Social Media Wiki

Social Media Wiki Home

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Social Media Wiki

This is the home of the Getty's Social Media Wiki space.
The working Social Media Committee has initiated this wiki to document and collaborate on guidelines and best practices for Getty staff using social media.

We hope that Getty staff will use this space for the following purposes:

- as a resource to learn about social media
- to share information about social media projects across the Getty with colleagues
- to document social media projects and best practices for specific Getty presences on social media platforms

> ✅ **Contribute to the Wiki!**
> This is a living document. We expect it will be updated and changed continually, as the social media landscape changes, and as we learn more about our audiences. To this end, we encourage staff to add contributions to, and edit these pages! Please contact Susan Edwards (sedwards@getty.edu) if you'd like to have access to edit the wiki.

The Social Media Committee members can edit this space.

1. Getting Started

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Guidelines for Setting up Getty Spaces on Social Media Platforms

Get to Know the Space

Explore the platform descriptions on this wiki (available by clicking the name of the platform in the contents links, on the left of this page). These give an overview of the features of various social media platforms, along with ideas about the kinds of goals well matched to each platform.

- Standards and practices vary between Facebook, Twitter, and other platforms. Before jumping in, spend 20 minutes on at least two separate occasions just clicking around to listen and learn.
- The following online tutorials offer great introductions to various social media platforms. These were both developed within libraries and are now used to train staff in libraries across the country:
    - Learning 2.0's "23 Things" - A list of 23 small exercises to familiarize yourself with social media, broken down into a 9-week schedule.
    - Five Weeks to a Social Library - Self-directed online course about social software
- Find out if there is already a Getty presence on the platform. This is noted in the individual pages for each platform.
- Ask yourself if social media is the best way to accomplish your goals. As fun as it is, will it meet the needs of your project? Some great reasons include creating conversations/dialogue with our online audience, and sharing media and other online resources.

Set Goals

- Identify the **audience** you hope to reach. In social media, everyone starts with a network of intimates and builds outwards. You may need different strategies to connect with your initial network and then later develop expanded networks.
- Identify the main type of **content** you'll be creating: text, images, audio, or video? Make sure that the content matches your capacity.
- Identify **tone**: some social networks respond best to a very personal tone, yet you're also representing the Getty. Members of the Social Media Team are available to discuss how to achieve the proper balance.
- Identify the **frequency** for updates. Think about your long-term commitment to the project. Social media is about relationships; maintaining commitment and momentum is critical, but can be challenging.
- Identify your **goals** down and communicate these to staff in your department and program so they know why you're participating, and that you're open to ideas for updates.
- Be prepared to **reassess and amend** your goals after you've been at it for a few months and receive feedback from your audience.

Coordinate with Colleagues

- Share your plans with the Social Media Committee.
- Develop a Social Media Team of your own - we recommend a group of 3-5 staff persons. Working together on content development ensures coverage when staff are absent, allows colleagues to bounce ideas off one another, decreases chance of clerical and other errors, and fosters a cooperative spirit.
- Decide if other staff will be able to suggest content to the primary content team, and develop a simple workflow for this kind of contribution.

> ✅ **Contribute to the Wiki!**
> We encourage you to add your project description to this wiki to encourage information sharing and collaboration with colleagues. Contact Susan Edwards (sedwards@getty.edu) if you'd like to have access to edit the wiki.

Branding

- Getty logo guidelines: Please refer to the Getty Identifier Guide (PDF) on GO. The Getty logo should not be altered, and muct include the registration mark.
- Naming conventions: Physical spaces, programs, and departments at the Getty have official names. Please use these. Refer to the list of location names on the getty.edu style guide or ask a Getty editors if you're not sure.

Linking to getty.edu

- Naming your space
- Signing your "posts" or other contributions

Design and Images

- Please contact the Social Media committee if you'd like to design the look of your "page."
- Our social media platforms are an extension of our Web site. Therefore, images that cannot be used on getty.edu for legal reasons (privacy, copyright, and contractual agreements) also cannot be used on the Getty's social media platforms.
- Make use of images that are approved for use on third party sites. Each photo should be accompanied by a copyright notice, as required.

Technical Issues

- Quality of images
- Quality of video
- Hosting on getty.edu (i.e. blogs)
- Rss feeds from social media sites posted on getty.edu
- Managing comments: We suggest you use RSS feeds available on most social media sites to track comments

Ongoing Care and Feeding

Launching your project in social media is just the beginning. Have fun and be open to adapting, changing, and adding to your goals as the site develops. Remember that you are creating social relationships with your audience. Changes in frequency of communication, tone, and the people writing back to them (staff) will be noticed! Be honest and respectful with your followers and let them know about changes. If you need to suspend work on a social media platform, think about creating a plan for separation that allows for followers and staff involved to have closure.

2. Content Guidelines

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Content Guidelines for staff officially representing the Getty in social media spaces

This is adapted from the Walker's Blog guidelines:

You are representing the Getty

- The Getty's social media sites are a voice for the institution as seen through the eyes of its staff.
- When presenting your personal opinions about Getty programming, the arts community, etc., please be aware that the Internet is a highly visible form of communication. Your thoughts are only a click away from being seen around the world.
- Please do not disparage artists, organizations, or individuals. Being critical of an artist's practice is acceptable, when it is done is a professional manner.
- Be sure to read the The J. Paul Getty Trust Policy Governing Use of Social Media by Getty Employees (PDF), also available on GO.

Ways to Use the Getty's Social Media Platforms

- To engage with current visitors to the Getty Center and the Getty Villa.
- To engage with members of the Southern California community who have not yet been to the Getty.
- To engage with art lovers here and elsewhere whose experience with the Getty will be wholly virtual.
- To enter conversations around all aspects of the Getty: about art, antiquities, restoration, research, history, outreach, community and culture.
- To post material related to your department. (Submit ideas for articles about the art world in general to the Communications blog team.)
- To track areas of research interest, web sites about a particular topic, or happenings in a particular field.
- As a tool to point to related material on the Getty's Web site as well as external sites.
- To engage audiences in a different way by providing a behind the scenes view of what makes our programming possible.
- To receive feedback through comments and other online methods from Getty visitors and colleagues
- To promote Getty programming.

Restrictions

- Only use images approved for use on third-party sites, and always include complete and exact copyright credit. [note: need to talk to legal and rights people about this statement]
- Do not post material that is unlawful, abusive, defamatory, invasive of another's privacy, or obscene to a reasonable person.
- Get permission from colleagues before writing about them or using their photo.
- Wait to make any announcements related to programming until events are officially confirmed.

Copyright and Attribution

- When quoting any other publication (online or offline), be sure to link to the original (if possible) and use quotation marks or blockquotes (for longer texts).
- When using an image from Getty's image pool, contact the appropriate department and make sure the image is licensed for online use. Many images found on getty.edu have only been cleared for that specific use. Please check to be sure.
- When using a photograph found elsewhere on the Web, you must do one of the following:
    - Get permission from the original copyright holder (which may not always be same as the site displaying the image). Document receipt of permission.
    - Use an image with a creative commons license and include appropriate attribution
- Make sure images are properly credited, citing the source and photographer's name.
- See the Electronic Frontier Foundation's Bloggers' Legal Guide for more.

About Comments

- Have a discussion about whether you will moderate comments or not. The Getty's legal counsel should be involved in this discussion (usually Maureen Whalen). Depending on the social media platform, where the site is hosted, and what your content is, you may need to draft guidelines specific to your project.
- Post your guidelines for handling comments on the social media platform for the public to see.

If you *are not* moderating:

- You will probably need to have a statement on the site stating that the Getty Trust is not responsible for any comments made on the site (speak to legal).
- Someone should be assigned to handle any issues that may arise.

If you *are* moderating:

- One or more staff, in each department that posts on the social media platform should be responsible for checking comments.
- Offensive or questionable comments and spam should be deleted. Use your discretion to take down non-spam comments with objectionable content.
- Engaging with commenters when there is a disagreement is fine: debate gives a blog energy. But be patient when responding to comments (i.e. remember that you are representing the Getty in your online conversations, so please be respectful in your responses, even to the most unreasonable poster).

Goals and Objectives for Audience Engagement

GOALS AND OBJECTIVES FOR AUDIENCE ENGAGEMENT

Draft

The Getty is committed to disseminating knowledge, advancing the understanding of the visual arts, serving defined specialist communities as well as general audiences, and providing access both to our own research and scholarship and to the research and scholarship of others in the arts field.

Serving our audience is the core of our work; therefore, audience engagement is central to accomplishing our mission.

- **Our goal** is to foster substantial, long-term engagement with our communities by implementing all applicable and appropriate conversation tools, whether in-person, print, or Web, cutting-edge or tried-and-true.
- **Our strategy** is to align the conversation tools we choose both to the project and to the constituency in order to most effectively build community and encourage learning and sharing.

Goals for External Community Building

In selecting projects and tools, and in interacting with our audience, we will strive to:

- Improve access to the Getty's resources — including staff expertise, collections, research projects, and education initiatives — as well as associated rich content such as images, video, audio, and interpretive material.
- Transform our fundamental communication model from one-way to two-way, and, where appropriate, beyond two-way to multi-way.
- Listen closely to our audiences — their needs, ideas, and goals, as well as their perceptions of us — and use that information to continually improve our communication strategies.
- Harness the knowledge, expertise, and experiences of our constituents to make our work better.
- Show respect for and interest in new and existing audiences by communicating with them where they already are, online and offline.
- Provide welcoming, enriching, and safe spaces where members of the communities we serve can share ideas and points of view.

Goals for Internal Community Building

Those who engage in audience engagement projects will strive to:

- Match goals to appropriate conversation tools and strategies.
- Serve as a resource for management on strategies for incorporating mission-appropriate conversation tools into new and existing

projects, as well as for estimating and managing the associated workload.
- Build staff expertise, confidence, and interest in using conversation tools, and serve as a resource for best-practice implementation of these tools.
- Continually experiment with new and alternative ways to learn about and engage with our audience.
- Foster a climate in which multiple voices and perspectives are seen as an asset of the Getty.
- Model the appropriate use of conversation tools by actively demonstrating respect, collaboration, and openness in our work with colleagues across the Getty.
- Evaluate conversation strategies and freely share the results of these evaluations across the Getty.

This document is a working document, drafted by staff in the Web group and Communications who are working with social media and collaborating with staff across the Trust on social media projects, many of which are connected to on-site programming and the goals and objectives of those programs. We hope to add to, edit, and refine this document through discussions and input with staff across the Trust. Please feel free to add any comments and have a discussion below about the strategy outlined here — all thoughts and input are welcome!