



# PR and Marketing 101: Back to Basics

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## Social Media

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Yale Center for British Art

AAM Annual Meeting  
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# Social Media

- **Social media enables easy ways for people to share information**
  - **“Unmarketing”**
- 
- **Use web-based and mobile technologies to turn communication into interactive dialogue.**

- 
- Top four social media tools used by marketers:

Facebook, Twitter, LinkedIn and Blogs

Facebook: **600 million** users worldwide

Twitter: 200 million; LinkedIn: 100 million

- Number-one activity of social media users (online or offline) is reading blogs – even above TV! (*Ketchum study*)
- Other interactive social media tools: Flickr, YouTube
- Social bookmarking:  
Delicious, Digg, Reddit



# Get Started

- **What's right for your institution?**  
**One size does not fit all.**
- **Facebook vs. Twitter**
- **Facebook**
  - new to social media
  - build off of current website content
  - interactive, multi-media, photos
  - largest reach



# Get Started

- **Twitter**
  - create desire, sense of urgency
  - **Text only**
  - **Visitors can ask specific questions**
  - **Q and A., i.e. “Ask A Curator.”**



# Get Started

- **Build a rapport with other museums and businesses by “following” them on Twitter or “liking” them on FB**
- **Watch out for spammers or shameless self-promotions!**
- **Determine if social media guidelines are needed**
  - **Socialmediagovernance.com has a database of sample policies**



## Develop a Strategy

- **Establish an account on a top social media website such as Facebook or Twitter**
- **Establish and update brand identity across social media sites and your website.**
- **Bring key staff across departments together to participate and share ideas.**



# Develop a Strategy

- **Plan your message frequency and publishing schedule. Determine the minimum frequency to message such as three times a week, daily, weekly, etc.**
  - **Develop a social media editorial calendar. Identify all your platforms, themes, and schedule it.**
  - **Use a social media dashboard such as Hootsuite to schedule updates in advance.**



Login ▾



## Social Media Dashboard

Sign up now »

### Social on the Go +

Compose and converse on the go using mobile apps for iPhone, Android, Blackberry, iPad and more



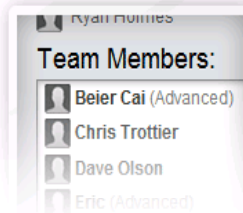
### Track Results +

Review success in real-time with click-through statistics and easy report exporting



### Team Collaboration +

Manage multiple contributors and share data and access without sharing passwords



### Custom Interface +

Work efficiently with social streams, tabs, and columns -- plus a choice of design themes





# Spread the word!

- **Ask your employees to join and invite their friends and colleagues**
- **Promote social media sites across the board: websites, print communications, e-mail communications/e-newsletters, employee signatures, include in ads, calendars**
- **Develop interactive content meant to engage visitors to your page. Ask questions, develop themes (i.e. family-related posts, artwork of the day, this date in history, visitor spotlight)**



# Spread the word!

- **Share your positive press!**
- **Encourage users to visit your museum and participate in your programs, but don't overwhelm them by posting more than once a day, at the most**
- **Utilize incentives or giveaways**
- **Tie into special events**



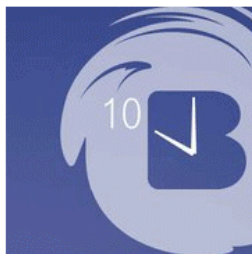
# Develop Content

- Share your Collection on Facebook: upload via ArtShare, the app developed by the Brooklyn Museum
- Share your videos on YouTube. Post content such as concerts, video tours, and interviews. Build your own YouTube channel.
- Post interactive video on your own website and share with social media (i.e. The Met's *Connections*)



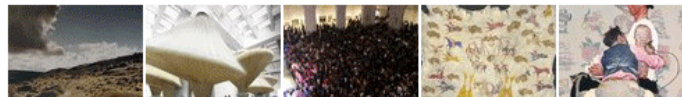
# Develop Content

- **Go behind the scenes with a Blog and promote across platforms**
- **Solicit blog posts across departments**
- **Share photos and chat with the community on Flickr**
- **Develop podcasts and promote across platforms**
- **Repurpose pieces of content into different formats**



### Brooklyn Museum Like

Non-Profit Organization · Brooklyn, New York



Wall Brooklyn Museum · Most Recent

- Wall
- Info
- Friend Activity
- ArtShare
- Discussions
- Wall Paper
- Events

#### About

Expanded hours - now open until 10 p.m. every Thursday and Friday!

1,829 check-ins

36,752 people like this

Likes See All

- Brooklyn Public Library
- Brooklyn
- ArtShare
- Brooklyn Museum Teens
- Brooklyn Botanic



#### Natalia Linares ▸ Bed-Stuy Patch

Hope to see you guys at the Brooklyn Museum on June 4th for First Saturdays with Bed Stuy resident, BLITZ the AMBASSADOR!



**Download: Blitz The Ambassador's Sun-Drenched 'Best I Can'**  
blogs.villagevoice.com

15 hours ago · View Post



#### bfc Mustafa Özbk

I have been working for seven weeks and today i received my first commission of \$7355. I was really thrilled as, like many other entrepreneurs, I have been involved with other, so-called ethical networking businesses that deliver nothing atbwccgdg



**Make Money At Home**  
goo.gl  
Amazing News For Unemployed

Yesterday at 9:18am · Share



#### GlassArtists Without Borders

Featuring work from Karen Willenbrink-Johnsen, Michael Angelo Menconi, Jaime Guerrero, and Jennifer Umphress (just to name a few)  
100% CHARITY DISASTER RELIEF EFFORTS  
www.glassartistswithoutborders.org  
!!!!!!!!!!!!!!!!!!!!ITS NOT TO LATE TO DONATE GLASS!!!!!!!!!!!!



**"Glass to Heal the World" --100%-- CHARITY Fine Art Glass Auction**

Location: Elements Glass Gallery and Studio and ONLINE Auction  
www.glassartistswithoutborders.org  
Time: 1:00AM Monday, May 30th

Saturday at 9:34pm · Share



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About

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Likes See All



Heart of Brooklyn



Brooklyn Museum Teens



Brooklyn Botanic Garden



Brooklyn Public Library



ArtShare

# Brooklyn Museum ArtShare

Like

Non-Profit Organization · Brooklyn, New York

Brooklyn Museum's ArtShare Gallery: (refresh the page to view more)

### Angel by William Edmondson



William Edmondson (American, 1874–1951). *Angel*, circa 1940. Limestone, 18 1/2 x 13 1/2 x 7 in. (47.0 x 34.3 x 17.8 cm). Brooklyn Museum, Gift of Mrs. Alastair B. Martin, 87.28

### A Profile of the Colossal Head of the Sphinx by Marcus Tuscher



Marcus Tuscher (1705-1751). *A Profile of the Colossal Head of the Sphinx*. From Frederik Ludwig Norden (1708-1742) and Peter Templeton (1711-1769). *Travels in Egypt and Nubia*, by Frederick Lewis Norden, translated from the original... and enlarged with observations from ancient and modern authors, that have written on the antiquities of Egypt... by Dr. Peter Templeman, vol. 1 (London: L. Davis and C. Reymers, 1757). Brooklyn Museum Libraries, Special Collection

### Bust of the Goddess Sakhmet



### "Dragonfly" Lamp by Clara Driscoll





Brooklyn Museum  
BrooklynMuseum's Channel

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Playlists



0:36 / 1:20 360p

Info Favorite Share Playlists Flag

### Audiophile: MNR

From: BrooklynMuseum | May 4, 2011 | 387 views

Like

MNR concert at the Brooklyn Museum on April 15, 2011. The first of three concerts celebrating the most prolific and innovative emerging talent of Brooklyn's thriving music scene, including hip-hop, indie rock, electronic, and psychedelic bands. This concert featured electro-pop sensation MNR and multimedia pop band New Villager. The series continues on May 13 with dance party superstars MEN with indie rockers Savoir Adore and June 10 with indie hip-hop artist Theop... (more info)

### Uploads (161)



**Audiophile: MNR**  
387 views - 1 week ago



**How It Began: Betty Friedan and the**  
174 views - 1 month ago



**The Art of Activism: Women Civil Rights**  
251 views - 2 months ago

see all

### reOrder (9)



**reOrder - wall**  
SituStudio - 706 views



**reOrder Full Scale Mock-up**  
SituStudio - 301 views

see all

### The Mummy Chamber (5)



**Under The Wrappings:**  
BrooklynMuseum - 8,320 views

# Brooklyn Museum

Community: [bloggers@brooklynmuseum](mailto:bloggers@brooklynmuseum)

## The British Are Coming!

Posted on [May 12, 2011](#) by [Karen Sherry](#)

This portrait by the British painter Thomas Hudson has just been added to [American Identities](#), the installation of the Museum's world-renowned collections of American art.



Attributed to Thomas Hudson (British, 1701-1779), Mrs. John Wendt, circa 1745. Oil on canvas, 50 1/4 x 39 7/8 in. (127.6 x 101.3 cm). Brooklyn Museum, Gift of Kaywin W. Smith Lehman, 79.290.

While these galleries display works of vast diversity in terms of date, medium, style, and cultural origin, the featured artists have generally always worked in the Americas. We're making an exception to include this British painting in the gallery devoted to the colonial experience, where it will join objects made in North and South America. From an historical and aesthetic standpoint, this addition makes a lot of sense. Anglo-Americans who settled in the British colonies during the seventeenth and eighteenth centuries frequently looked to the mother country for artistic inspiration. When elite patrons commissioned a portrait, they wanted to emulate the latest styles in London as a sign of their cultural refinement. And, during the mid-eighteenth century, Thomas Hudson was one of *the* most sought out portraitists by London's high

[bloggers@brooklynmuseum](#)

Behind-the-scenes blogging at the Brooklyn Museum

### Subscribe

Get email updates for [bloggers@brooklynmuseum](mailto:bloggers@brooklynmuseum):

### Recent Comments

**Mostafa:** Hi, It's nice to see your blog, and I'd like to invite you to visit my blog Tourist Cup I wish...

**Shelley Bernstein:** Hi David, We were lucky that someone like Wayne decided to build an app for us utilizing the API....

**David Billotti:** I'm holding an excellent Android 3.0 tablet and salivating. Maybe?

**rita:** What is next? Anymore good news?

**Shelley Bernstein:** Thanks, Hannah – great to know about Culture Hack Scotland and will be really interested to...



**Heroes**  
Jose Rivero



**Grids**  
Robin Schwalb



**Fatherhood**  
Tim Healing



**Motherhood**  
Jean Sorabella



**Details**  
Cristina Carr



**The Tudors**  
Peter Antony



**Privilege**  
Theresa King-Dickinson



**Collage**  
Mikel Frank



**Better Broken**  
Navina Haidar



**Water**  
Lyn Younes



**Smoke**  
Ian Alteveer



**Doors**  
Dan Kershaw



**Abstraction**



**Greenhouse**



**Hands**



**Spain**



**Africa**



**Survival**



# Measuring Social Media

- **Surveys**
- **Monitor your PR reach into the blog-o-sphere**

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- **Google alerts**
- **Use simple excel spreadsheets**
- **Measure your audience numbers (fans, followers, subscribers, readers, etc. depending on the platform)**



# Measuring Social Media

- **Track Activity** (what you've done – posts, comments, uploads, etc. )
- **Track Engagement** (such as user comments, likes, links, shares, conversations)
- **Analyze Web Traffic** (using a tracking system such as Google Analytics – How many visitors to your website came from each platform?)



# Resources

- Beth Kantor's Blog for Networked NonProfits  
<http://www.bethkanter.org/>
- PRAM's Social Media information page: <http://www.aam-us.org/museumresources/ic/mpr/pr/sm.cfm>
- *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business* (New Rules Social Media Series) by Ann Hadley
- *Success Secrets of Social Media Marketing Superstars* by Mitch Meyerson
- *Engage, Revised and Updated: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web* by Brian Solis; blog: [www.briansolis.com](http://www.briansolis.com)