



SUMMER CONTENT PLANNING

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1 / OBJECTIVES

Our Mission

To be an international focal point and catalyst for the study, installation, conservation and appreciation of modern and contemporary sculpture.

Objectives

1. Promote our mission through educating audiences
2. Encourage two-way discussion about modern & contemporary sculpture between museum and visitors
3. Integrate secondary aspects of museum (events, store) with its mission

2 / CASE STUDIES

01

Education: Uffizi Gallery, Getty, British Museum

02

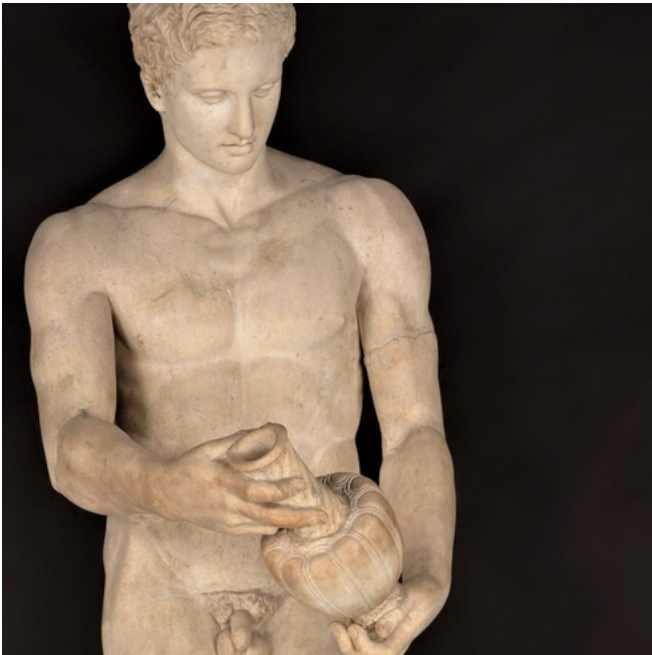
Guest participation: SMK Denmark, Museum of Natural History of Florence

03


Secondary aspects: Royal Ontario Museum, LACMA

1. EDUCATION

UFFIZI GALLERY



 uffizigalleries • Follow

 ENG: The statue representing a nude athlete is a copy of a bronze original that can be dated to around the mid 4th century BC, attributed to a pupil of Polycleus. The athlete is portrayed while cleaning his strigil; it almost seems that the artist wanted to pit a face with the features of an adolescent against the extremely developed body that allowed the athlete to take part in boys' competitions, possibly boxing (in age terms, boxing was reserved to athletes who had not reached adulthood).The existence of faithful copies in different

   
7,878 likes
MAY 3

Add a comment...

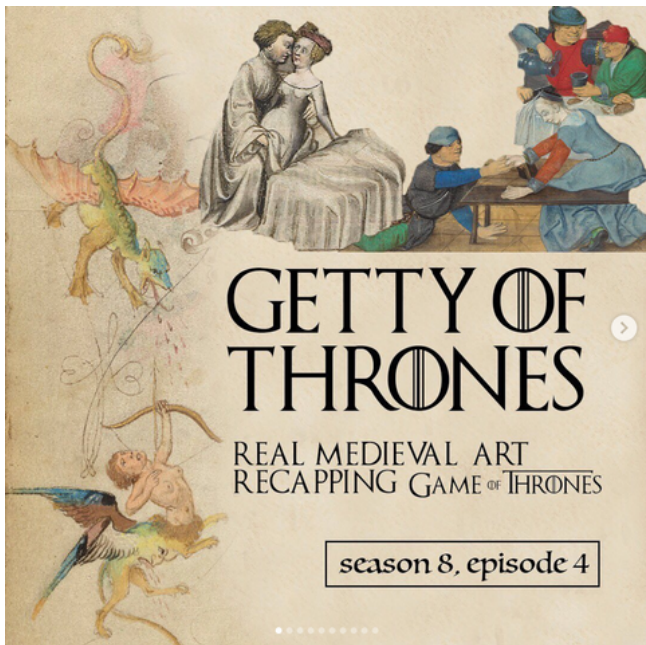
Post


Case Study

- One of the first museums to digitize collections and exhibitions, starting in 1989
- Method for distribution of contents still applied on social channels
- Captions walk through history and parts of sculptures/paintings that were damaged over time
- Integrate digital reproductions with social norms (holidays, etc.)

Capone, Francesco & Sartori, Andrea & Lazzeretti, Luciana. (2016). *Small firms and the digitization of cultural heritage The case of Centrica and the Uffizi Gallery.*

GETTY







 **gettymuseum** • Following
Getty Museum


gettymuseum • ~Spoiler alert for #GameofThrones~

Two real medieval art historians and #GoT superfans picked these images from the @GettyMuseum collection (and details from @themorganlibrary, @gallicabnf, and #gettymuseum) to recap season 8, episode 4.

The long night proves to be shorter than anyone predicted, but the fallen heroes of the battle are mourned and given a fitting funeral.

The subsequent feast reveals lingering tensions between the living, especially at the high table, and drinking games

 Liked by louisianamuseum and 2,954 others

MAY 6

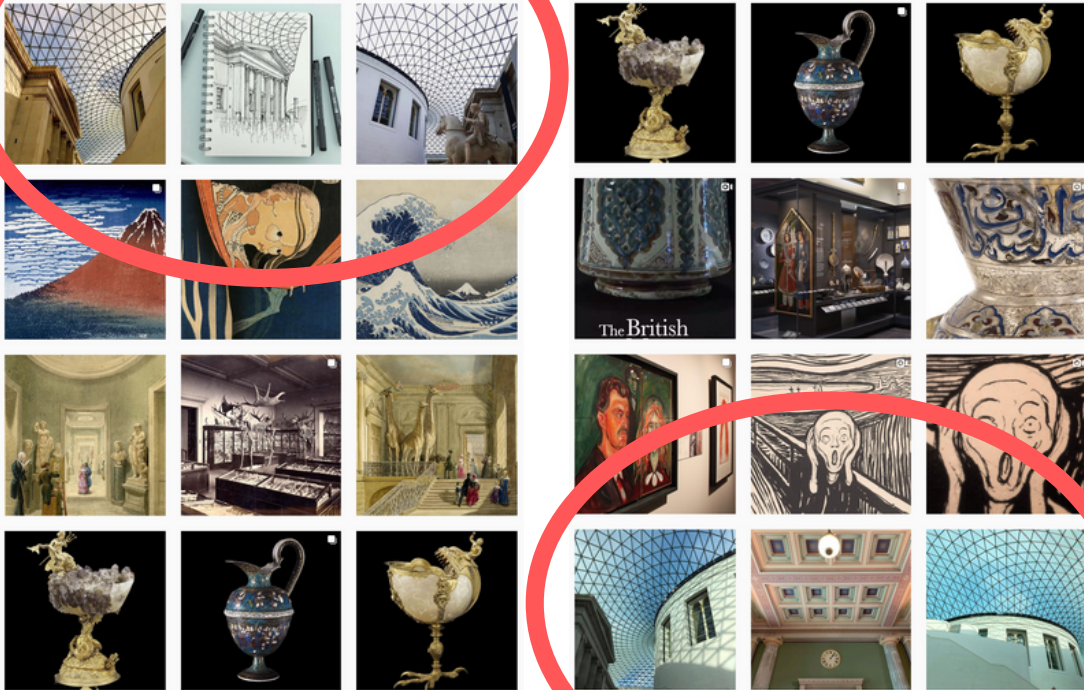
Add a comment...

Post

Case Study

- Pros: Develops series off its manuscripts, relating them to current events (i.e. Game of Thrones), educating viewers about Medieval customs
- Cons: Too much exposure for social events and weird holidays. Gets gimmicky when it's too out there. Too promotional.

BRITISH MUSEUM



Hootsuite, "How the British Museum Increased Social Media Engagement by 126%"

Case Study

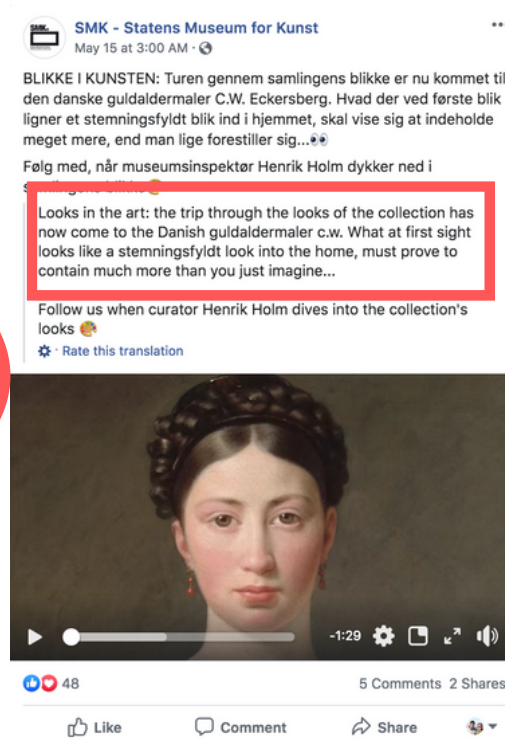
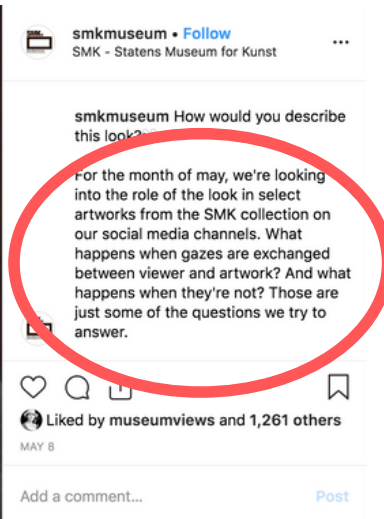
- Has two teams for social media: one for curating content and one for measuring response
- To fulfill its high demand for content, they created a schedule in which they cover the same topic with a group of three posts over the week
- User-submitted photos of The Court serve as brand image
- One of the first to use FB Oculus to provide 360 videos of the museum

2. GUEST PARTICIPATION

SMK DENMARK



Jonas Heide Smith. "The Me/Us/Them model: Prioritizing museum social-media efforts for maximum reach." MW2015: Museums and the Web 2015. Published January 31, 2015. Consulted May 17, 2019.



FB video walkthrough

Case Study

- Uses "Me/Us/Them" model for social sharing
- Me: Maintains institutional voice from museum's channels
- Us: Staff posts about work on their own accounts
- Them: Encourages guest sharing through "Instawalks," selfie mirrors by Elmgreen & Dragset (wink wink), and signage
- Focuses on themes in collection (right now it's "the look")
- Has video walkthroughs based on themes (see FB link below FB post)

MUSEUM OF NATURAL HISTORY FLORENCE

The period of observation did not include the main experiment conducted with live micro-blogging by the MNH during the temporary exhibition 'Dinosauri in carne ed ossa' (Dinosaurs in flesh and bones, March-September 2012), especially targeted at children and families. In this case, a SM team composed of four bloggers was created and an hashtag #fidino was launched in order to follow and communicate the event on social networks. On April 1st, moreover, a live blogging session was organized wherein the media team approached kids during a guided tour and asked them to comment on the exhibition, inserting their answers on Twitter in order to 'tell the exhibition' on the Web. In total, 115 tweets were posted, 110 of which by the bloggers and the museum staff. Reportages were also published on the contributors' blogs.

Overall, although the innovative live blogging experiment marks a major attempt to adopt new communicative strategies, evidence that the majority of the posts have been contributed by the museum team seems to show a relative low engagement on the part of the followers. Unfortunately, Twitter does not

Lazzeretti, Luciana & Sartori, Andrea & Innocenti, Niccolò. (2015). *Museums and social media: the case of the Museum of Natural History of Florence*. International Review on Public and Nonprofit Marketing.


Case Study

- A look into how a small/medium-sized nonprofit applied social media and didn't do so well
- Were too creative with their approach and put stakeholders at the center of their strategy
- Engagement with audience didn't further the international conversation about natural history


3. SECONDARY ASPECTS





ROYAL ONTARIO



 romtoronto • Following ...

romtoronto • A #MondayMood to look forward to:
.
3rd Monday Nights Free is a new initiative that invites visitors to experience the ROM with free general admission every 3rd Monday of each month from 5:30 - 8:30pm — Kicking off April 15. .

 Please note that feature exhibitions are specially ticketed and not included with free admission. Feature exhibition

908 likes

APRIL 4

Add a comment... [Post](#)

Case Study

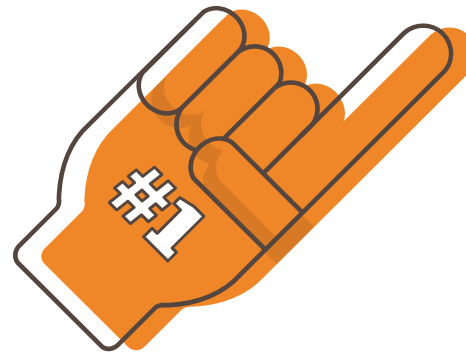
- Promotes events and store in a non-promotional way
- Shows visitors interacting with the museum attractions intimately
- Uses non-promotional language (no "RSVP," "come to the ROM," etc.)

3.1 / PERSONAS



Artists/patrons/scholars

- Interested in art history
- More receptive to Nasher Prize programming
- More receptive to 360 lectures and previews



Casual fans

- Comes to free events
- Sometimes visits on a normal day
- Likes art but isn't an expert
- Follows Nasher for updates



First time visitors

- Walks in by coincidence
- Knows little about museum or art
- Doesn't follow the Nasher on anything

3.2 / PLATFORMS



- More visibility for events and content. Find groups to be active with, be more engaging with partnering institutions/musicians



- Best platform for "continuing the conversation" about modern and contemporary sculpture
- Make store and visitation promotion more intimate, embodying stories that align with Nasher's mission



- Able to organically promote events, exhibitions, products
- Twitter threads and live feeds garner more engagement when it comes to scholarly discussion (i.e. stats for Grad Symposium)

3.3 / *CONTENT IDEAS*

Permanent Collection/Architecture

- Anna's education series about physical/mental barriers for famous sculptors in our collection
- Facts about Eisenman installation

Exhibitions

- Dynamic parts of Sheila Hicks sculptures (updates on constantly shifting works like the one in the garden)
- Pairings, emphasizing time and space as the focal point of the exhibition

Events

- Leverage shots from the photoshoots
- Sell events with less promotional language
- Keep audiences of each platform in mind

Store

- Consider the stories behind Donald's buys
- Promote those stories to sell them
- Relate reason for buys to mission of the Nasher