A Partial Presence is No Presence: Public History Institutions and the Danger of Social Media

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MISCONCEPTIONS
- 243.6 million people use social media in the United States
- Free and effective tool to reach their audiences
- Minimal internal labor
- Easy to find active community

FACTS AND FIGURES

INTERNAL COMPLICATIONS
- Limited correlation between social media strategies and visitor attendance
- Difficulty maximizing visibility and paid advertisements
- Expectations of high visibility, high interaction, and successful advertisements
- High internal labor costs

EXTERNAL COMPLICATIONS
- Inability to communicate effectively with target market
- Unwanted comments and Interactions
- Potential Negative Feedback and Response
- Inability to meet target market expectations

CONCLUSIONS
Social Media offers an opportunity to merge history and individuals online, but it should not be considered the easy or only solution. Effective social media use requires consideration of the expectations of both audiences and public historians. Not every platform contains the target for material, or the effective outlet to convey information. Not all institutions can effectively utilize social media and deleting social media can provide a better opportunity for outside marketing to effectively reach audiences than ineffective social media accounts.