

ICOM CECA 2023 report

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Social networks

I took over from Nelly at the end of October 2022. Activity on social networks was intense with 150 posts published (i.e. as many as between February 2017 and October 2022) on Instagram, Facebook, X (ex-Twitter) and LinkedIn (a little less on LinkedIn, the page having been created in January 2023), which corresponds to almost 3 posts per week.

The posts are identical on the 4 social networks, but the captions are shorter on X to comply with the format required by this network.

The annual conference was a huge boost for our networks and enabled us to reach many non-followers (almost 890 non-followers viewed our posts).

- **Instagram:** 2,707 followers compared with 2,379 a year ago, an increase of 328 followers in one year (+13%), with a sharp rise during the annual conference. We reach more people than we have members. The profile of our followers is as follows: 62% of our followers are aged between 25 and 44 (64% last year), 76% are women (75% last year) and almost 31% are from South America (17% last year), 7.6% from Spain and surprisingly 4% from Iran. It is strange that France does not appear in these statistics.
- **Facebook:** 9,100 followers compared to 8,600 followers last year, i.e. 500 more followers (+5.8%) I've linked this network to Instagram (same posts, same captions), but I don't have direct access to it. Marie-Françoise Delval has access and posts to it. She will be able to give more information about the reception of our messages.
- **X (ex-Twitter):** 854 followers compared to 781 followers a year ago (+9%). Once again, I'm using the Instagram post and the captions have been synthesised to suit the format of this network.
- **LinkedIn:** since 28 January 2023, we have had a company page on LinkedIn. We now have 435 subscribers, mainly fed by my personal network; I need CECA members to subscribe! Nearly 35% of our subscribers are from France. This very powerful professional network seems to us to be the best suited to our activity and will enable us to reach a younger and more targeted audience. The world of culture is very active on this network. We need to make ourselves known.

As a result, we've increased our subscriber base on all the networks, without any paid advertising.

We still need to develop our subscriber base, in particular by being more relevant in our tags and #s, bearing in mind that we have no advertising budget.

To this end, I would like Board members and national and regional correspondents to be more active on the networks and to use the "like" and "repost" buttons systematically, which is not

at all the case today despite an email sent to all of them a few months ago. I'm going to send out a reminder!

As for the national and regional correspondents, Rafaella keeps me regularly informed of events in her country, as does Silvana for Ceca LAC. Wencke once sent me information for Europe. I'd like the national committees to send me their publications, even if they have their own accounts on the networks. Sometimes I go and get them myself and repost them on our network.

As far as SIGs are concerned, the good pupils are Wencke, Angela and Rafaella, but I've never heard from the others!

I've drawn up templates for each type of event so that followers can find their way around, while respecting the graphic charter. In the attachment, you'll find our Instagram mosaic using these templates (navy blue insert for SIGs, orange for YMs, with the region in the header for regional or national events).

For languages, on the networks, the captions are automatically translated at the request of the follower. The caption is in French and the publication in French when the event is in France and in French. English is preferred for global announcements such as the annual conference.

OUTLOOK

To expand our audience on social networks and raise awareness of the CECA and its many activities, I need the help of the board and regional and national correspondents. This help can be provided at three levels:

- **Send out information** on forthcoming events (Zoom meetings, news from national or regional coordinations such as Africa with Philippe, Young Members' Club), if possible in three languages if the event lends itself to it. In order to maintain a link with our followers, it's important to make posts in advance, the day before and sometimes the same day and after to thank participants. It's important to send photos - followers like to see themselves, and photos of people are popular on social networks.
- **Be present, in** a personal capacity, on these four networks, systematically liking and republishing all our posts. I need to know which organisations can be usefully followed by the CECA; I need to know whether they are respectable organisations with a link to our activities. By republishing their posts, we can increase our visibility.
- **Talk about us!** To your colleagues, to the national coordinators... We have institutions as members, and it would be great if these institutions would follow us and if the people in charge of audiences and mediation in these institutions would also follow us. At each Zoom meeting, we need to encourage participants to follow us on social networks and remind them that we need everyone's help to promote and improve sharing and exchange around museum education.

Our networks :

<https://instagram.com/icomceca?igshid=YmMyMTA2M2Y=>

https://twitter.com/icom_ceca/status/

<https://www.linkedin.com/company/icom-ceca-international-committee-for-education-and-cultural-action/>