

Social Media Policy and Calendar

February 13, 2013

Adopted March 19, 2013

The Need for a Regular Social Media Presence

As part of its social media efforts, RHDC established Facebook and Twitter accounts in the fall of 2012. The bulk of the commission's initial postings dealt with two special anniversary events: the children's art contest and 50th birthday party. Special events provide great promotional opportunities for the commission but should not be relied upon to provide consistent content.

A regular social media practice should be established in order to ensure that RHDC remains in the public eye and takes advantage of these free publicity tools. Specifically, the commission should determine what type of content it wants to feature on its social media channels, figure out who maintains these channels, and develop a general calendar featuring annual events or known upcoming opportunities to incorporate into the commission's posts.

Using Facebook and Twitter

Each of these social media channels presents information in different formats. For example, Facebook can better handle long news articles and lots of pictures, whereas Twitter is best for quick announcements or breaking news.

Facebook

- Virtual profiles of individuals, businesses, and organizations
- Status updates used to announce events and news
- Users can "like" your profile, allowing them to see your status updates
- Users can also post comments or questions on your wall
- Handles large collections of photographs well
- RHDC's Facebook page can be accessed at:
[facebook.com/RaleighHistoricDevelopmentCommission](https://www.facebook.com/RaleighHistoricDevelopmentCommission)

Twitter

- A tool that allows users to send out short, 140-characters-or-less announcements called "tweets"
 - Given their character limit, tweets often link to content posted elsewhere on the web (and/or Facebook)
- Users can follow you to keep tabs, tweet questions or comments at you, or "retweet" things you've tweeted
- Names of users are prefaced with an at symbol (@)
- Topics are prefaced with a hashtag symbol (#)
- Topics that generate a lot of interest are deemed "trending"
- RHDC's Twitter handle is @DejaNEWRaleigh

When posting content, it may have to be modified slightly in order to fit both formats. It is also possible to upload content to both Facebook and Twitter simultaneously using a tool like TweetDeck (which allows the user to select if he/she wants a post to appear on Twitter, Facebook, or both) or SelectiveTweets (the user appends the #fb hashtag to any tweet he/she wants sent to Facebook, and it shows up on the user's Facebook profile as well).

Determining What to Feature

RHDC can feature content that is generated by the commission (routine actions and special events), content providing educational information on Raleigh's historic resources, and content that is generated by outside users with similar interests.

Commission Actions

Actions undertaken by RHDC and its members that could be featured in its social media platforms include:

- Landmark designations
- Historic overlay district (HOD) designations
- National Register listings
- *DejaNews* newsletter releases
- Public meeting notices
- Meeting agendas, including links to COA applications up for consideration
- COA meeting decisions
- Changes in commission's roster (retiring/new members)
- Special events and initiatives (receptions, lectures, parties, tours, conferences, etc.)

Educational Information

Another simple way to create content is to provide educational information. Landmark designation 'anniversaries' highlight local resources; similarly, calling out special projects and/or achievements from the past informs the public about the commission's work and its history of stewardship. Other topics that can be featured with some regularity include:

- 'Preservation in Action' (Construction projects featuring historic preservation elements)
- Threatened historic properties (after consideration of any political sensitivities)

Developing special feature posts that provide new looks at familiar sites should also be considered. For example, grouping landmarks together topically can provide the public with an increased understanding of local resources. Possible groupings include:

- Schools
- Chapels/Churches
- Modernist architecture
- African American sites

- Doctors' homes
- Industrial sites
- Former plantation homes
- Resources designed by a single architect
- Landmarks within a single HOD
- Restaurants/bars housed within historic structures

Content from Outside Groups

Finally, re-posting content from outside groups with similar interests is another way to maintain a regular social media presence. Recycling information from such groups not only supports other groups with likeminded interests—it highlights beneficial case studies, showcases partnerships maintained by the commission, and presents heritage-related opportunities outside of the commission's purview. Groups that the commission should consider appropriate for regular re-posts include:

National

- National Trust for Historic Preservation
- Preservation Action
- National Alliance of Preservation Commissions (NAPC)

State

- NC Department of Cultural Resources
- Preservation North Carolina
- NC State Capitol

Local

- City of Raleigh Planning Department
- Goodnight Raleigh
- Triangle Modernist Homes
- COR Museum
- Neighborhood Associations: Boylan Heights, Mordecai, Oakwood
- TriangleWiki¹

Ownership and Process

As the committee responsible for community outreach, Community Awareness should develop the commission's social media schedule. This includes mapping out pre-determined content and assisting with loading scheduled posts into their respective channels. The Community

¹ The commission established a presence on TriangleWiki, an open-sourced, community-based web site, over the fall/winter of 2012. Entries include an organizational page about RHDC, a page listing Raleigh's historic resources, and individual pages for Raleigh's landmarks and historic overlay districts. Pages created by the commission are tagged with a yellow box called an "include" that marks the information as originally coming from RHDC and directs users to the RHDC web site for additional information. As TriangleWiki develops, the commission should continue to promote and utilize its presence on the site.

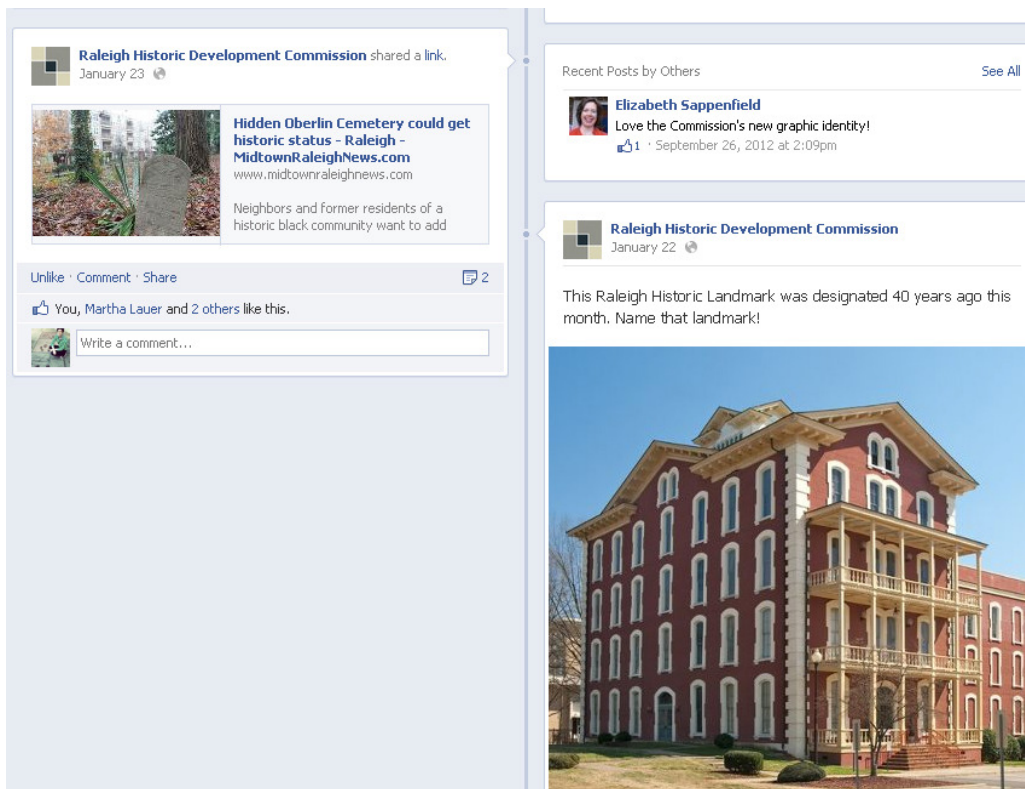
Awareness, COA, and Research Committees should also appoint a “Social Media Liaison” from their respective ranks to generate content relevant to their own work.

The social media liaisons and staff are responsible for posting content before and/or as it happens and monitoring RHDC’s social media channels. Prior to being given the log-in information, those appointed social media liaisons should meet with staff to go over the practices and policies set forth in this document.

Sample Posts

The following posts have already been generated by RHDC and provide good examples of what types of content to post and how it appears in each format.

Facebook



The screenshot displays a Facebook interface with two posts. The first post, dated January 23, is a link share from the Raleigh Historic Development Commission. The link is titled "Hidden Oberlin Cemetery could get historic status - Raleigh - MidtownRaleighNews.com" and includes a small image of a cemetery. The text below the link reads: "Neighbors and former residents of a historic black community want to add". The post has two likes and a comment box. The second post, dated January 22, is a text post from the Raleigh Historic Development Commission. The text reads: "This Raleigh Historic Landmark was designated 40 years ago this month. Name that landmark!". Below the text is a large photograph of a grand, multi-story red brick building with a prominent white balcony and classical architectural details.

Twitter



RHDC @DejaNEWRaleigh 23 Jan
@DejaNEWRaleigh & the winner is: #Shaw U's #EsteyHall, the 1st structure built for the higher education of African American women in the US.
[View conversation](#)



RHDC @DejaNEWRaleigh 23 Jan
Hidden Oberlin Cemetery could get historic status - Raleigh - MidtownRaleighNews.com/midtownraleighnews.com/2013/01/22/228
...
[Collapse](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

3 RETWEETS 

10:12 AM - 23 Jan 13 · [Details](#)

Reply to @DejaNEWRaleigh



RHDC @DejaNEWRaleigh 22 Jan
This Raleigh Historic Landmark was designated 40 years ago this January. Name that landmark! pic.twitter.com/FLfycPZc
[View photo](#)



RHDC @DejaNEWRaleigh 14 Jan
Join the RHDC for a business meeting tomorrow at 7:30 a.m., room 305 of the Avery C. Upchurch Governmental Complex, 222 W. Hargett Street.
[Expand](#)

Personal Accounts

RHDC staff and commissioners are encouraged to “like,” “share,” and re-tweet RHDC posted items to help spread the information.

Scheduling

A significant percentage of the commission’s social media content can be mapped out ahead of time. Staff has begun this process by drafting a Social Media Calendar that can be referenced each month in order to develop content. Of course, the calendar cannot predict future events or opportunities that would be important to highlight as they happen.

Social Media Calendar

Below are suggestions for social media posts grouped by month. The calendar includes landmark designation dates, local historic overly district dates, historic commission achievements, and regular conferences/events. Landmark designation anniversaries are listed by their dates; other topics are listed only by month in order to provide flexibility in timing.

January

2nd: Estey Hall (1973)

Historic Achievements: Raleigh designated a Certified Local Government (1988)

Regular Events: New Years Day

February

16th: E.L. and Ruth Fogleman House (1999)

18th: Washington Graded and High School (1997)

21st: Early Store Building (Helig-Levine) (1978)

Historic Achievements: First *In the Districts* newsletter published (1995)

Regular Events: African American History Month

March

4th: Andrew Goodwin House (1980); Sir Walter Hotel (1980)

20th: White Holman House (1986)

April

2nd: Wake County Home (1991); Leonidas R. Wyatt House (1991); Raleigh Little Theatre/Amphitheatre/Rose Garden (1991)

Historic Achievements: Prince Hall HOD designated (2012)

Regular Events: Raleigh History Month
Earth Day

May

1st: Alpheus Jones House (1990); Andrew Johnson House (1990); Capeheart House (1990); Capital Apartments (1990); Capital Club Building (1990); City Market (1990); Executive Mansion (1990); Isabelle Bowen Henderson House and Gardens (1990); Josephus Daniels House (1990); Lane-Bennett House (1990); Lewis-Smith House (1990); Lumsden-Boone Building (1990); Marshall-Harris-Richardson House (1990); Masonic Temple Building (1990); NC State Fair Commercial and Educational Buildings; Needham Broughton High School (1990); Old Raleigh Post Office (1990); Pilot-Crompton Mill (1990); Seaboard Coastline RR Building (1990); State Capitol (1990); Yates Mill (1990)

4th: Agricultural Building of the Berry O'Kelly School (1982)

5th: Borden Building (1987)

18th: E.B. Bain Water Treatment Plant (1999)

21st: Dr. E.N. Lawrence House (2002); Dr. Hubert Benbury Haywood House (1996)

Historic Achievements: First comprehensive architectural survey published (1978)

Capitol Square HOD designated (1976)

Blount Street HOD designated (1976)

Sponsored weekend of events highlighting local kit homes; including an exhibit at the Raleigh City Museum and a lecture by kit home historian Rosemary Thornton (2012)

Regular Events: Historic Preservation Month
Downtown Raleigh Living Tour

June

5th: G. Dewey and Elma Ardnt House (2012)

16th: Chapel at St. Augustine's (1969); Chapel at St. Mary's School (1969); Briggs Hardware Building (1969); Christ Episcopal Church (1969); Crabtree Jones House (1969); Dodd-Hinsdale House (1969); East and West Rock at St. Mary's School (1969); Elmwood (1969); First Baptist Church (1969); First Presbyterian Church (1969); Haywood Hall (1969); Holladay Hall (1969); Peace College Main Building (1969); Prairie Building (1969); Raleigh Water Tower (1969); Richard B. Haywood House (1969); Smedes Hall at St. Mary's School (1969); Montfort Hall (Boylan Mansion) (1969);

30th: State Bank of North Carolina (1969)

21st: Murphey School (1988); Paul and Elsie Stahl House (2011); Raleigh Furniture Building (2011)

Historic Achievements: First Raleigh Historic Landmarks designated (1969)
Common Beauty released (2009)
Archeological report for Latta House and University site published (2009)

July

6th: Latta House and University Site (2010)

7th: Carolina Pines Hotel (1999)

Historic Achievements: First Historic Preservation element for the City's Comprehensive Plan adopted by Council (1991)
First archeological site designated as RHL (Latta House and University Site, 2010)

Regular Events: NAPC Conference (bi-annually)

August

1st: Dr. Z.M. Caveness House (1995)

7th: Badger-Iredell Law Office (1984); Montgoery House (1984); Professional Building (1984)

17th: Pullen Park Carousel (1976); J.S. Dorton Arena (1976)

Historic Achievements: Designation of Oakwood as a HOD (1975)
First Modern property designated as a RHL (Dorton Arena, 1976)

September

1st: Bill and Betty Weber House (2009); Dr. M.T. Pope House (2009); Delany House (2009); Paul and Ellen Welles House (2009); Saint James AME Church (2009); Truman and Annie Laurie Williams House and Gardens (2009)

4th: Agricultural Building (1979); Eliza Battle Pittman Auditorium at St. Mary's School (1979); First Baptist Church, Wilmington Street (1979); Heck-Lee House (1979); Heck-Pool House (1979); Heck-Wynne House (1979); Henry Porter House (1979); Montague Building (1979); NC School for Blind and Deaf Dormitory (1979); Norburn Terrace (1979); Old Masonic Temple Building (1979); Rogers-Bagley-Daniels-Pegues House (1979); Spring

Hill/Theophilus Hunter House (1979); St. Agnes Hospital (1979); St. Paul AME Church (1979); Tabernacle Baptist Church (1979)

7th: Royal Baking Company (2010); Harwell Hamilton and Jean Bangs Harris House and Office (2010); O'Rorke Catholic Cemetery (2010); Tucker Carriage House (1976)

18th: Andrew-Duncan House (1972); Andrews-London House (1972); Bailey-Bunn House (1972); Federal Building (Century PO) (1972); Hawkins-Hartness House (1972); Heck-Andrews House (1972); Higgs-Coble-Helms House (1972); Joel Lane House (1972); Lee House (1972); Mordecai House (1972); Tucker House (1972)

Historic Achievements: First cemetery designated as RHL (O'Rorke Catholic Cemetery, 2010)

Regular Events: Preservation North Carolina Conference

October

17th: Carolina Trust/Mahler Buildings (2001)

18th: Henry L. Kamphoefner House (2000); Tupper Memorial Baptist Church (2000)

Historic Achievements: Sponsored kids' art contest, asking youth to recreate their favorite old building in Raleigh (2012)

Regular Events: North Carolina State Fair
National Trust for Historic Preservation Conference
AIA Residential Architecture Tour
National Archeology Day

November

4th: Delany Building (1992); Grosvenor Gardens Apartments (1992); Oak View (1992); Wilson Temple United Methodist Church (1992)

8th: G. Milton Small & Associates Building (1995); Matsumoto House (1995); Richter House (1995); Small House (1995)

17th: (former) Pine State Creamery (1998); (former) CP&L Car Barn and Auto Garage (1998)

18th: (former) St. Monica's School (2008); Roysters Confectioners Building (2008); Chavis Park Carousel (2008); Weaver House (2008); James Morgan House (2008)

19th: Glenwood Fire Station (1996); John and Mary Turner House (1996); Raleigh Cotton Mills (1996)

Historic Achievements: *Early Raleigh Neighborhoods and Buildings* published (1983)
Culture Town: Life in Raleigh's African American Communities published (1993)

Regular Events: Thanksgiving

December

1st: (former) Raleigh Electric Company Power House (1998)

2nd: Caraleigh Mills (2002); Carey J. Hunter House (2002)

3rd: Raleigh Nehi Bottling Company (1996)

5th: (former) Branch Banking & Trust Co (2006); Boylan Apartments (2006); Mary Elizabeth Hospital and Medical Arts Building (2006)

6th: Trinity House (2005); Cameron-Maynard-Gatling House (2011); Free Church of the Good Shepherd (2011); Grand United Order of Odd Fellows (2011); Raleigh Bonded Warehouse (2011)

7th: Fadum House (1993); John W. Thompson House (2004); NC Agricultural Experiment Station Cottage (2004); Occidental Life Insurance Building (2004); Odd Fellows Building (2004); Philip Rothstein House (2004); Plummer T. Hall House (1993); Raleigh Banking & Trust Company Building (1993); Willis Graves House (1993); Wilmont Apartments (2010); Pine Hall (2010)

13th: Gray-Fish-Richardson House (1994)

Historic Achievements: RHDC established, originally as the Historic Sites Committee (December 18, 1961)

Regular Events: Candlelight Tour of Oakwood Homes
Christmas
Hanukah