How to promote Cultural Heritage through Social Media

I'm Eliana from Incima -social network strategy, a web agency which develops social media strategies for private companies and public authorities.
In recent years our agency was principally involved in web marketing for brands and cultural events, counting an increasing number of users, who have been experiencing an increase of their level of web interactivity through comments, visits and sharing.

We think that the strength of social communication is interactivity and that the web is the most effective media to promote cultural heritage, at least for two reasons:
- first because the web allows you to reach a larger pool of users, overcoming the limitations of printed material,
- second, because web allows a real time communication.

In two thousand twelve, Incima-Social network strategy was the social media chosen by Regione Puglia to promote and enhance Apulia cultural heritage. To give you an idea of what we're talking about, we are going to show you a video that presents 5 case studies.
For each of them, Incima managed the content of Facebook Official Page, Twitter account, YouTube channel, animating them with posts, photos, links, and videos.

After the video
Among the five case studies that we saw in the video, I would like to highlight the initiative of the Hotel Risorgimento of Lecce, which promoted a locally well-known cultural and religious event in Salento, the Focara of Novoli, which occurs during the celebration of Saint Antony in mid January. Novoli is a small town just 15-20 km far from Lecce. In this case, the hotel promoted an off-season event in a nearby town. This initiative exploited the synergies between tourism and cultural heritage and our web agency Incima became a key vehicle of successful touristic-cultural promotion.

At Incima, we are committed to the promotion of hidden cultural heritage, like for instance minor, less-known events. We are trying to develop and advertise a mapping of our local cultural heritage, through videos, posts an photos posted on the main social networks.
We realized that it is much easier and more effective to promote such events through the social media, which in turn also favours the growth of tourism.
For example, posting on Facebook a photo or a video of a minor festival in a small village of Salento triggers a lot of views and reinforces the effectiveness of an advertisement both for the event itself and the territory that is hosting it.

I hope my English was clear enough and I thank you for your attention.