**Social Media Walkthrough (Audience-Led) Template**

Use this template to record audience walkthroughs of social media use. Do not include names or personal details of visitors. If you adapt this log or add new fields, please make a note of them so that we can compile and share with other organisations trialling this tool.

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| **Staff Name** |  |
| **Date** |  |
| **Time** |  |
| **Location / Area**  |  |

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| **Prompt** | **Notes and Observations** | **Key Quotes / Emotional Tone** |
| Profile Overview. *Can you show me your profile and talk me through how you use this platform?* |  |  |
| Feed and following. *What kind of accounts do you follow? Why those?* |  |  |
| Discovering content. *How do you usually find new content or accounts? Explore, hashtags, stories?* |  |  |
| Engagement. *What makes you like, share, comment, or scroll past? Why?* |  |  |
| Museum/Gallery content. *Have you followed or interacted with any museum/gallery accounts? Which ones?* |  |  |
| Stories and reels. *How do you engage with stories and reels?* |  |  |
| Memorable content. *Can you remember a post that really stayed with you? Why?* |  |  |
| Barriers and frustrations. *What makes you unfollow or ignore content? Why?* |  |  |
| Final reflections. *What would make social media from a museum/gallery feel more relevant to you? Why?* |  |  |

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| **Final Staff Reflections** |
| **Prompts** | **Staff Notes** |
| What were key takeaways from this walkthrough exercise? |  |
| And patterns or surprises worth noting? |  |
| Suggestions for follow-ups or further investigation? |  |