual spotlight

Please let us know which option would make you most comfortable. We completely respect your privacy and will honor your preferences.

Thank you again for your support. People like you make our work possible.

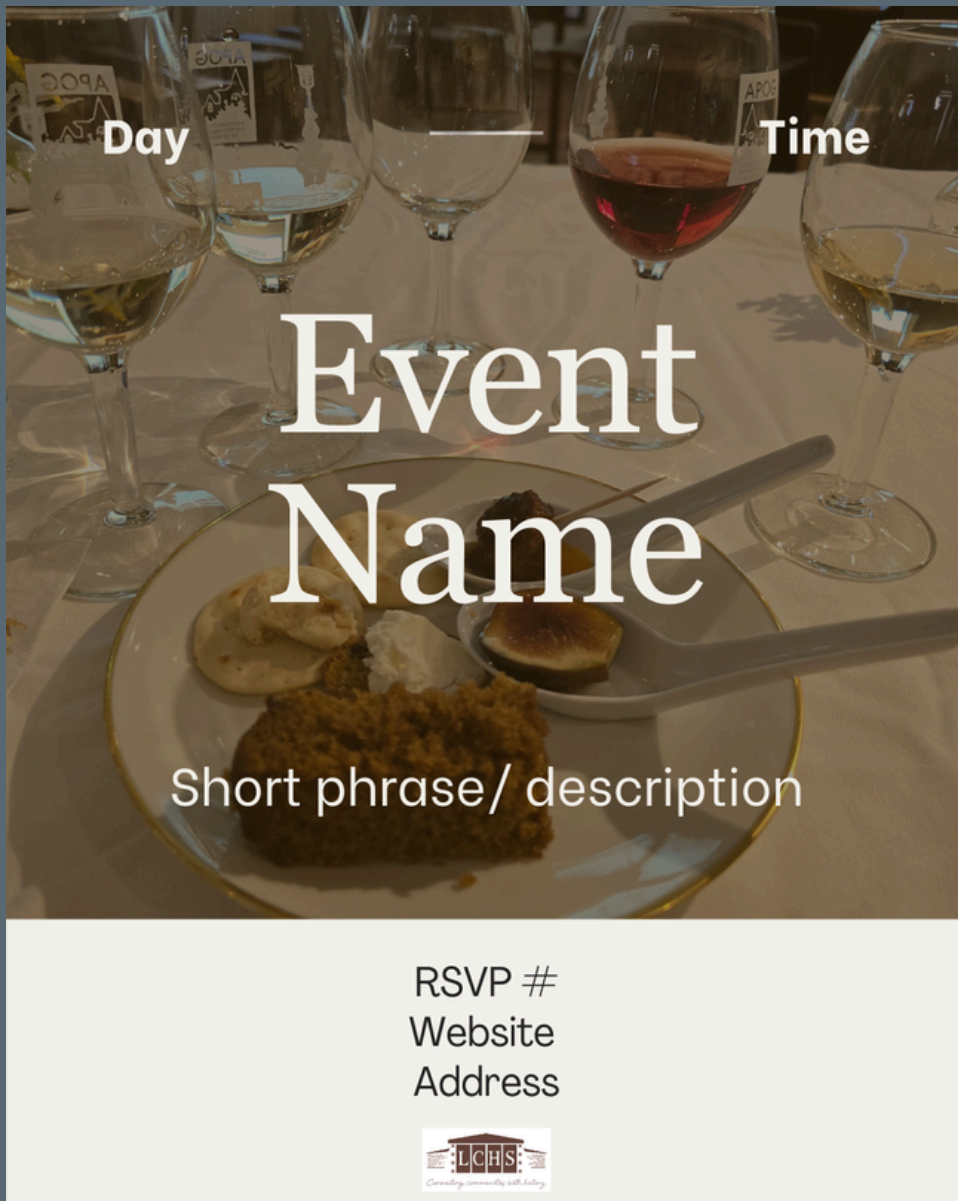
Warmly,

[Your Name]

Livingston County Historical Society

[Your Contact Information]

Post 6: Event Post Template



Best Practices for Growth & Interaction

• Posting Frequency

- Facebook: 2x/week
- Instagram: 2x/week (posts) + 1–2 Reels and/or Stories
- Plan around “Content Pillars”:
 - Educational & Informative – Share local history, trivia, artifacts
 - Exhibition & Event Highlights – Promote upcoming exhibits and programs
 - Donor Appreciation & Support – Thank donors and show their impact
 - Behind the Scenes – Feature exhibit setups and volunteer moments
 - Campus Connections – Highlight SUNY Geneseo students and partnerships

• Captions & Engagement Tips

- Use questions and CTAs to spark engagement
 - Ask questions: “Did you know this Geneseo fire helmet is from 1895? 🔥 Would you wear this today?”
 - CTA: “Tag a history major 🎓 or Geneseo prof who’d love this!”
- Emojis help with tone and boost visibility in busy feeds
- Include location tags: Geneseo, SUNY Geneseo, Livingston County

• Hashtag Strategy

- Mix 4–6 hashtags per post by choosing from these categories:
 - Specific: #LCHSmuseum, #HistoryUnearthed, #VisitLivCo
 - Local: #GeneseoNY, #LivingstonCountyNY, #FingerLakesHistory
 - Campus reach: #SUNYGeneseo, #CollegeLife
 - Thematic: #WomenInHistory, #ThenAndNow, #LocalLegends

• Interaction Practices

- Respond to all comments within 24 hrs (Meta Business Suite helps manage replies)
- Share tagged stories from followers or event attendees
- Use polls/questions in Instagram Stories
- Collaborate with SUNY Geneseo departments (e.g., History, Education)

Step-by-Step Action Plan

01 Optimize Social Profiles

1. Instagram and Facebook bios
2. High-res logo for profile photos
3. Highlight icons and categories
4. Add Linktree to group key links (visit info, events, volunteer form)

03 Content Creation

1. Batch-create 4-6 posts every 2 weeks
2. Save captions in a shared doc for quick reuse
3. Pull stories from:
 - Archives
 - Volunteer quotes
 - Exhibits & upcoming events

02 Set Content Schedule

1. Weekly calendar (ex: Tues = Throwback Post, Fri = Reel/Event)
2. Use Canva templates for square posts + vertical Reels (1080x1920 Square post + vertical Reel format)
3. Brand font + colors (pull from LCHS logo palette)

04 Track & Adjust

1. Use Instagram Insights and Facebook Analytics to check:
2. Top-performing content types
3. Follower growth
4. Clicks to website
5. Review and adjust post types monthly—boost what performs best!

Thank You!

Thank you for taking the time to read this social media package. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

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