

ICOM CECA Report 2024

SYLVIE SAVARE
Social media coordinator

REPORT

Activity on social media has continued at a steady pace with nearly 170 posts published across our platforms—Instagram, Facebook, LinkedIn (created in January 2023), and X—which corresponds to more than three posts per week. The posts are generally identical across the four platforms, with captions being shorter on X.

During the annual conference in Athens, posts were more frequent, particularly on Instagram, with dynamic formats like Reels, consisting of mini interviews of participants or short videos, as well as live streaming for some presentations. These formats were only published on Instagram.

The annual conference was, once again this year, a major driver of growth for our networks, helping us gain more followers and reach non-followers. On Instagram, our preferred platform, between November 18 and 23—the conference dates—our posts accumulated 33,765 views, of which 58.5% came from followers and 41.5% from non-followers, which should help us expand our audience. The post that garnered the highest number of views (1,829) featured the winners of the various CECA awards.

INSTAGRAM: 3,218 followers compared to 2,707 in December 2023, an increase of 511 followers in one year (+19%), with a significant spike during the annual conference. Over the last three months, we reached 9,700 accounts (+172%), 31% of whom were non-followers. The profile of our followers is as follows: 63% are between 25 and 44 years old, 77% are women (compared to 76% last year), 26% are from Brazil, 7.8% from Spain, 6.9% from Argentina, 4.3% from Chile, and 4% from Iran.

FACEBOOK: 9,700 followers compared to 9,100 in December 2023 (+6.6%). This account is directly linked to Instagram, and the posts are identical; however, Reels are not transferred. Marie-Françoise Delval has access to this account and can post directly. She will be able to provide further details about follower demographics.

X: 908 followers compared to 854 in December 2023 (+6.3%). Posts are the same as Instagram but with shorter captions, as required by this platform.

LINKEDIN: We created a company page on this platform in January 2023, and we now have 1,051 followers compared to 435 in December 2023, an increase of 241%, with over 130 new followers in the last month. More than 25% of the followers are from France. This professional network is increasingly popular among museum professionals.

The number of followers continues to grow across all our social media platforms, showing strong momentum, especially considering we have no advertising budget.

This year, many posts focused on open SIGs accessible to all: Universal Accessibility/Inclusive Museum, Professional Development for Museum Educators, the Young Members Network, as well as the awards presented by CECA. The regional CECA LAC network is also very active and enthusiastically contributes to our platforms.

We continue to follow the guidelines developed last year to make our messaging clearer for our audience: navy blue for SIGs, orange for the Young Members Network, etc.

Regarding languages, English remains the priority. However, for international events, posts are translated into three languages, with captions being automatically translated into the follower's language. A post announcing a meeting held in English is written in English.

OUTLOOK

The outlook remains identical to last year as everyone's engagement is essential for the growth of our networks.

To extend our audience, we need support from regional and national correspondents, as well as Board members.

This support can be structured at three levels:

1. **Provide information about upcoming events** (meetings, news from national or regional coordinators in one of the three languages. To maintain engagement with our followers, it's important to post before, the day of, and after meetings to thank participants. For this, please send me photographs of the events, as these are highly valued on social media.
2. **Be personally active on these four platforms:** like, comment, and systematically share all our posts. It's also helpful to point out organizations that CECA should follow because resharing our posts can increase our visibility.
3. **Spread the word** among colleagues in your institutions and national coordinators. The annual conference was an excellent springboard for this, as it allowed us to directly interact with members and coordinators.

We also need institutions as members and their teams responsible for audience engagement and museum education. At every CECA-organized meeting,

participants should be encouraged to follow us on social media and reminded that we rely on everyone to promote and enhance sharing and exchanges around museum education.

