

Social Media Engagement: Empowering People at the Coffin Works



Sarah Hayes, Museum Manager



Aims of Talk

1. What has been achieved through our social media.

- How we've empowered volunteers and engaged people - a way of showcasing, saying thank you, and well done.

- Raising profile and managing perceptions.

2. Why heritage organisations should embrace social media. It's a tool for everyone!

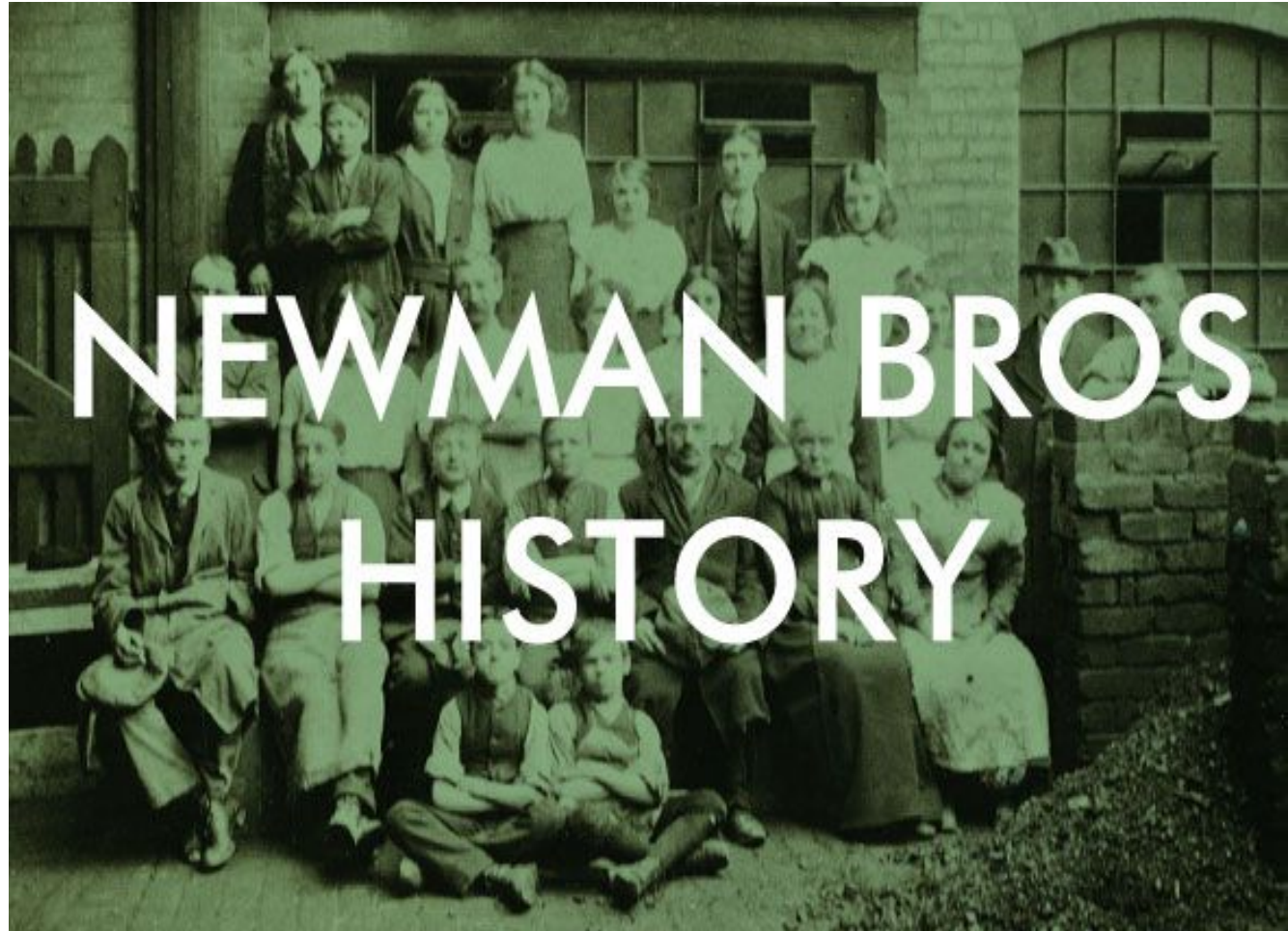
3. Never about marketing, it was always about engagement.

4. How to achieve the right recipe!



History of Newman Brothers

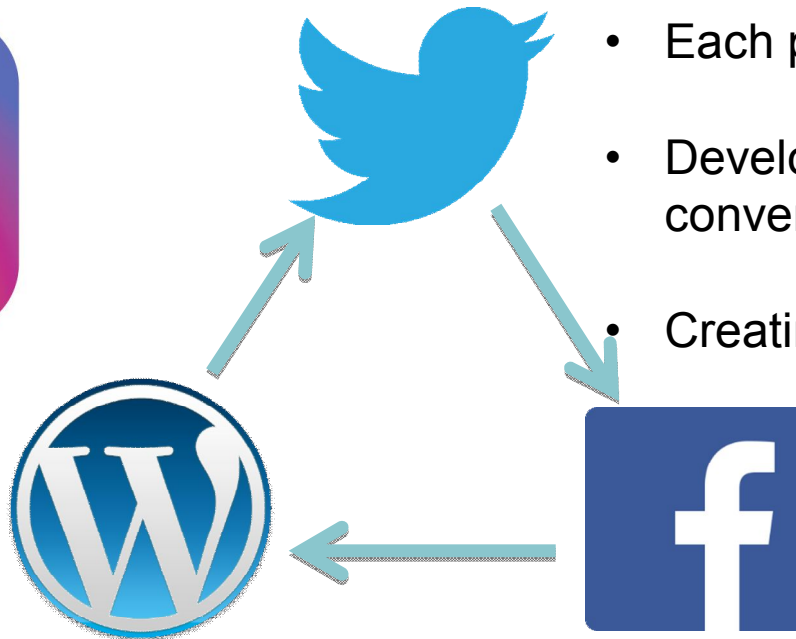
- Established in 1882
- Originally brass founders
- Began making coffin furniture in 1894
- Produced coffin fittings for the great and the good.



A building preservation trust putting people at the heart of the story



Our social media rationale



- Each platform supports the other!
- Develop stories through conversations and engagement.
- Creating a brand.





Manage Public Image

Become more
approachable –
translates into visits

Content creation –
learn what public like/
get to know audience

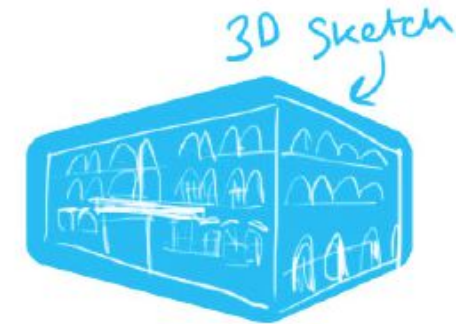
Create a
recognisable
brand and voice

IT'S BRIGHT. IT'S CONTEMPORARY.

At this concept stage, we'd like to introduce a bright colour palette that could be used across the brand to really show off the vibrancy and creative nature of the Coffin Works, and those who work and play in it.

Our initial thoughts on type include using the Futura font seen as the basis for the Coffin Works logo being utilized as a large bold heading, followed by the use of a clean and easy to read (as well as easily accessible) font such as arial. Arial compliments this look and feel, and is widely used both on PC and Mac, making it a good choice for the supporting font.

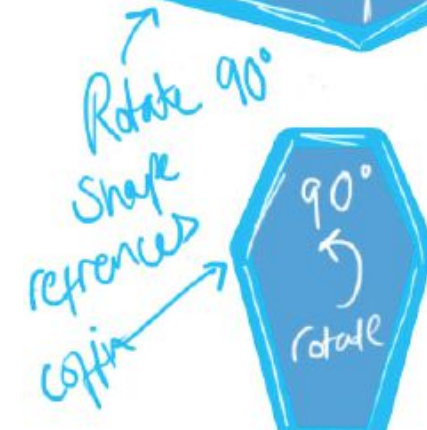
The way the fonts should be used is what is important, and this will be outlined in the brand guidelines.



ice,

the

ing



LOGO



+ MESSAGE

CREATE

+ TYPEFACE

MONTERRAT
MONTERRAT

+ COLOURS



+ IMAGES



Our Twitter used to be morbid!



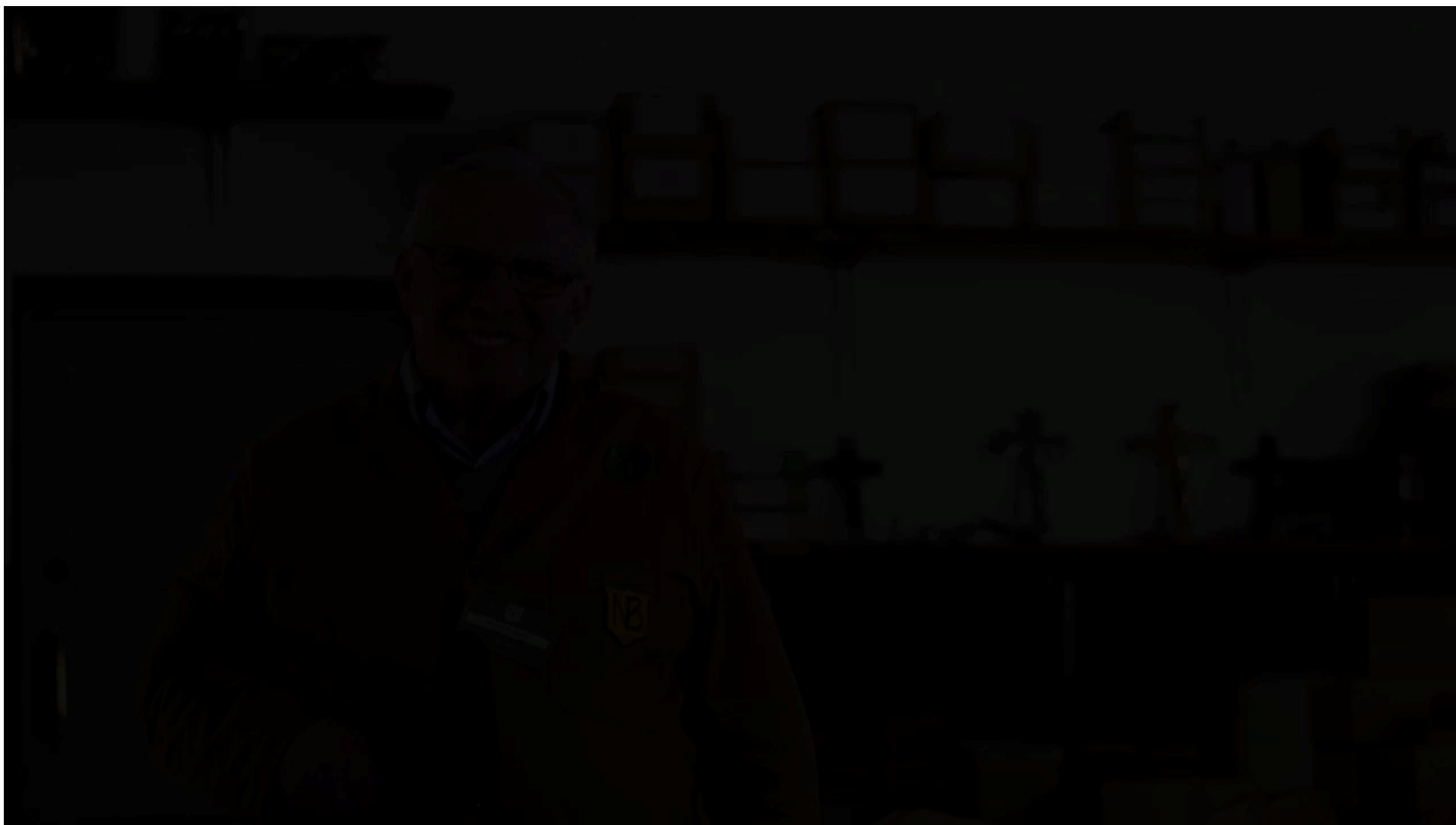
People like picture of people!











Worth £15,000!



Coffin Works @CoffinWorks · 7 Dec 2016

Thank you & congratulations to Neville who has been awarded his platinum badge for giving over 800 volunteer hours to the Coffin Works!



← 2 ↻ 2 ❤ 12 ||

the
**COFFIN
WORKS**

Make the most of a moment

Top media Tweet earned 5,151 impressions

We made the [@birminghammail](#) and what a great feature it is too! Read all about our 'crowning glory' here: [brumpic.com/home-blog/2017...](#) [pic.twitter.com/VFBepFq90e](#)



1 20 23

Boost post ☒ Active



You are targeting **people who like your Page and their friends aged 30-65+ who live in 1 location.**

[Show full summary](#)



This promotion will run for **7 days.**



Your total budget for this promotion is **£7.00.**

390

People Reached [?]

36

Engagements

£1.48

Total Spend [?]

Actions

People

Countries



the
**COFFIN
WORKS**

Facebook's breakdown by gender is **55% female**, and **45% male**.



The average user is

41

years old.

65% of users on Facebook are over

35

Twitter users over-index as female compared to the rest of the Internet's base. (**55% f vs. 45% m**)



72%

of the active users on Twitter are between **18-49 years old**.

VOLUNTEER WITH US

Bring It back for Brum



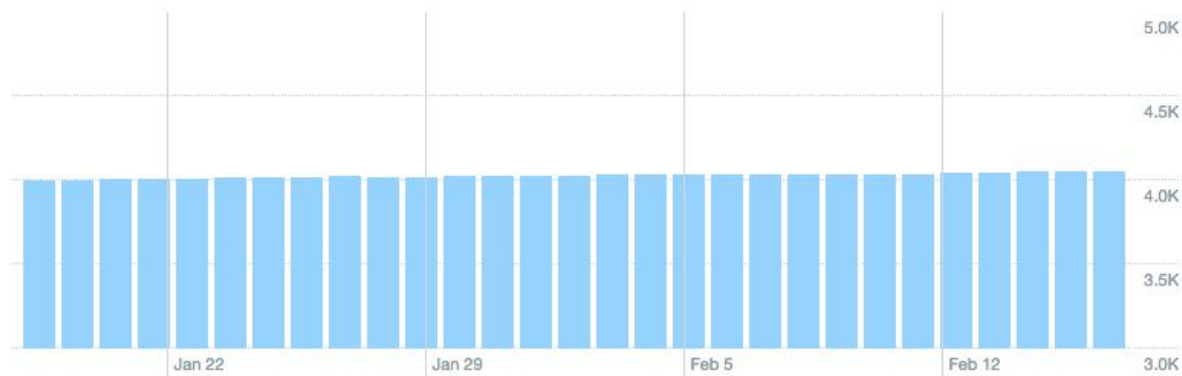
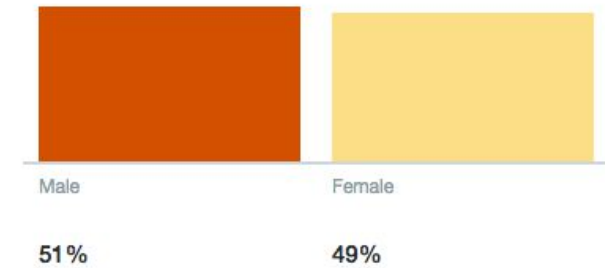
Working with others!



Interests

Interest name	% of audience
Business and news	70%
Comedy (Movies and television)	58%
United Kingdom	56%
Performance arts	54%
Politics and current events	50%
Books news and general info	46%
Movie news and general info	46%
Music festivals and concerts	44%
Science news	41%
Design	38%

Gender



5.0K

4.5K

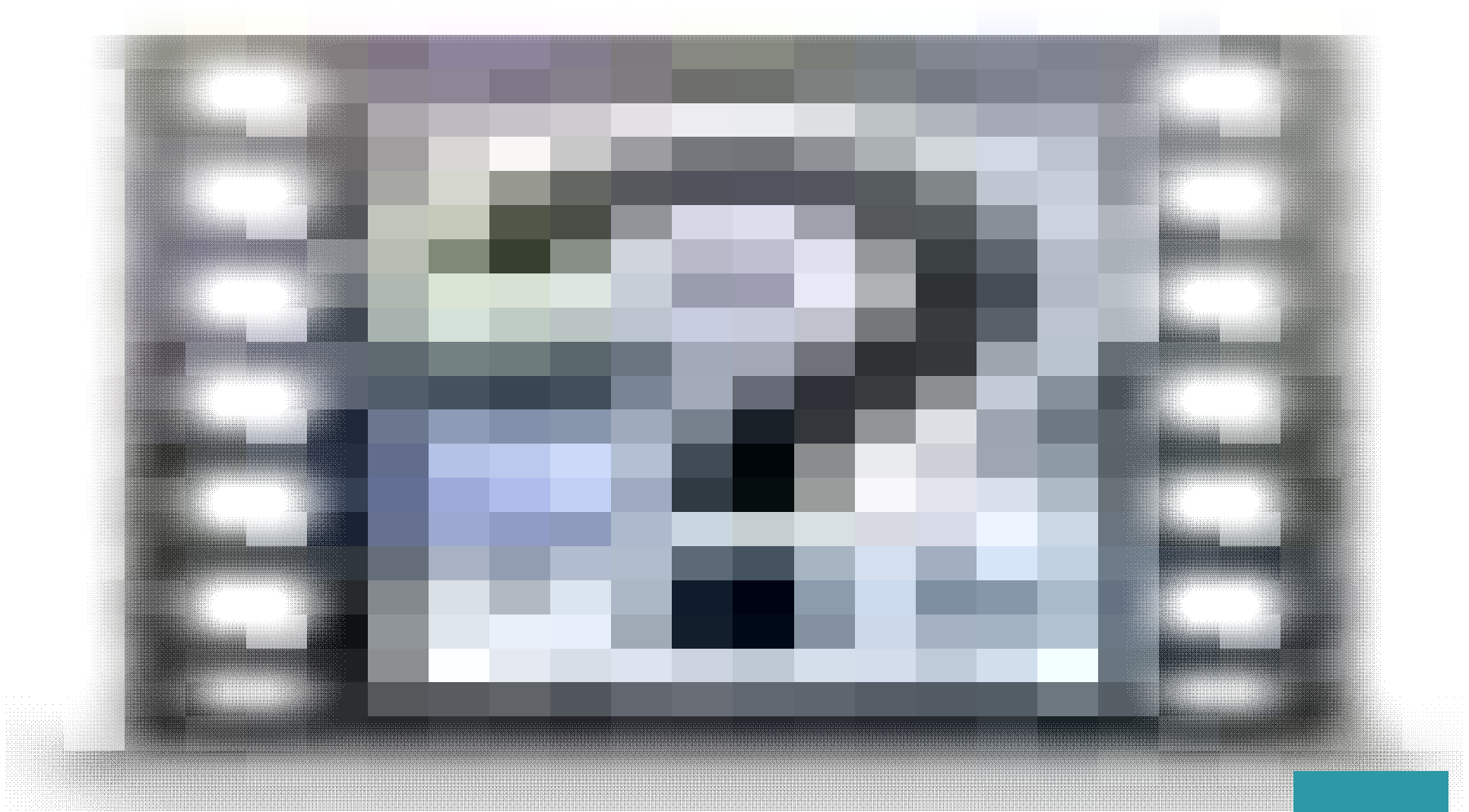
4.0K

3.5K

3.0K

Your current follower audience size is **4,051**
That's **54** more than the same time 30 days ago. You've gained around 2 new followers per day





Questions

