

This checklist is intended as a reference when thinking about your online audience communications for your museum's reopening. We look at:

- Your website
- Your social media platforms
- Creating visual assets
- Search engine results: third party sites
- Google My Business

This is not an exhaustive list – there may be extra things you will want to update – but is a starting point to cover some basics (and more) to provide your audiences with a clear understanding of your reopening plans.

If you have any questions or would like a one to one conversation with our Digital Engagement Officer about anything listed below [please get in touch via our enquiry form](#).

Your website

- Is the new opening information clearly visible on your home page? Some examples: [Manchester Museum](#), [V&A](#), [Bristol Museums](#), [Museum of Gloucester](#)
- Do you have a banner / pop up to amend? or introductory sentences to welcome back visitors?
- Check additional pages on the website - areas you've changed during closure that you will want to change on the day you reopen? E.g visit us page, how to get here.
- Make a list of the pages to update - plan the content to be changed and then make sure that these are updated either ahead of reopening or on your reopening day. Depending on what content management system / website builder you have it might be possible to save drafts of these page edits directly in the back end ready to publish in the run up to reopening or on your day of reopening.

Top tips:

The extent to how much you will be able to amend your home page, for example create banners or pop ups, will depend on your website and if you have an existing relationship with your developer. If you have editing access to your website then the minimum you will be able to do is amend current copy on various pages to update your reopening situation.

Social Media

Key information to include in your reopening posts on social (where relevant):

- the date you are reopening
- opening times and days
- will it be pre-booked ticket entry only? Walk ups? ([see this ticketing resource](#))
- provide a link to book or to find out about your reopening plans and visitor information

Below we look at Twitter, Facebook and Instagram specifically using Manchester Museum's recent posts as an example. They have created a visual which is used across the platforms.



Twitter: pin your reopening tweet and consider updating your profile information.

Pinned reopening tweet:



Updated profile information:



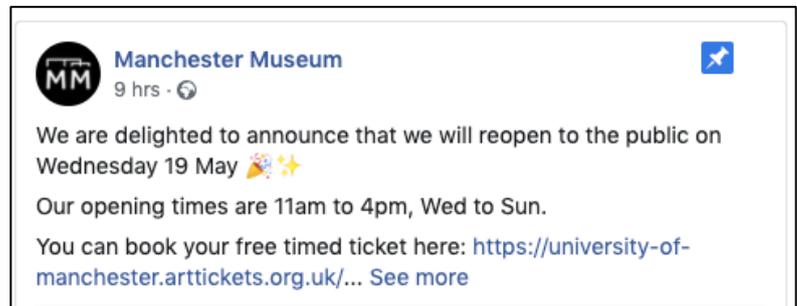


Facebook

Manchester Museum have changed their profile image to clearly show their reopening:



Pin the reopening post so it appears at the top of your page:



Instagram

Post a reopening image and copy to the grid →

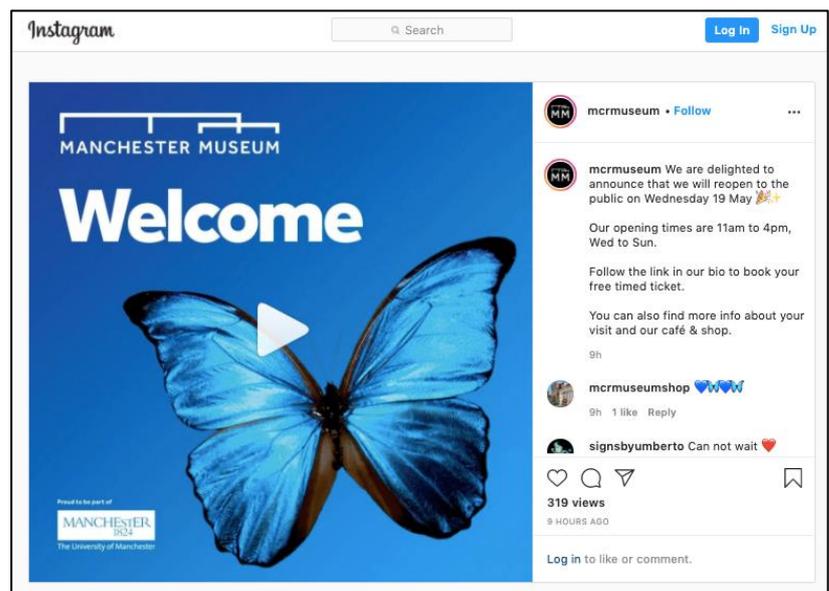
As you are unable to post a link within the post copy this will need to go in your bio (profile) so decide on the key page to link to.

Multiple links:

Alternatively if you have many links you can use

[Linktree - a free third party app](#)

that allows you to have a page with multiple links.



Creating visual assets

Social media is very visually led. We know that your museum is unlikely to have access to a designer on tap but there are some great online tools to help you produce your own visuals on a budget specifically to support your online campaigns.



[Canva is a great tool for creating visuals](#). You can create an account for free and have a play with their templates – they helpfully have set templates and sizes for all of the social media platforms so you can be confident that what you are creating will specifically fit the specifics of Twitter, Facebook etc.

Search engine results

Potential visitors might not be searching directly for your museum but rather for things to do in the area. Explore the information available to online audiences through specific search engines and where else you might appear in a search.

Start with Google as 92.18% of the world's market share of search engines ([Oberlo 2021](#))

- Do a specific search for your area and note what websites appear in the top 10 results.
- On this list of sites are any possible to amend directly or make contact with these third party sites to update your information?

Likely to be very high in the search engine results pages in area searches for 'things to do':



Tripadvisor

- Do you have ownership of your listing on Tripadvisor? (check with key people in your organisation before trying to claim this) <https://www.tripadvisor.co.uk/Owners>
- [Claim your Tripadvisor listing](#) if you do not own this already.
- Access the listing and change any relevant opening details and update the content.

Your local area **Destination Management/ Marketing Organisation**

For example: Visit Bristol, Visit Bath, Visit Somerset, Visit Devon etc.

Do you have a listing on here? Often they are memberships – explore this and if you are already listed then contact them to update this and share any new visual assets.

Google My Business



This is a free tool from Google that helps business owners manage their online presence across the search engine and Google's growing functionalities.

[Google My Business](#) can offer the greatest impact for organisations seeking to increase local exposure. It will boost your:

- Presence on Google maps
- Search optimisation for ranking higher on Google's search engine results pages (SERPs)

You can manage the listing from the Google My Business app which might be easier (but consider who's phone is being used and continuity for other team members going forward)

Start your Google My Business listing

- 1) Conduct a search to see if your business has one already – it is likely there is a Google My Business listing but you might need to claim it and verify it.
- 2) If the business listing has already been verified (check first that it is no one in your organisation) and then you can [follow these guidelines from Google](#)
- 3) Build your profile – you need to confirm the 'business name' and then your main 'business category' – *Museum* will appear in the autofill options
- 4) You will then be asked if you want to "add a location customers can visit, like a store or office?". This is essential information as it is what will appear in Google maps.
- 5) Once all of their questions are completed you will [verify your business via a Postcard \(through email\)](#). Google note that this can take up to 14 days but within 7 days is probably realistic. This will include a verification code which you will need to verify the account.

Once set up you are able to edit various elements of your listing including [setting special opening times](#).

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