

#MUSEUMLOVE: WORKING TOGETHER TO PROMOTE LOCAL CULTURAL INSTITUTIONS

KATE MEYERS EMERY, PH.D., @DIGITALLARK

HANNAH BARRY, @HROSEBARRY



**'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'

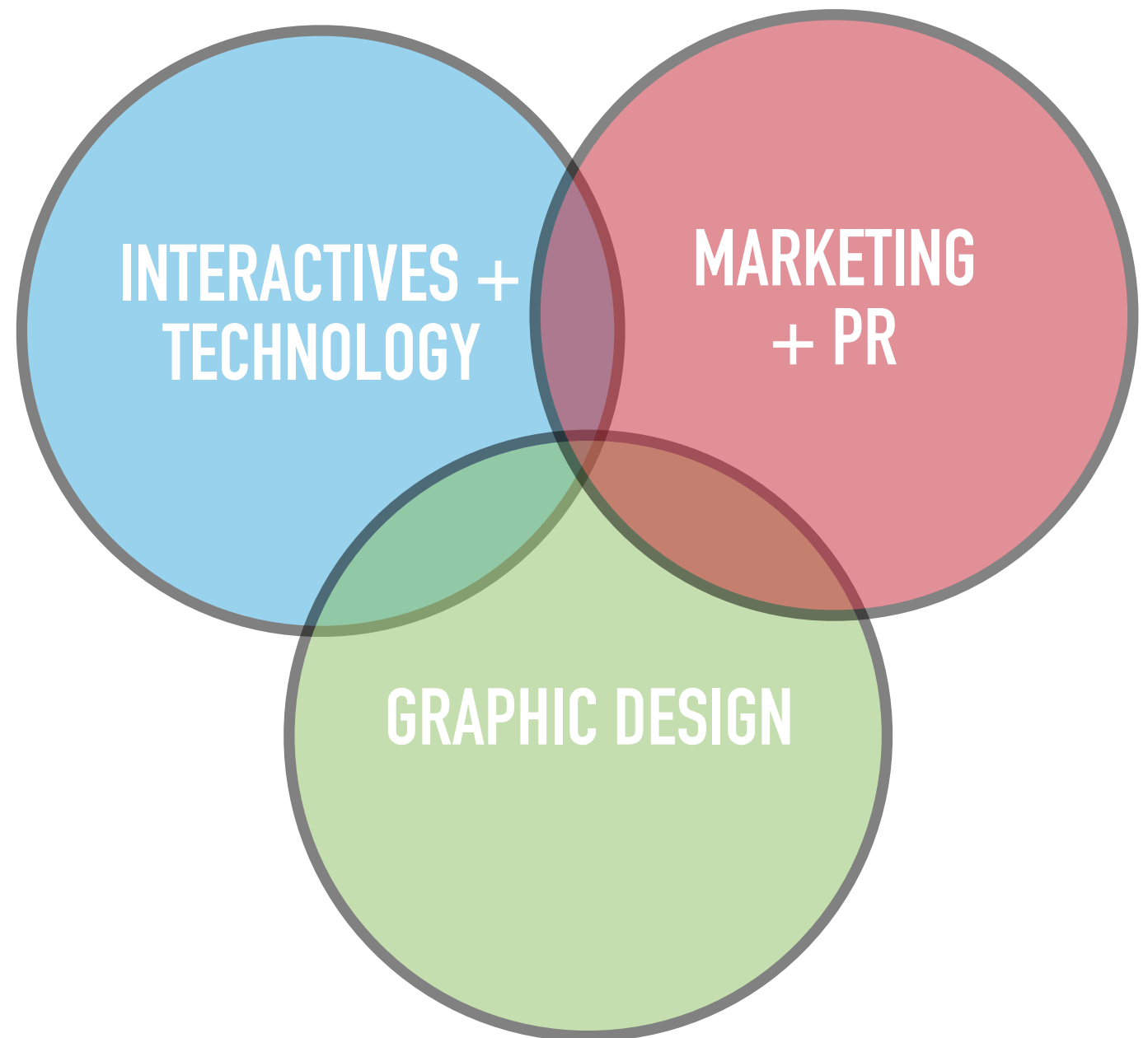
- ▶ **Social Media Management = A Red Queen's Race**
- ▶ Introduction + Museums
- ▶ Inspiration
- ▶ Background Research
- ▶ #MuseumLove in Action
- ▶ Lessons + Challenges
- ▶ Next Steps

AN APPROACH TO 'RUNNING TWICE AS FAST'

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

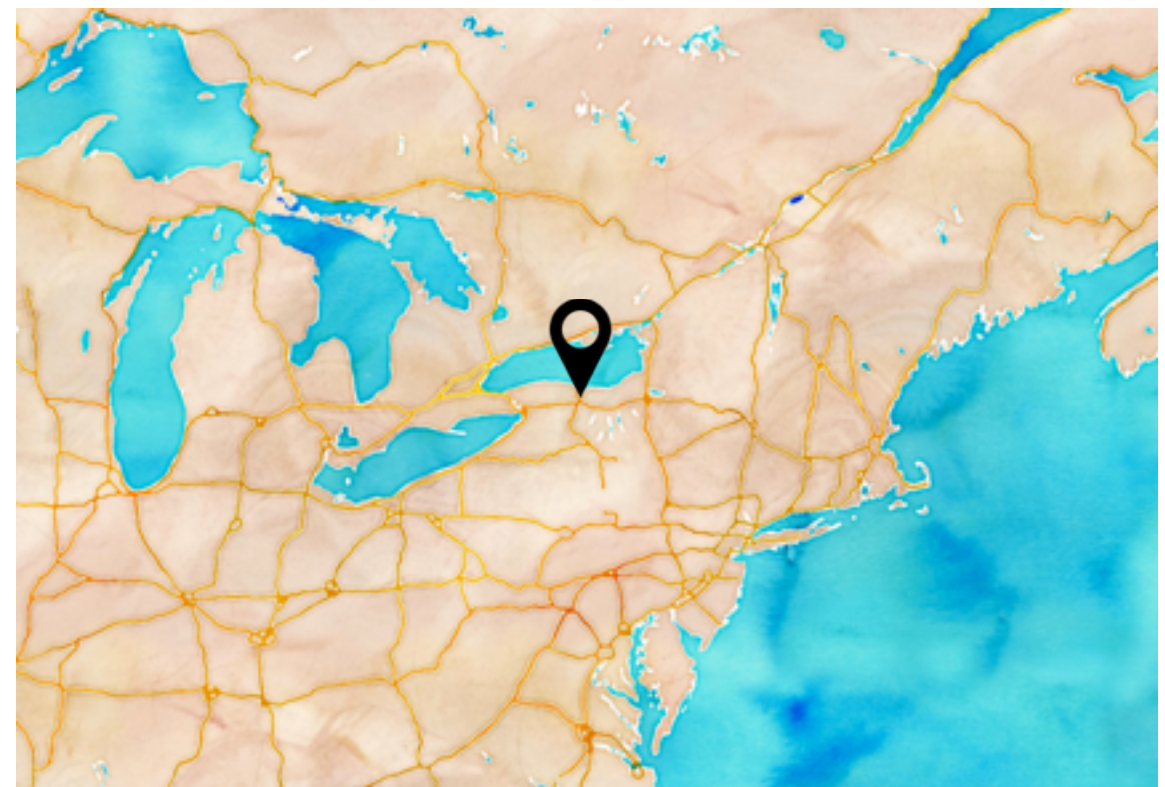
INTRODUCTION + MUSEUMS

- ▶ 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

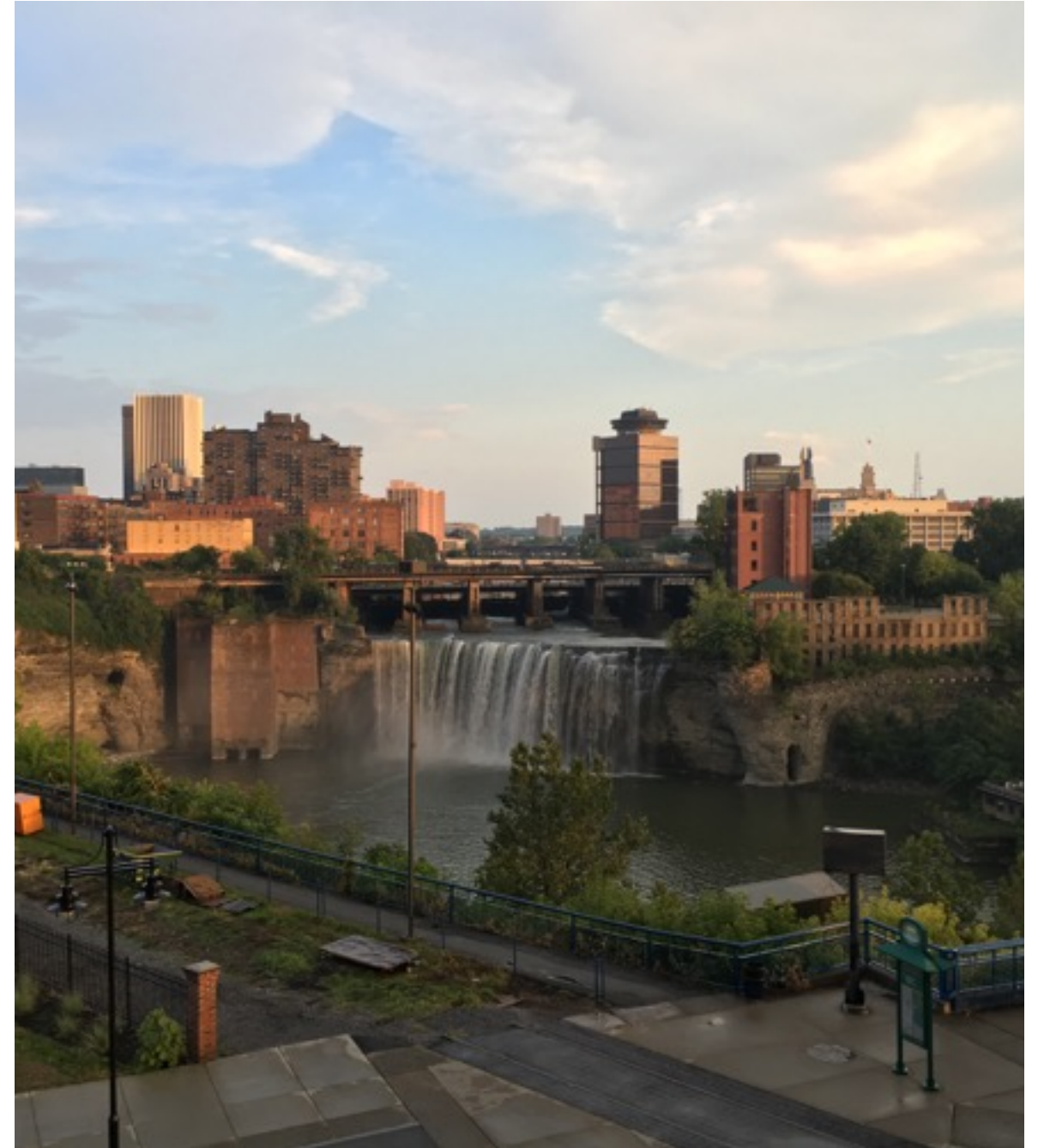
- ▶ Interaction Between Museums
 - ▶ Instagram Swaps
 - ▶ CultureThemes Days
- ▶ Discussion and Help Groups
 - ▶ Facebook Groups and Hashtags
 - ▶ Local Groups
- ▶ Rochester Love



V I S I T
R O C
L I M I T L E S S

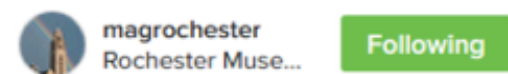
INSPIRATION

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



#MUSEUMLOVE IN ACTION

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



66 likes

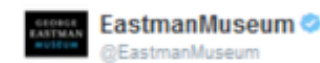
6d

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

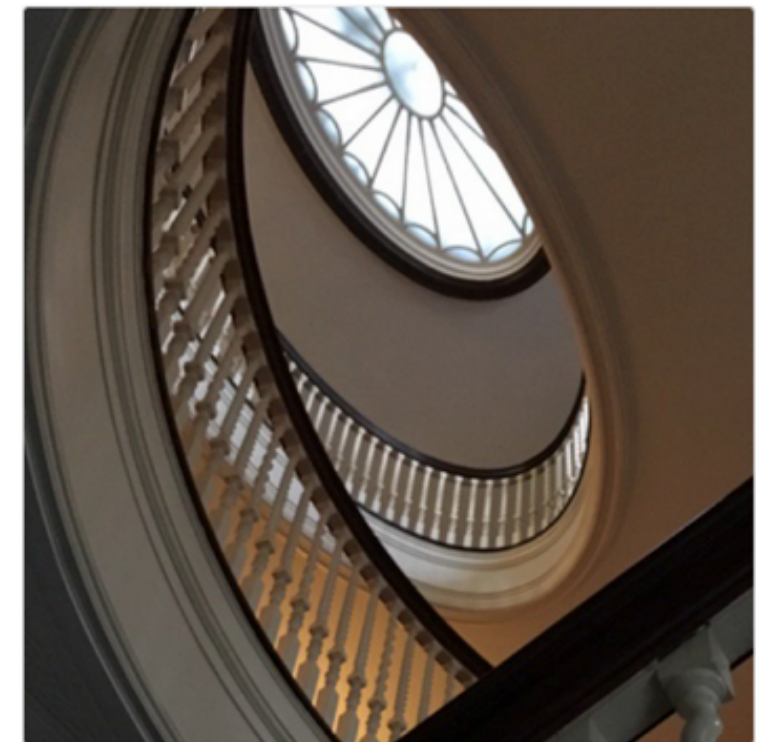
rocrmssc Awesome connection! It is indeed very Escheresque.

♡ Add a comment...

...



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



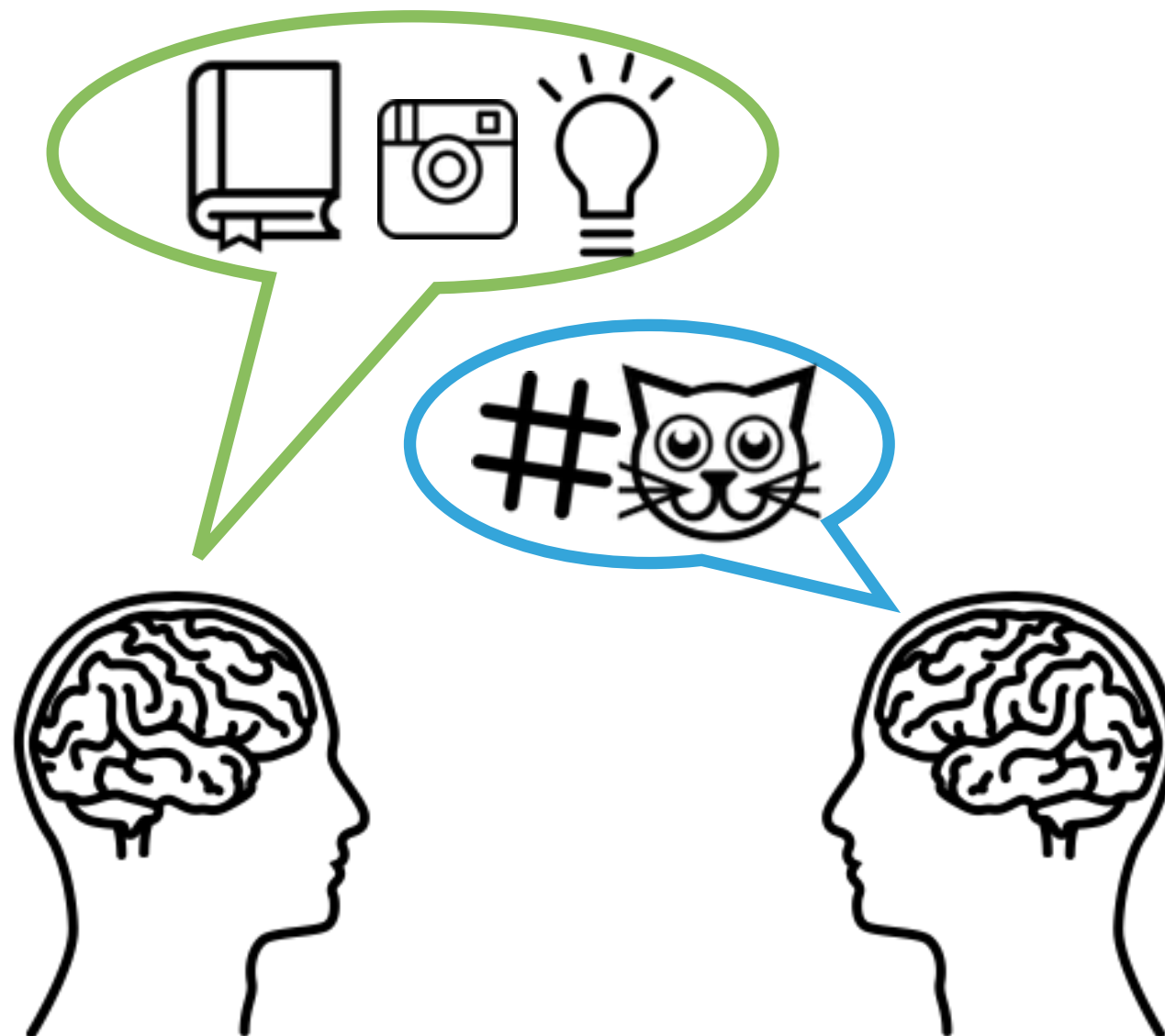
#MUSEUMLOVE IN ACTION

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



#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
- ▶ Hannah Barry, @HRoseBarry, hbarry@rmssc.org



ONLINE COLLECTIONS + #MUSEUMLOVE

▶ RMSC + MAG

- ▶ No Online Collections
- ▶ Challenge for #MuseumLove

▶ GEM

- ▶ Online Collections available, collections.eastman.org
- ▶ Includes Photography, Technology, and Legacy relating to George Eastman
- ▶ Benefit during #MuseumLove

► **Intera**



▶ Discu

► Fac

► Loc

 Rochester

Museum InstaSwap

OHMuseums NHNearYou MusLightBulb WhyILoveMuseums DisabilityStories MusSpooks MusBuilding MusCake MuseumStairs WorldCups MuseumVideos ILoveMuseums MuseumCats ITweetMuseums

MuseumWeek

MuseumSelfie
MuseumMascot
MuseumShadow
MuseumRainbow
Museum101
TheBigDraw
MuseLocalLinks
MusFavObject
MusFestive
Musemoji
QueerMuseum
MusHalloween
Shakespeare400
LoveTheatreDay
ArtMemeDay
MusGif
CultureSound

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



RETWEETS LIKES

39

July 2016

27 29

manMuseum 

manMuseum

Following

out this paw-some albumen silver