



Meeting Minutes

November 2, 2022

Mickve Israel

In Attendance

Dr. Deborah Johnson-Simon	ADMI
Danielle Christian	Juliette Gordon Low Birthplace
Mary Grace	Juliette Gordon Low Birthplace
Elizabeth Srsic	Juliette Gordon Low Birthplace
Ginger Varner	Andrew Low House
Rebecca Eddies	Andrew Low house
Steven Smith	Massie Heritage Center
Sarah Logan-Reynolds	Juliette Gordon Low Birthplace
Caetana Ricci	GSU
Glenda Anderson	GHRAC
Kelly Zacovic	City of Savannah Municipal Archives
Katherine Fenno	GSU
Ayela Khuhro	Massie Heritage Center
Joe Stahl	Botanical Gardens
Alena Pirok	Georgia Southern University
Jami	Girl Scout 1st Head Quarters
Christian Carr	SCAD
Luciana Spracher	City of Savannah Municipal Archives
Juliana Sims	American Prohibition Museum
Jamie Credle	Davenport House Museum
Laura Seifert	Ft. Pulaski
Jeff Freeman	Davenport House Museum

Tara Kelsey	Massie Heritage Center
Billie Stultz	Savannah African Art Museum

Institutional Introductions

- Institutional Updates have been moved to the end of the meeting to give time to our presenter.

Board Updates

- Approval of meeting minutes from October
 - Motion to approve - Dr. Debora Johnson-Simon
 - Seconded - Glenda Anderson
- Treasurers Report
 - Membership drive is complete
 - Audit for November! We have records!
 - Info on the audit will be given out at the next official meeting.
 - Treasurer's Report will be emailed out to Listserv membership.

New Business

- Membership renewal
 - 15 individual members
 - 28 institutional members
- List Serv
 - 4 weeks after the membership deadline comes to a close the listserv will be purged of old contacts
 - Sign-up deadline is October 14
- CMA Sustainability Committee:
 - Changes to the structure of leadership, operations, and membership for overall organization sustainability
 - Members are needed!
 - To Start in January!
- Reciprocal Admission Program (RA)
 - All RA Cards have been distributed at the sign-in of our November Meeting.
 - This includes all physical cards, guidelines, and FAQs
 - Suggestion is that a copy of all guidelines is given to frontline staff.
 - Site participation is optional.
 - 10 cards to Institutional members
 - 2 cards to individual members
 - 3 people may use the cards at a time, and the physical cards must be in hand.
 - A member from the participating site must be in attendance with the group.
 - The goal of the FAQ is how to use and not abuse the program.

- FAQ:
 - Reusable plastic cards that should last up to 5 years.
 - Renewable annual stickers will be given out at the beginning of each membership year to put on the reusable RA card. If your RA card does not have a dated sticker after the first year it is not valid.
 - QR Codes for guidelines, Participating sites, and FAQs
 - If you participate one year and not the next, hold onto your RA cards.
 - If you lose a card there will be a \$5 replacement fee per card.
- Kiah Fund
 - 2021 Kiah Fund to the Kiah Museum Fund
 - This was a program established by Virginia Kiah to provide development opportunities that benefit the CMA membership
 - Max of \$300 once per year.
 - This is to be followed up by a presentation to CMA membership
 - New proposed use of the Kiah fund?
 - CMA collaborative organization to engage the next generation.
 - Possible summer internship, mentorship, or shadow program for students.
 - Kiah Fund Grant to provide experience and institutional placement
 - Formal Proposal TBD

Alana: Great idea, can this be extended to sophomores?

Deborah: Great idea, as someone who has worked with the Kiah Museum and black museum anthropology at Savannah State University I think this is a good way to uplift Virginia Kiah's Legacy.

Joe: How much is left in the Kiah Fund? How much would the grant be?

Jamie: What would it be used for? A stipend for the membership site? This still needs to be flushed out.

Laura: We need to pay interns, it would make it available to more people and it is something that Virginia Kiah would very much approve of.

Ginger: Should we form a committee for this project?

A sign-up sheet was passed out for the interest in forming the Kiah Fund Committee. (See attached)

Joe: Can people outside of membership donate to the Kiah fund?

Tara: Yes, but any donations must be specified to what they are going to when donated through CMA.

Jeff: Can the Kiah Fund be increased from \$300 to maybe \$500? It has been \$300 for the last 15 years maybe it has come time to bring it up to the current day dollar market.

Glenda: What makes you all choose the college age group?

Luciana: I think we should focus on people who live here and have roots here. Students, that are in our schools

Glenda: What about a high school program? Rising seniors as a career introduction vs. an internship program.

Tara: Glenda, would you be interested in Chairing that committee?

Glenda: A polite no as I am lightening my commitments. hahaha

Tara: Lets table this topic until the next meeting or until we can get the committee formed.

Program - Pamela Knowles - Director of Content Marketing for Visit Savannah, Visit Tybee, Savannah Area Chamber of Commerce, and the Savannah Sports Council - Topic: How to start building your own content marketing strategy and storytelling on a budget.

“Content Marketing Strategies”

Your content marketing strategy is only as strong as what you put out there!

1. 3 Ways to boost your current content strategy
2. Tips to create quality social content
3. Determining the right content for the right plan
4. Q&A Discussion

What is Content?

Content is your way to tell a story! This can be done through the following methods:

- Videos
- Photos
- Editorials

Every minute of every day hundreds of thousands to millions of people are looking at content across a wide variety of social media platforms.

Platform	Number of Interactions per Minute
Google	5.7 Mil Searches
Discord	668k Messages
iMessage	12 Mil Messages
Clubhouse	208 Rooms Created
Snapchat	2 Mil Messages Sent
Amazon	\$283k Spent
Online shopping	6 Mil Online Shoppers
Strava	1.5k Shared Athletic Activities
Instacart	\$67k Spent
Venmo	\$304k Sent
Slack	148k Messages
Zoom	856 Minutes Hosted
Teams	100k Users Connected
Netflix	452k Hours Streamed
Youtube	694k Hours Streamed
Facebook	204k Photos Shared
Facebook Live	44 Mil Views
Instagram	65k Photos Shared
Twitter	575k posts tweeted
TikTok	167 Mil Videos Shared

3 Ways to boost your current content strategy

1. Easy to Find Business Information
 - a. Ex. Jepson: Look at the google knowledge info panel
 - b. Make edits through Google my business
 - c. Info should be shown above the fold
 - i. What can we see immediately before scrolling?
 - d. Make sure that all info on Visit Savannah is correct and up to date.
 - i. Visit Savannah is the Savannah Google for trip planning.
2. Active Social Media Video Presence
 - a. Keep a regular posting schedule
 - b. Meta is putting more weight on videos and reels over posts.
 - i. These videos can be short clips with quick facts
 1. The main point of them is to be short simple and easy to digest.
3. Feed the Google Monster
 - a. Words and images
 - i. Posting a minimum of 300 words per post on the website rich in keywords

Tips to create QUALITY social content

1. Quality content resonates with its audience.
2. Is it relevant?
3. Is it educational?
4. Does it have value?
5. Engage your audience.
6. Position your uniqueness.
7. Dream bigger.

Creating Content

- It's not about you! Know your audience.
 - Who is your audience? Be as specific as possible.
 - What does your audience need?
 - What do they want?
 - **Think more along the lines of Edutainment - Educational Entertainment**
- **4 Pillars of Content Creation:**
 - **Emotion**
 - Your audience wants to feel something. Anything.
 - Memorable content
 - Moving content
 - Enjoyable content
 - **All equals Sharable Content!**
 - **Information**
 - Give them content they can use
 - Educational
 - Hacks
 - Shortcuts
 - Tips

- Guides
- **Aspiration**
 - Makes the audience want to try something, do something, go somewhere
 - Motivates and inspires
 - Encourages audience to think towards the future
- **Identity**
 - Don't cast the widest net
 - Niche, targeted audience
 - Relevance = Value

PHOTO CONTENT 101

Tips for photo content and imagery!

- Use images with bright lighting
- Use an impactful or visually stimulating image that will stop them in their tracks
- Write a compelling caption
- Feature user-generated content
 - This means if you are tagged in a photo by a subscriber, follower, or fan. Re-post their work and tag them. It will cross-populate for your platform and theirs!

4 Things to Remember When Creating Editorial Content

1. Attention-grabbing headline
2. Write at least 300 words
3. Include 3-5 photos
4. Hyperlink key pages throughout each post

Determining the right content for the right plan!

FREE Content Tools to Start Using!

- EDIT PHOTOS | Easy Photoshop Editor: Adobe Express
- CREATE GRAPHICS | Adobe Spark or Canva
- WEBSITE CONTENT | Free WordPress themes
- VIDEO EDITOR | Splice Video Editor
- IG REELS & STORIES DESIGN | Temply
- Be a copycat! Watch, learn, and implement

REMEMBER, Social Media is a CONTENT SHARING TOOL!

- Follow your fellow CMA Member organizations
- Share and Repost your fellow CMA Member organizations
- Post an article on Facebook.
- Post it again on Twitter, Pinterest, etc.
- Create a short video about an article on Instagram (IG) Reels.

- Share Your IG Reel/Tik Tok via your IG Story.
- Create a long video about an article topic on YouTube.

The most important thing to remember is, Social Media is a publication! You can reuse and recycle content. Use it as a tool to share information, educate, and promote your organization, your events, and your community! Social Media is a community in itself and while there are millions of searches and views on social media, generally only about 2% of your online audience sees any given post as algorithms change and adjust daily!

Feeling Lost? Overwhelmed? Unsure of Where to Begin? No Worries!

A good starting point when creating your social media posts is to think about something simple! Ask yourself, “What are the 5 reasons someone should visit my site, organization, or institution?” That is your first post! Put yourself in the seat of the viewer/visitor and use that as your starting point.

Q&A Discussion

Danielle: User-generated permissions? How do you know if it is okay to repost someone else’s content?

Pamela: Direct Message (DM) them if it is not a paid ad.

Steve: Who makes graphics? Do you have to source that or pay for that?

Pamela: Most of us are non-profits and we are all on tight budgets. Some great free graphics software and programs are Adobe Spark for templates or Canva for quick graphics.

Ginger: How do you target specific audiences for each platform?

Pamela: Keep in mind posting times. In the backend of your social media is your analytic data, which will tell you your most active demographics and active engagement times. It is also referred to as the Meta Backend. Each platform has its own things that work more successfully than others, for example,

- Articles are more popular on Facebook (FB)
- Infographics are more popular on TikTok
- Reels and short info video clips are popular on Instagram (IG)

Don't be afraid to write a lot in your caption or description section. Think of the content as the hook that pulls the viewer in to engage with the post and want to learn more. That will guide them to look at your caption or description section and your other content. People like engaging with content that they can resonate with.

Joe: How do you approach people who do not often use this technology? Older generations for example.

Pamela: You can utilize other forms of content like visitor guides, visitor centers, and hard-printed copies. Rack cards and printed publications with QR Codes are still very popular ways of delivering informational content to visitors.

Steve: Is there a lot of data on Print vs. Digital (Social Media)?

Pamela: Print will never compare to Digital. Mainly for the reason that it is harder to track and it is based mostly on assumptions. Digital platforms have built-in algorithms that involve tracking your digital footprint. It's creepy, but very much legal.

Member/Institutional Updates

Davenport House Museum	Jamie Cradle	Holiday evening tours by candlelight December 26-December 30
Juliette Gordon Low Birthplace	Danielle	City of Savannah Lecture 6PM @ Birthplace
Massie Heritage	Steve	E.Shavers Bookstore Lecture Series: Andrew Lawler - Under Jerusalem November 13, 3 pm-4 pm
GHRAC	Glenda	Natural Disaster CEMA/FEMA Fire Department Inpsctions
Savannah African Art Museum	Billie Stultz	<p>Museum Lecture Series - Becoming Gendered: A look into subsaharan cultures, gender studies, and intiations. https://www.savannahafricanartmuseum.org/classes/becominggendered2022</p> <p>Museum Workshop Series - African Symbols: Past and Present https://www.savannahafricanartmuseum.org/2022-worksops/african-symbols2022</p> <p>Museum Rotating Exhibit - Culture, Currency, Continuity: The Significance of Cowrie Shells in African Art on view through January 2023 https://www.savannahafricanartmuseum.org/culture-currency-continuity</p>