



# How to Use Facebook to Grow Your Audience

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**Simple How-To Guide on Using  
Facebook Advertising Effectively**

# Facebook Ads: Raise Awareness About Your Museum

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Whether you are planning an event and need people to come, or you just want to raise awareness about your museum, social media is now becoming a standard in outreach. With hundreds of millions of people using it, Facebook is the kingpin.

If you're like most museum professionals that we talk to, you want **more people** in your museum. You may already be using Facebook and have thousands of fans. But we want to give you some tips and tangible steps you can take to use Facebook's Advertising platform as an effective tool for getting your message out.

**We've got two words for you: Facebook Ads.**

The whole world of Facebook ads can be incredibly powerful for reaching the *specific* audience you want to come to your museum.

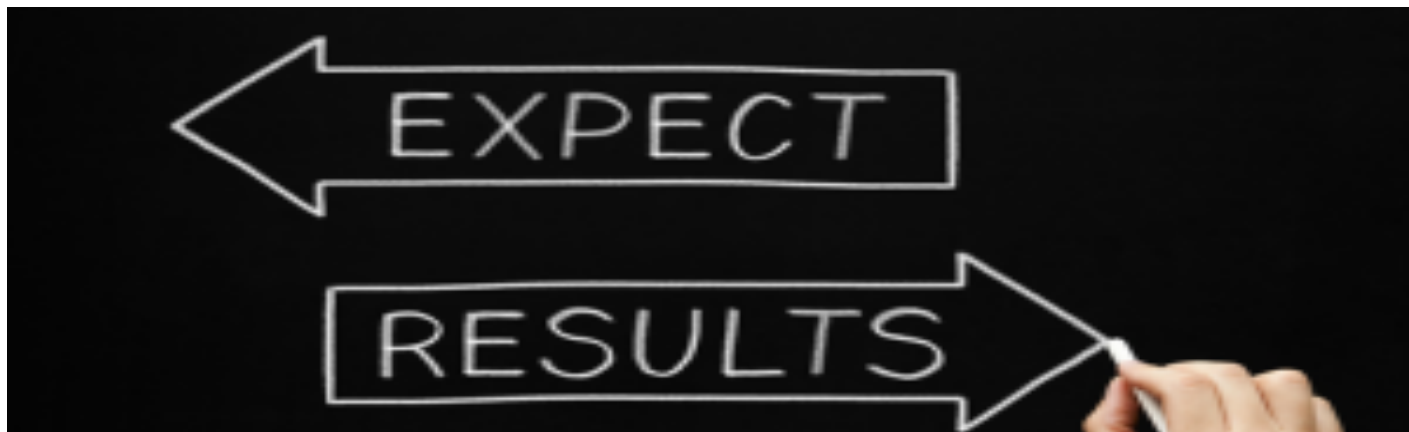
Whatever audience you want to reach, **Facebook Ads are your new superpower.**

And, like any superpower, it can take some time to understand how to use these powers *effectively*.

That's where Museum Hack comes in. We have used the past few years of our experience, along with a [great article from our friends at OkDork](#), to create a "how-to" for working with Facebook Ads.

We have spent thousands of dollars on Facebook advertising, and we want to save you from making some of the mistakes we've made. Here are some simple tips on how to use Facebook Advertising to raise awareness about your museum and events.

# What To Expect With Online Advertising



- 1. Be patient.** It can take anywhere from a day to 6-months to get your online advertising to a place where you *really* start seeing results. This isn't an overnight solution. Instead, it's a slow, incremental solution that you'll need to invest in over time.
- 2. Not every advertising channel will work for everyone.** Just because something works for *one* museum, doesn't mean it'll work for *every* museum. You've got to know your audience, test if Facebook Ads works for your target demographic, and *then* keep trying until you find what works.
- 3. If Facebook Ads do work for you, invest as much as you can, while you can.** If Facebook Ads works for you, you want to invest *hard*. After all, if this is working for you, it'll look like you put \$1 in and get back \$3. When you start to see results, play around with how much you're pushing — if you find that you get to a point where Facebook Ads stop working, plateaus, or has a negative effect, slow down! But until you get there, press on!
- 4. Advertising blindness will happen.** Quick — what's the last commercial you saw on TV? Nothing really coming to mind? This is pretty common. With repeat exposure, you become *blind* to ads. The same thing happens on Facebook. **Your museum advertising will decay.** You'll want to refresh your ads every 5-7 days, changing the text and image, to make sure you're not endlessly repeating the same message to your audience.
- 5. Getting your message out is all that matters!** If your friend with a marketing job starts talking to you about click-through-rates (*the percentage of people who click on the ad*), don't get overwhelmed. Just focus on getting your message out and becoming familiar w/the platform within your budget.

# Getting Started With Facebook Ads

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There are a lot of complex guides out there about how to get started with Facebook Ads. We believe that you'll be better off by starting simple with a small first project to reach your audience.

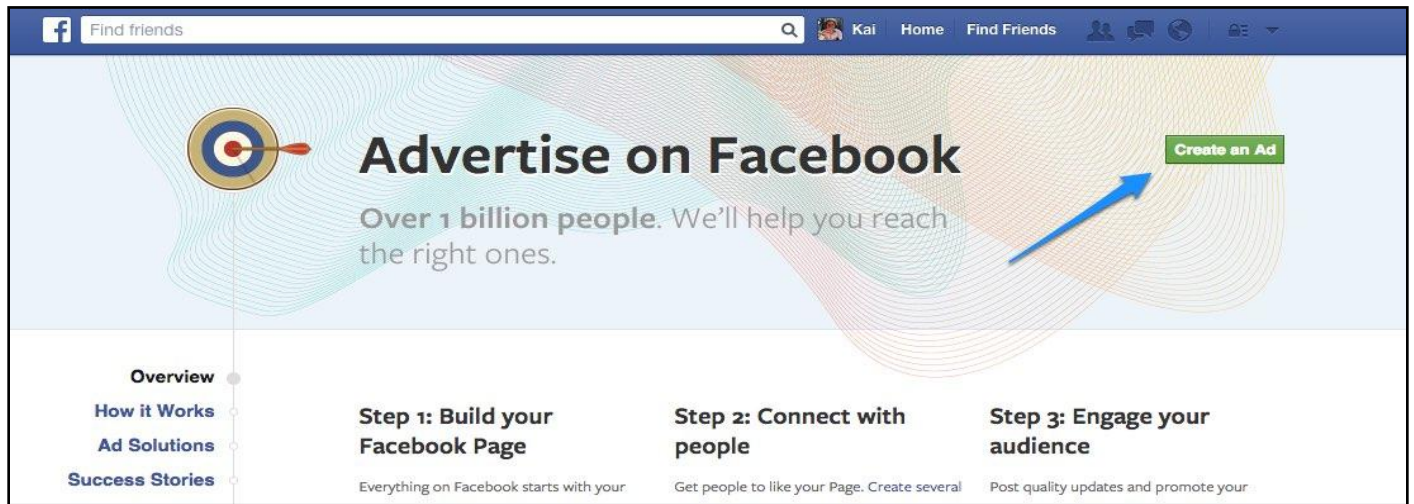
In this guide, we're going to focus on the basics and help you get started with advertising so you can reach your local community.

**We will show you how to::**

1. [Create Your Facebook Campaign](#)
2. [Create Your Facebook Ad](#)
3. [Choose Your Interest Group](#)
4. [Find Your Target Audiences](#)
5. [Budget and Price Your Facebook Ad](#)



# Create Your Facebook Campaign



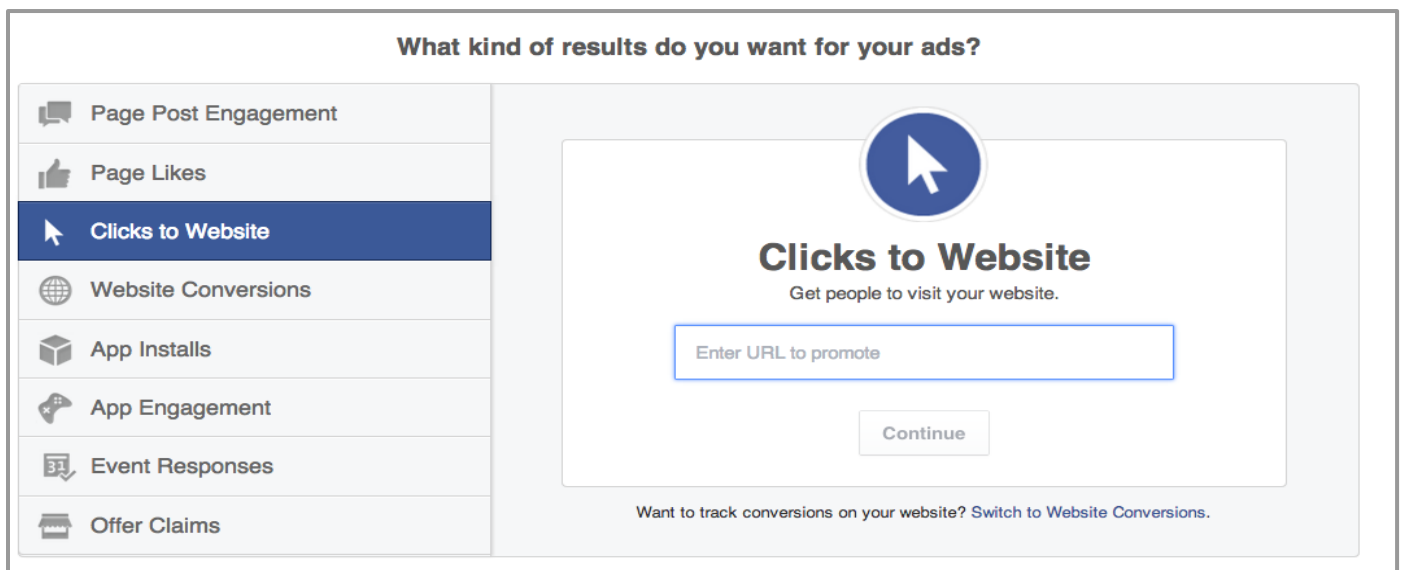
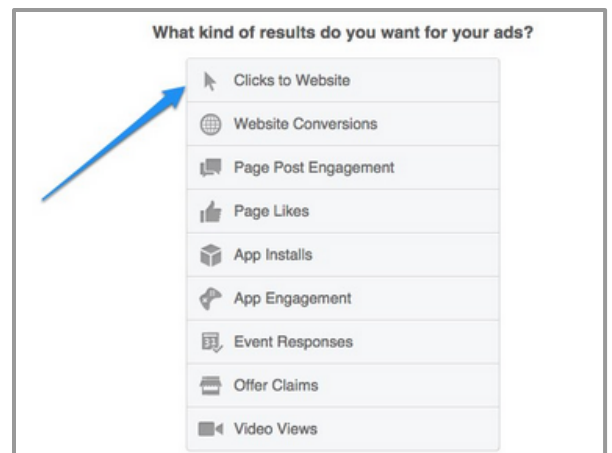
**Go to Facebook and click 'Create an Ad'**

<http://facebook.com/ads/>

**Choose 'Clicks to Website':**

You can do website conversion, but we'd suggest waiting on that. Remember: we want to get started with Facebook as simply as possible.

Enter the address for your museums website in the 'Enter URL to Promote' area.





# Create Your Facebook Ad

## First, Create a Facebook Fan Page

You need a Facebook Fan Page to place ads in the newsfeed. If you don't already have a Facebook Fan Page, you can create [one here](#). It's free and will just take a few minutes.

For your ad, keep things **fun** and show **real people**. Pictures of objects from your collection or archives or of just the museum building aren't going to attract a lot of clicks. People respond to photos of people. Happy people. Smiling people. You want to show pictures of people doing things and having a good time.

Try to create an ad that uses text that sounds natural. How would you tell your friend about an upcoming event? *Make your ad sound like that.* If you sound like an advertisement, people will ignore your ad.




# Create Your Facebook Ad


What text and links do you want to use? Help: Editing Adverts

Connect Facebook Page


Choose a Facebook Page to represent your business in News Feed. Your advert will link to your site, but it will show as coming from your Facebook Page.

 Museum Hack


or [Turn Off News Feed Adverts](#)

Headline 

Exclusive VIP Night Tours

Text 

The best way to see the Met is at night. Our VIP tours are sexy, classy and exclusive.

Call To Action (optional) 

[Learn More](#)


[Hide Advanced Options](#)

News Feed Link Description 148


Check the dates to book on our next VIP Night tour. |

ADVERT PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

 **Museum Hack**  
Sponsored

The best way to see the Met is at night. Our VIP tours are sexy, classy and exclusive.



Exclusive VIP Night Tours

Check the dates to book on our next VIP Night tour.

MUSEUMHACK.COM [Learn More](#)

✓ Mobile News Feed Remove

✓ Partner Mobile Apps Remove

Let's take a look at what's going on here:

1. Choose the **Facebook Fan Page** to connect the ad to
2. Enter a **headline for the ad**. Tell your audience what you're posting about.
3. Enter the text for the ad. Use the text to **give the reader a reason to care**.
4. Define a 'Call to Action' for the ad. (Choose "**Learn More**" We found it converted better than the other ones and versus having nothing.)
5. Enter the News Feed Link Description. Use this to tell your audience what **they should do to get the benefit of the ad**
6. Make sure this reads 'Desktop News Feed'. This way, your ad will **only show up in the newsfeed**. That will help get the best results possible.

# Choose Your Interest Group

With your ad, you'll want to choose an interest group to target. Don't know who your first interest group to target is? **We'll give you a few options to figure it out:**

**First**, can you think of a guest or person that fits the profile of the kind of person you're looking to have come to your museum? Can you think of 10?

If you can, search their email address or name on Facebook. Then go to their 'likes' on their page and create a spreadsheet of their common interests.

What we're looking to do here is find things you can target that your audience is interested in. Look for ~1-3 similar likes across these 10 people in your community. That helps you target the right people.

Here's an example of how to find someone on Facebook and then see their likes.

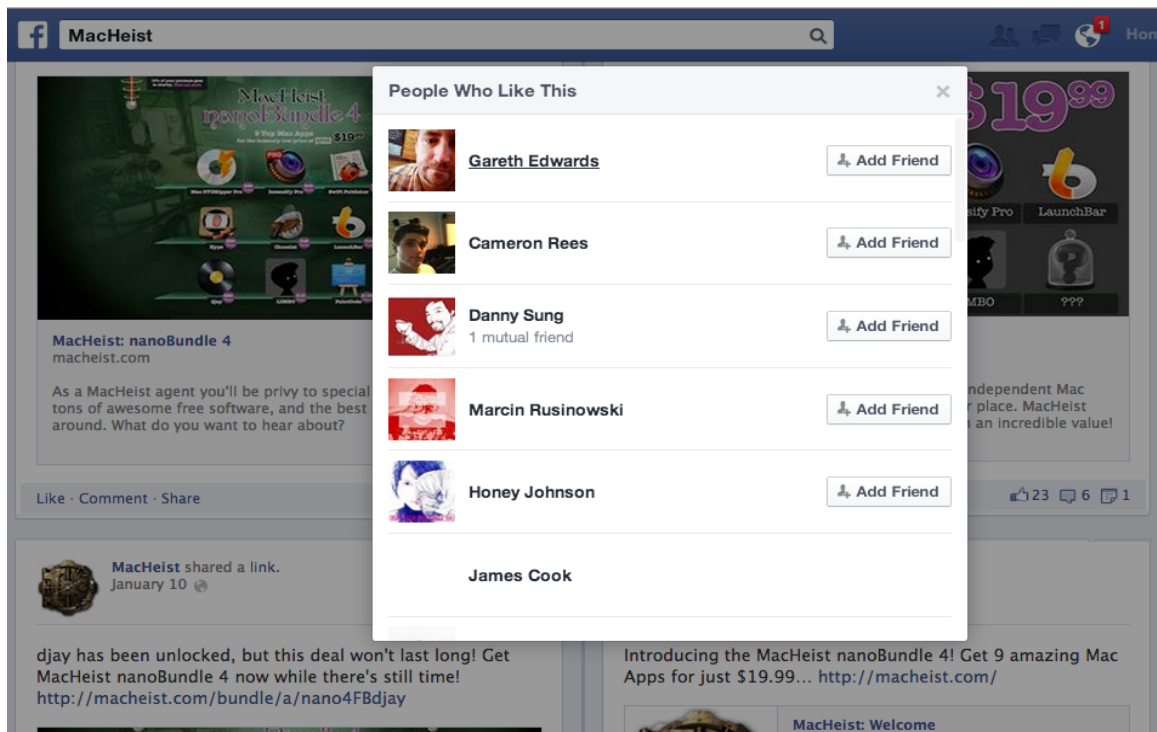
The screenshot shows a Facebook profile for Mark Kennedy. The profile picture is a young man with blonde hair. The cover photo is a woman with her hands behind her head. The 'About' section is expanded, showing a list of categories on the left: Overview, Work and Education, Places He's Lived, Contact and Basic Info, Family and Relationships, and Details About Mark. The main content area shows three items: 'Co-Producer at Arethusa Speaks and VIP Sales & Associate Staff Manager at Museum Hack' (with a small profile picture), 'Studied Theatre at Whitman College' (with the Whitman College logo), and 'Lives in New York, New York' (with a small profile picture). A dropdown menu is open from the 'More' button, showing options: Places, Music, Films, TV programmes, Books, Likes, Events, Groups, Reviews, Notes, Instagram, SoundCloud, and Etsy. On the right side of the page, there are links to 'Mark's phone number', 'mkennedy@gmail.com', 'Mark's address', 'dhoc.tumblr.com', and 'number'.



# Choose Your Interest Group (continued)

**Second**, is another museum running a similar event or exhibit? Or does a company in your area have a fan page with the kind of people that you're looking to attract? Go and look at the people who liked their pages. Click on their profiles and do the same with above: find out their similar 'likes' and interests.

**Finally**, if those don't work, try clicking on a museum or venue that is similar to yours. Look at ~5-10 of their fans. What similar interests do they have?



**WARNING: DO NOT** let Facebook recommend broad interest categories for your ad. **We tried this, it didn't work!**

Facebook's goal is your money. They want to show your ads to whomever is most likely to click. But it's your job to ensure it's targeting people that will *actually* come and be interested in your museum.

# Find Your Target Audiences

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## Narrow Your Target Audience

When we first started advertising Museum Hack, we tried to target audiences with less than 10,000 people. That means, based on the demographics (age, location, etc) and interests, we wanted to target a 'group' of people with less than 10,000 members. The more narrow and refined your target group, the more likely you'll be able to generate interest in your museum. If your audience is too broad, narrow down your selection geographically.

## Age and Gender

For the age and gender category for your ad, look at the demographics of the kind of people you are trying to attract to your museum. You can also look at the people who you categorized earlier. Are they of a similar age and gender? Then use that! The narrower you can target your people, the more effective your ad will be.

## Other Categories

For the other categories: Languages, Connections and more Categories, try not to touch these in the beginning. For now, try to streamline the process so you can start getting results as soon as possible.

## Countries, Cities, and State

You're targeting people in your city and/or region. To get started, pick your city. Remember: the more narrow your audience for this ad, the more successful you'll be in directly speaking to them.

**WARNING: Do Not Buy Likes:** Facebook controls that communication with your customer, you don't. When you post to Facebook, you unfortunately have almost no say on how many people it will reach. You really want to work on creating relationships on social media, people will be more likely to get involved. It makes sense to create a free fan page and promote it but do not spend money towards it like this, especially in the beginning.

# Budget and Price Your Facebook Ad

Our best advice here would be to **start small**.

Set your daily budget at \$3.33 (this'll ensure you don't spend more than \$100 a month). Here's what that looked like when we set up a test campaign (named "Young Professionals Night") for this article:

Aim to pay \$.75 a click. (Don't worry if that seems high; it's only 4.4 clicks/day). The point is to get some clicks to your ad going and then you can lower the amount as you learn.

The screenshot displays the Facebook Campaign Setup interface, divided into two main sections: CAMPAIGN and BIDDING AND PRICING.

**CAMPAIGN**

**Campaign and Budget** (New Campaign · Use Existing Campaign)

- Name**: Young Professionals Night
- Budget**: Per day ▼ \$3.33
- Schedule**:
  - ☒ Run my campaign continuously starting today
  - ☐ Set a start and end date

**BIDDING AND PRICING**

- Bidding**: Bid for clicks ▼
- Pricing**: You will be charged every time someone clicks on your ad.
  - ☐ Automatically optimize your bid to get more clicks
  - ☒ Manually set your maximum bid for clicks (CPC)
    - \$0.75 max. bid per click

# Using Facebook to Grow Your Audience

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We know- it's a lot of information. To help you get started, here's a quick checklist of the steps to get started:

1. **Think about your audience for these ads.** Who are you trying to reach? What type of person? Where do they work?
2. **Decide what you're asking them to do.** When you reach them, what action are you asking them to take? Register for an event? Come see an exhibit? Something else?
3. **Set up your Facebook campaign.** Go to <http://facebook.com/ads/> to get started.

As you move forward with your campaign, always think about that visitor. After all, Facebook is just a tool — a tactic — to get more visitors in your door.

Your (and our) end goal? **More people at your Museum.**

If you need any help with Facebook Ads, we'd love to offer a consultation on how you can start using social media to get people interested and involved with your museum. Send an email to [info@museumhack.com](mailto:info@museumhack.com) for more details.



# Meet Museum Hack

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*This postcard handed out after every tour; Museum Hack believes it, and thinks you should too.*

Good museums enliven our curiosity, feed us beauty and wonder, and create opportunities to connect—basic human experiences that everyone enjoys.

Museums inspire and they offer opportunities for discovery and fun, and are the cultural touchstones of many communities.

**It's not the museum that most people don't like; it's the experience.**

Museum Hack is changing that and we are working hard to make museums the centers of culture, education, excitement and inspiration that they are meant to be.

**Think less tour and more adventure.**

Museum Hack produces two-hour jaunts which facilitate experiences that allow visitors to savor the works that resonate with them. We focus on inquiry, storytelling, movement, photo challenges, and a little sass. Our team is made up of research-loving interdisciplinary thinkers on fire with enthusiasm to share the museums they love.

Museum Hack wants to help museums brighten their image and attract new audiences. We consult with museums on strategies to bring in new visitors, especially Millennials. We also provide workshops and presentations for docents, guides, and other staff.



# What does “Hack” mean?

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*Interactive storytelling - using quests as characters in imaginary situations - helps our tour guides bring the works of art to life.*



*Guests on a Museum Hack tour enjoying a painting at the Metropolitan Museum of Art.*

Hack (v): to study the elements of a system so well that you can manipulate them to make into something new.

## **1. We hack museum content.**

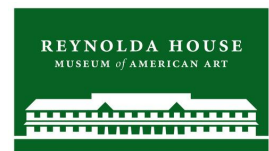
We dig through the collection and celebrate its underdogs, those works in corners and halls that you would never expect to have amazing stories. We also revisit highlights, and use our brand of “reverent irreverence” to make them approachable, engaging and fun!

## **2. We hack the museum experience.**

We break conventions, but not rules. Our informal, sassy attitude helps people overcome assumptions about museums, be themselves, and have more fun than they thought they could have in a museum. We encourage them to have opinions and to share them! We take photos, play games, offer challenges and turn visitors into tour guides. This gets them to see a theme, to think critically and to choose what they like. It offers them ownership of an object, and it gives them something to share.

"There are people out there who can be excited by a memorable museum experience- they just don't know it yet. **Museum Hack is reaching those people.**"

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Sarah R. Smith  
Director of Marketing and Communications  
Reynolda House Museum of American Art

# Recommendations from professionals

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**“I love Museum Hack’s spin, fun facts, and museum selfies! Nice, updated approach that helps the Museum feel fresh, fun and relevant.”**

*Nancy Proctor, Deputy Director for Digital Experience at the Baltimore Museum of Art  
and former Head of Mobile Strategy and Initiatives at the Smithsonian*

“Working with Museum Hack is a step forward in our exploration of how we make memorable connections with people before and after they set foot in the museum.”

*Sarah Smith, Reynolda House Director of Marketing and Communications*

“What this Museum Hack gallery demonstrates is that we’ve created an opportunity for people to look at the objects in our collections in a very personal way. That’s when transformational moments happen – when you see a painting, an archival image, or piece of historic furniture and it adds to your own life experiences. You don’t need an art history degree to know what paintings make you feel happy or what archival object reminds you of home.”

*[Elizabeth Chew, Curatorial and Education Division,  
Reynolda House](#)*

“We teach visitors about the accession numbers at the beginning of the tour, showing them how to access the Met’s online collection. I have found my groups use the accession numbers to figure out provenance about a work without any prompting. Before the tour, many of them had no idea what the decimal number on the label was.”

*Nora Boyd, Museum Educator and Museum Hack Tour Guide*

“Museum Hack brings a new perspective, a challenge to the notion of what we think art is, rather than a deconstruction of what we know about museum tours.”

*Valeria Gasparotti, writing in Smithsonian 2.0’s  
review of Museum Hack*

# About Museum Hack

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*Guests on a Museum Hack tour enjoying a painting at the Metropolitan Museum of Art.*

Museum Hack officially launched in 2013.

As of October 2014, we:

- Have 10+ VIP tour guides. [Meet the team.](#)
- Give approximately 20 private tours per week to VIPs and companies like Google, Adobe, PayPal, and Deutsche Bank.
- Rank in the [Top 10 on TripAdvisor](#) for New York City and [All 5-star Reviews on Yelp.](#)
- Press features [on PBS](#), [The Wall Street Journal](#) ([again in the WSJ](#)), and [many more.](#)

**Our ideas and techniques aren't brand new;** they're familiar to the Museum world. But we offer accessibility and relevance by being interactive, personalizing our events, using social media, and being genuinely passionate. (Oh, and did we mention, fun?)

**Let us help you and your museum grab and excite a new audience in your town.** Our unconventional approach is guaranteed to bring new ideas—and valuable new audiences.

**Email to [info@museumhack.com](mailto:info@museumhack.com) or call Nick at +1-212-203-2729 any time.**