

# #MUSEUMLOVE: WORKING TOGETHER TO PROMOTE LOCAL CULTURAL INSTITUTIONS

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'A SLOW SORT OF COUNTRY!' SAID THE QUEEN. 'NOW, HERE, YOU SEE, IT TAKES ALL THE RUNNING YOU CAN DO, TO KEEP IN THE SAME PLACE. IF YOU WANT TO GET SOMEWHERE ELSE, YOU MUST RUN AT LEAST TWICE AS FAST AS THAT!'

Lewis Carroll's *Through the Looking Glass*  
Illustrations by John Tenniel

## AN APPROACH TO 'RUNNING TWICE AS FAST'

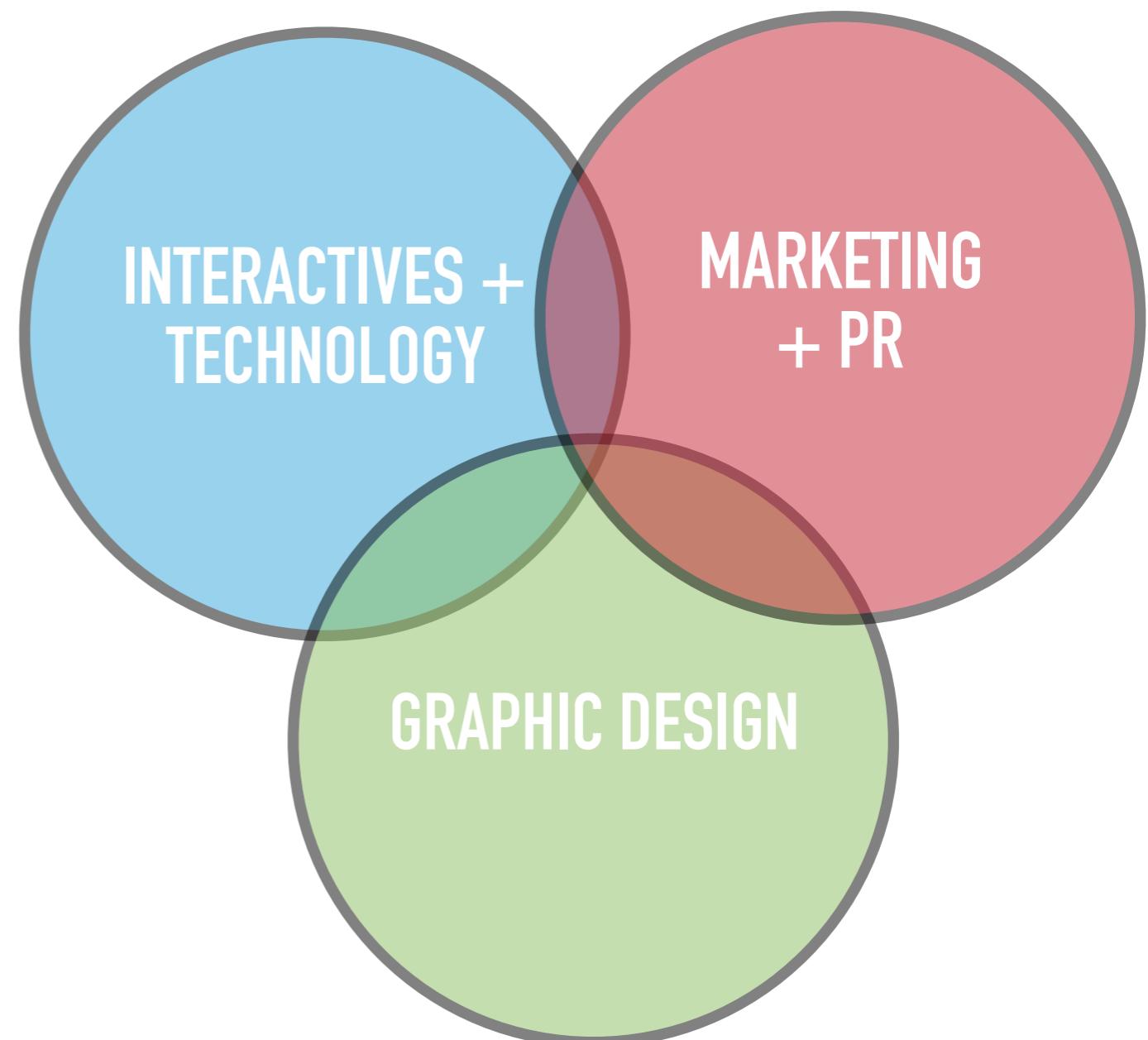
- ▶ **Social Media Management = A Red Queen's Race**
- ▶ Introduction + Museums
- ▶ Inspiration
- ▶ Background Research
- ▶ #MuseumLove in Action
- ▶ Lessons + Challenges
- ▶ Next Steps

## AN APPROACH TO 'RUNNING TWICE AS FAST'

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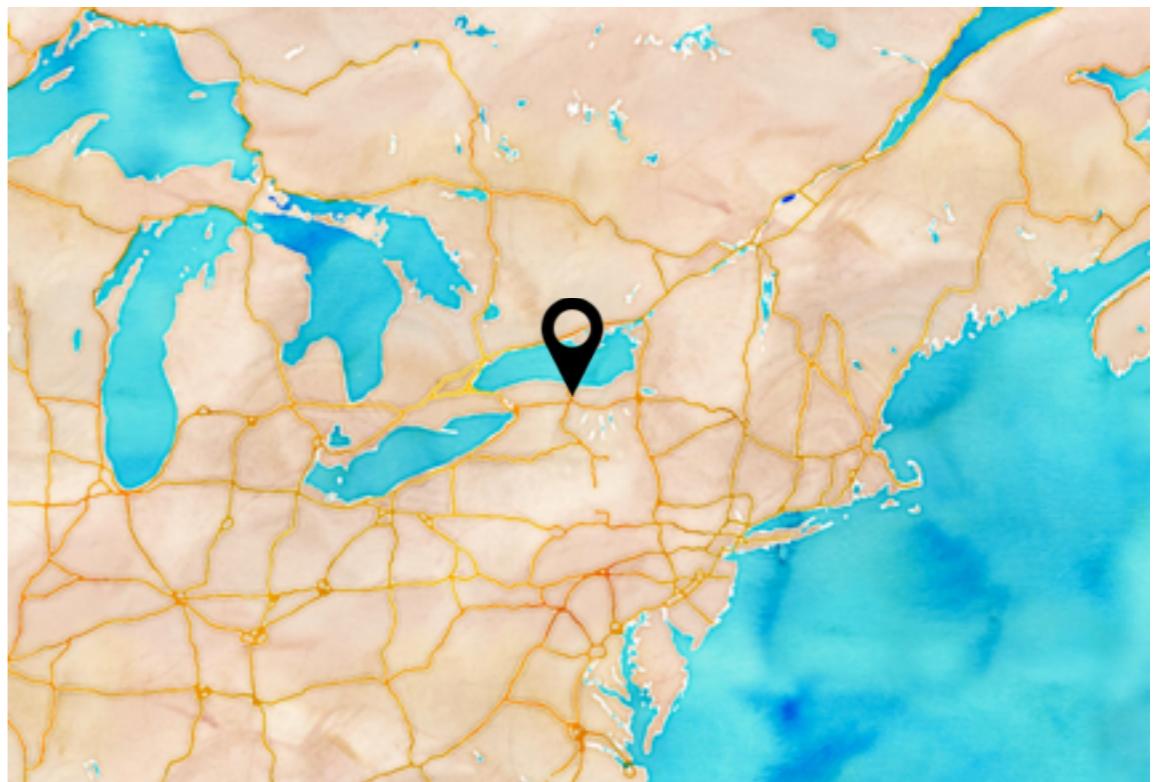
# INTRODUCTION + MUSEUMS

- ▶ Kate Meyers Emery, Ph.D.
  - ▶ Manager of Digital Engagement at the George Eastman Museum (GEM) (@EastmanMuseum)
- ▶ Hannah Barry
  - ▶ Online Marketing Specialist at the Rochester Museum and Science Center (RMSC) (@RocRMSC)
- ▶ Jessica Gasbarre + Meg Columbo
  - ▶ Membership & Engagement Specialist + Public Relations/Social Media/Webmaster at the Memorial Art Gallery (MAG) (@MAGUR)



## FROM #IRL TO #MUSEUMLOVE

- ▶ Connections between museums
  - ▶ All Neighborhood of the Arts
  - ▶ Overlapping histories
  - ▶ Not competitive for same audience
  
- ▶ Different backgrounds and approaches
  - ▶ Advertising + PR
  - ▶ Anthropology
  - ▶ English Language + Literature
  - ▶ Graphic Design



## INSPIRATION

- ▶ **Interaction Between Museums**
  - ▶ Instagram Swaps
  - ▶ CultureThemes Days
- ▶ **Discussion and Help Groups**
  - ▶ Facebook Groups
  - ▶ Local Groups
- ▶ **Rochester Love**

THE IDEA OF  
#MUSEUMINSTASWAP WAS TO  
SHOW OUR AUDIENCES A  
DIFFERENT MUSEUM'S  
MATERIAL AND VICE VERSA. IT  
WAS A WAY FOR OUR COMBINED  
AUDIENCES TO DISCOVER NEW  
MUSEUMS, OR SEE THEIR  
FAVORITES THROUGH A  
DIFFERENT LENS

-RUSSEL DORNAN

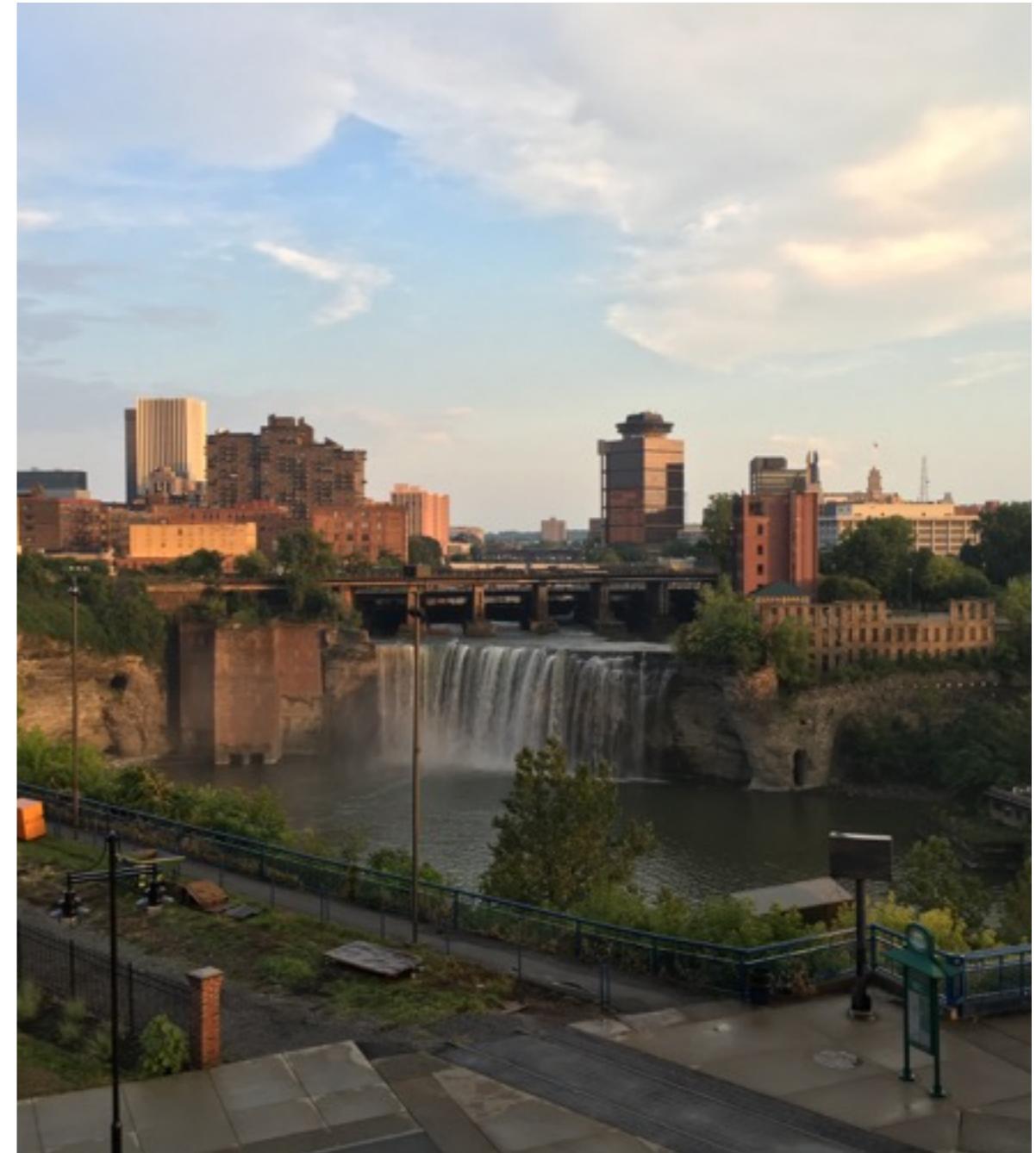
## INSPIRATION

- ▶ Interaction Between Museums
  - ▶ Instagram Swaps
  - ▶ CultureThemes Days
- ▶ Discussion and Help Groups
  - ▶ Facebook Groups and Hashtags
  - ▶ Local Groups
- ▶ Rochester Love



## INSPIRATION

- ▶ Interaction Between Museums
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  - ▶ Local Groups
- ▶ Rochester Love



## #MUSEUMLOVE IN ACTION

- ▶ Collaboration and co-promotion: #MuseumLove allows for co-promotion and endorsement of the institution by another institution



 magrochester  
Rochester Muse...

Following

66 likes 6d

magrochester Checking out the science behind the #publicart in front of #RMSC and loving the #escheresque properties #MuseumMonday #museumlove #ROC #sphere #visitroc

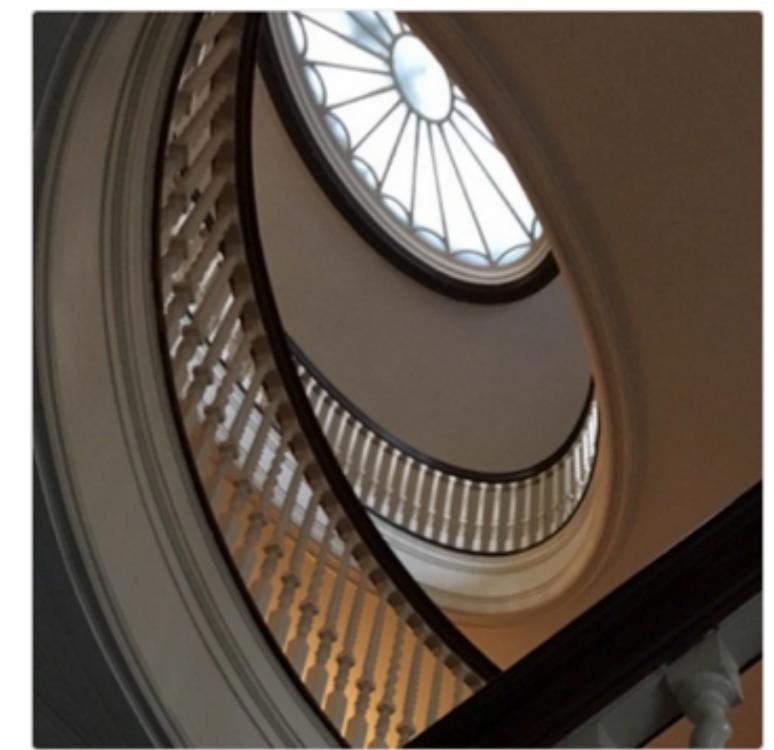
rocrmsc Awesome connection! It is indeed very Escheresque.

 Add a comment...

 EastmanMuseum  @EastmanMuseum

Following

Inspired by @magUR's #MCEscher exhibition... the stairwell and oculus at #EastmanMuseum. #museumlove



## #MUSEUMLOVE IN ACTION

- Brand warmth: #MuseumLove humanizes the accounts and increases brand warmth

 I Heart ROC and 2 others liked

**RMSC** @rocRMSC · 19 Dec 2016

Replying to @EastmanMuseum

Very cool! Speaking of photography, this [#AlbertRStone](#) photo captures a fire at American Brewing Co. in 1920s Roc [#WarmUpROC](#)



From the Albert R. Stone Negative Collection, Rochester Museum & Science Center, Rochester, N.Y.

 Memorial Art Gallery and 2 others liked

 EastmanMuseum and 3 others liked

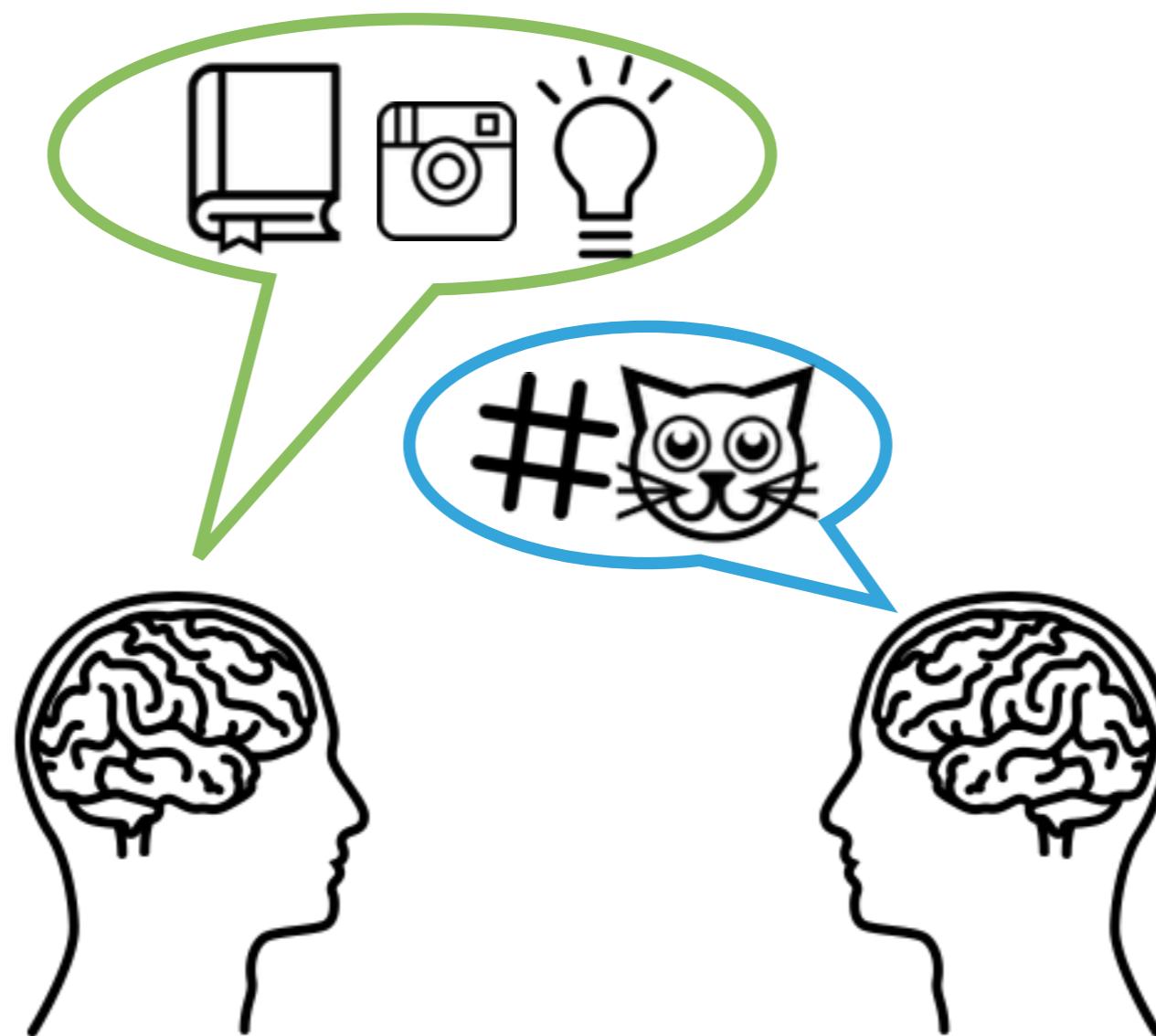
**Memorial Art Gallery** @magUR · 19 Dec 2016

Food & Fire! [#warmupROC](#) with "The Pancake Woman" by Jan Steen ca.1661. Pancake vendors were a common site, but pancakes = gluttony & lust.



## #MUSEUMLOVE IN ACTION

- ▶ **Forum:** #MuseumLove promotes forum-style discussion between the individuals at each institution and with the broader community



## WHAT WE'VE LEARNED + CHALLENGES

- ▶ Lessons
  - ▶ Prepare in advance
  - ▶ Find local connections that are more relevant to the community
- ▶ Challenges
  - ▶ Analytics + ROI
  - ▶ Limited to social media

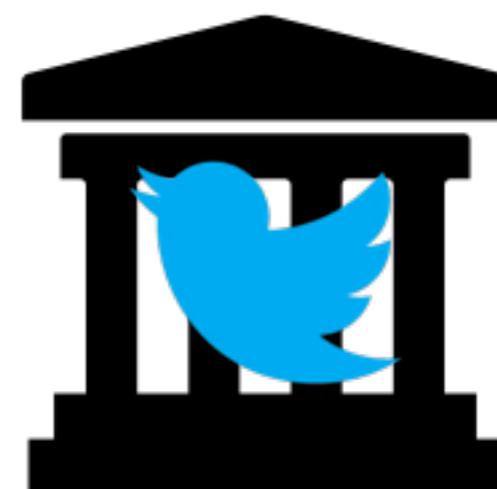
## #MUSEUMLOVE CONTINUES

- ▶ Next Steps
  - ▶ Create a campaign that has more meaningful analytics
  - ▶ Expand, experiment, and evolve
- ▶ We would LOVE to hear your ideas for co-promotion campaigns
  - ▶ Maybe some city to city #MuseumLove!



# THANK YOU

- ▶ Resources and full paper available online
- ▶ Kate Meyers Emery, Ph.D., @DigitalLark, [kemery@eastman.org](mailto:kemery@eastman.org)
- ▶ Hannah Barry, @HRoseBarry, [hbarry@rmsc.org](mailto:hbarry@rmsc.org)



## ONLINE COLLECTIONS + #MUSEUMLOVE

- ▶ RMSC + MAG
  - ▶ No Online Collections
  - ▶ Challenge for #MuseumLove
- ▶ GEM
  - ▶ Online Collections available, [collections.eastman.org](http://collections.eastman.org)
  - ▶ Includes Photography, Technology, and Legacy relating to George Eastman
  - ▶ Benefit during #MuseumLove

## INSPIRATION

### Interaction

- ▶ [I](#)
- ▶ [C](#)

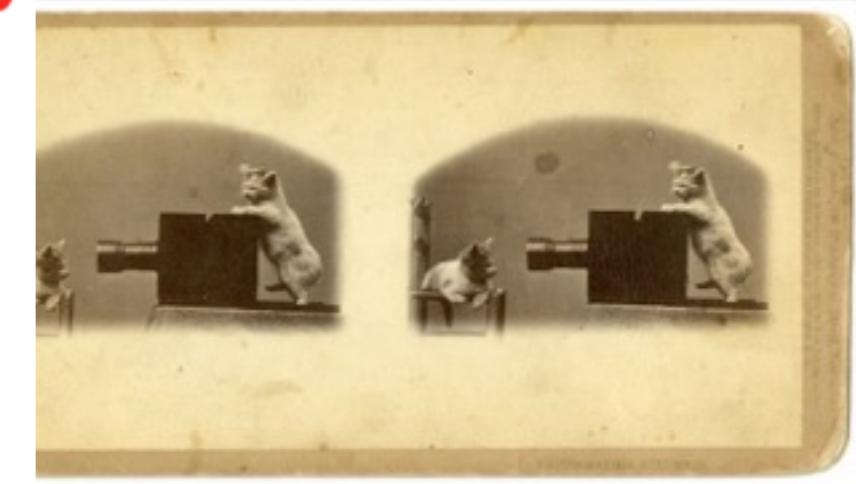
### Discussion

- ▶ [Fac](#)
- ▶ [Loc](#)

### Rochester



are better than ours! They've gotta be  
ours are purr-fect. Cat fight for  
living?



RETWEETS 19 LIKES

Nov 2016

29 69

manMuseum

Following

out this paw-some albumen silver