



An Initiative of The Arthur M. Blank Family Foundation

COOKERLY PR

The Thursday Rethink:

Gathering the grassroots to reach your audiences

When your live



The picture can't be displayed.

isn't on, your marketing, branding
and virtual programming is the



The picture can't be displayed.



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SHOW you care.

SHOW you're tuned in.

SHOW you're still relevant.

SHOW you're here for the long term.

SHOW you still offer resources.

SHOW you're more than what folks might expect.

Show you're nimble and adaptable.

SHOW you're audience-centric.



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Today's Session

1. Data and insights from the field affecting attitudes and re-opening
2. Leveraging your social channels to reach your audience
3. Developing social content that engages
4. Managing your social channels and measuring success
5. Your questions

Maneuvering Through Uncertain Times



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Coronavirus In Minnesota: Guthrie Theater To Lay Off Staff, Moves Next Show Date To March 2021

CORONAVIRUS

Dallas Dance Companies Keep It Moving Despite Social Distancing

Groups like Bruce Wood Dance and Dallas Black Dance Theatre are adjusting to a new normal while patiently waiting to return to the stage.

BY TRACE MILLER PUBLISHED IN ARTS & ENTERTAINMENT MAY 5, 2020 2:38 PM

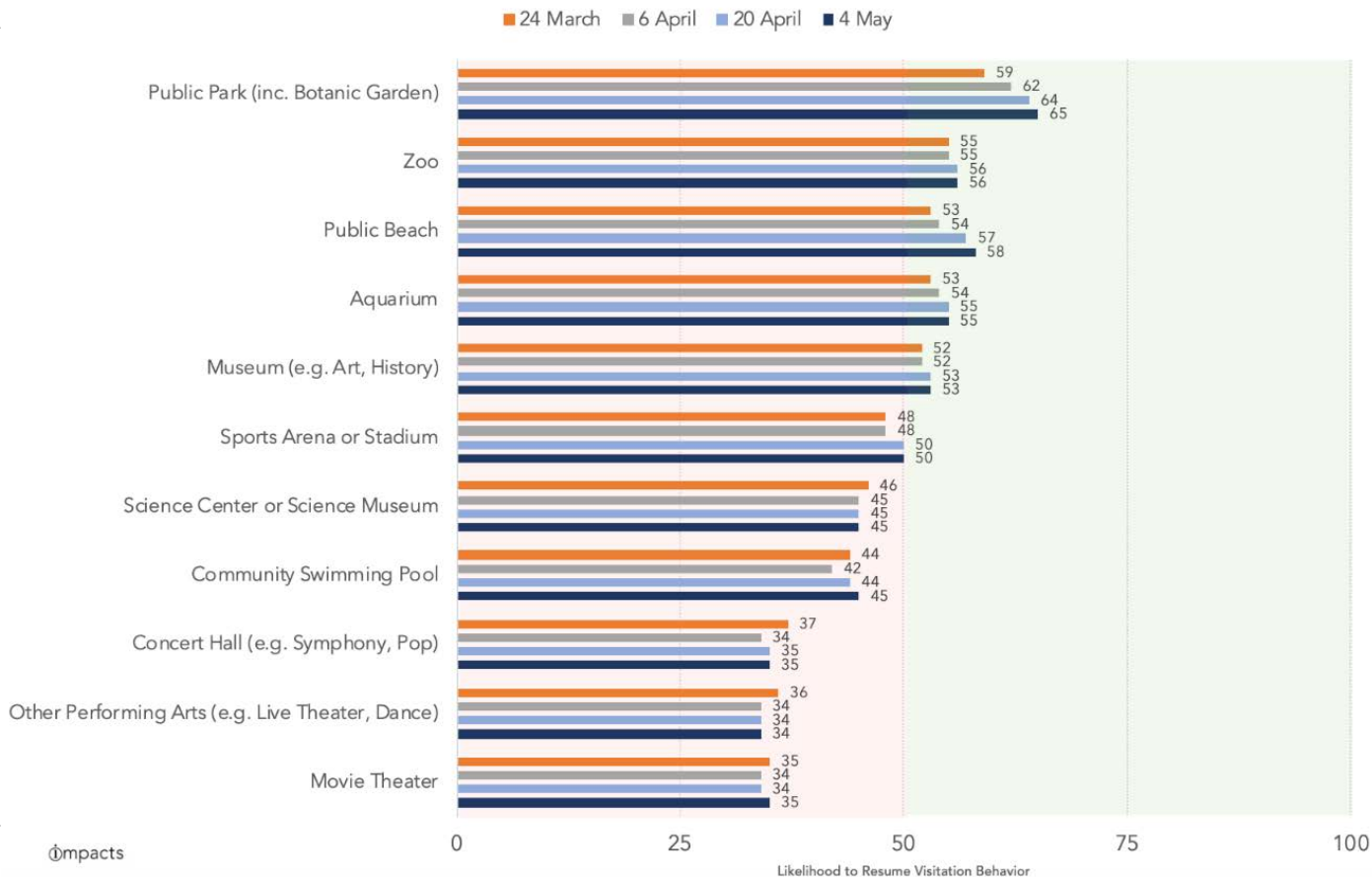
Vatican Museums set to reopen

The Secretary-General of the Vatican City State Governorate, Bishop Fernando Vérgez Alzaga, lays out plans for reopening the Vatican Museums.

Broadway Will Remain Dark Through at Least September 6

Re-Entry...

Return to Normal Activities by category of visitor-serving organization



What the Data is Telling Us

It was a big week for the U.S. in terms of states taking steps to reopen, and it was a big week for intentions to visit cultural organizations again as well.

[It's the ninth week monitoring intentions to visit cultural entities.](#) [loosen COVID-19-related stay-at-home restrictions](#), it may come as no surprise that folks who enjoy cultural experiences plan to soon visit them again. The positive trend observed in the last several weeks continues to strengthen as people intend to return to leisure activities relatively soon and start to plan trips to cultural organizations. As reopening becomes more of a reality – both in areas that have lifted restrictions and those that have not – intentions to visit continue to rise as well.

The updated findings indicate that people intend to return to “normal” visitation patterns within three months, and intentions to visit within one month are quickly recovering.

Today is a one-week update and sharing information collected through May 9th. The research quantifies the U.S. adult public's intentions to visit 84 unique cultural organizations within the United States – from art museums and aquariums to theaters to symphonies. For the week ranging May 3rd – May 9th, the data and analysis summarized below represent an additional sample of 1,997 adults.

What the Data is Telling Us

- **May historically has the highest three-month intentions to visit of the year.** Remember that this value typically jumps from around 21 to 25 from the end of April to the end of May. This is because the three-month time period encompasses the near-entirety of the summertime, and those are typically well-attended months for cultural institutions. In other words, a part of this bump is likely due to the natural increase observed as people plan summertime activities. Indeed, that appears to be what many people are doing now.
- **The United States is reopening.** This is likely to be the biggest factor driving the increased values this week. Last week, the U.S. reopening moved from being an “if” condition to a “when” condition – and the answer to that question in some parts of the country is starting to become “now” or “very soon.” This reality is likely to have heightened national intentions to visit cultural institutions this week in particular.
- **People who may not feel comfortable resuming activities right away may anticipate that they’ll feel more comfortable in the coming months.** While there was an increase in intentions to visit within one month, it was the three-month intentions that experienced the most meaningful increase this week. It may be that some people are making plans to visit within three months instead of within one month in order to observe post-reopening conditions.

What the Data is Telling Us

A brief reminder of what “intent to visit” means, and why it matters right now.

Unlike mere *interest* in visiting an organization, research shows that *intent* to visit aligns closely with actual plans and visitation behaviors. [Visitors’ stated intentions to visit an organization within a defined duration have historically proven a dependable indicator of actual visitation behaviors](#), and are a generally reliable gauge of likely attendance.

One’s intent to visit is among the best available metrics for reliably predicting behaviors. It helps us understand people’s plans for future visitation at any given time, and further aligns these intentions to a specific chronology. This metric not only quantifies the strength of intentions to visit an organization but also identifies the duration within which one intends to manifest this intention.

Exhibit and performance-based entities across the nation are closed. Like other enterprises at the moment, their financial strife is making headlines. This interruption of our regular operations begs multiple questions:

When we reopen, will people come back? When do people think that they’ll come back?

How is the current environment – at this moment – impacting future plans?

And, critically, how is this changing over time as the U.S. public learns more about the virus?

What the Data is Telling Us

One-month intentions to visit remain on the rise. At a value of 14, intentions to visit within one month are only slightly depressed compared to this same time last year.

Three-month intentions to visit experienced a significant bump this week. Three-month intentions exceed historically observed levels for the end of April and are nearing historically observed levels for the end of May. With a current value of 24 at nearly mid-May 2020, values are tracking similarly to last year in the three-month time frame. Collectively, this information affirms the belief that the public continues to view the coronavirus as having a finite duration in terms of causing a significant interruption in their planned activities.

It is possible – as it always is – that things will change. Perhaps states opening now will experience an increase in coronavirus cases, resulting in another round of restrictions. One might argue that it may not matter that people *intend* to leave their homes if time creeps by and people are still forced to remain indoors by government mandate. But these findings are still incredibly informative for strategic operations.

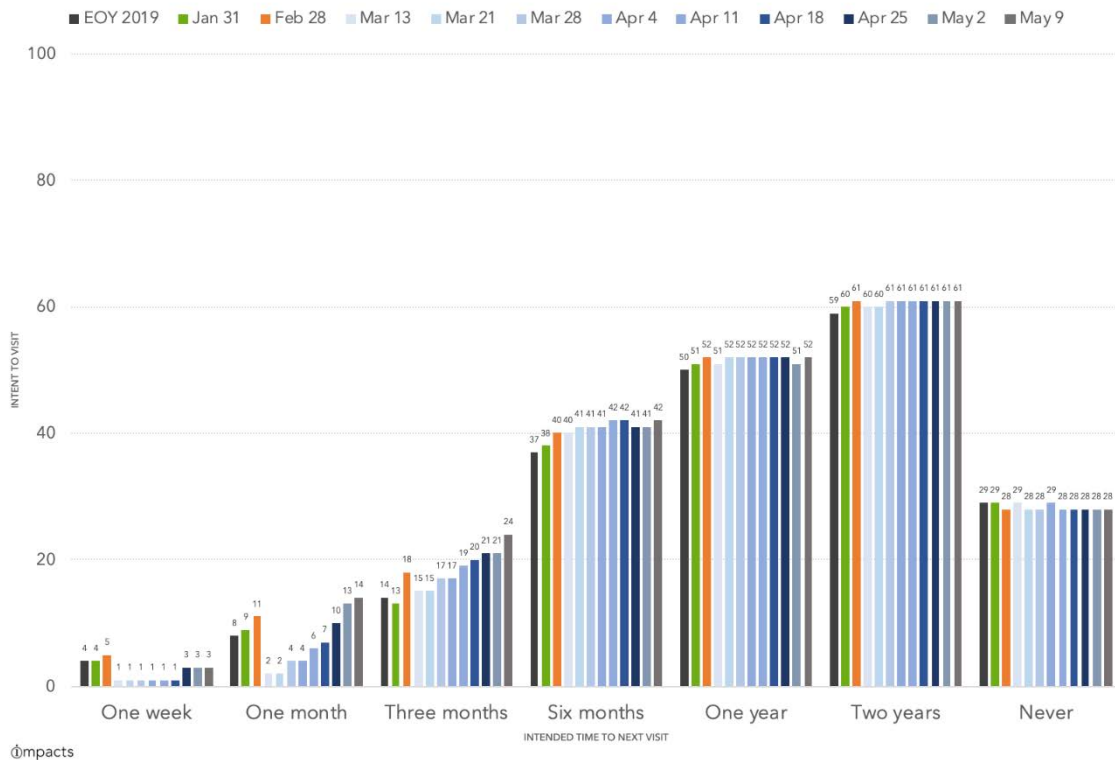
If people intend to visit, then they are planning their visit – and people are starting to do so now. It's beneficial for cultural institutions to remain top of mind so that these visits may be realized, particularly in the event that organizations do start to reopen in the relative near-term.

What the Data is Telling Us

As U.S. states begin to reopen, intentions to visit cultural organizations are correspondingly increasing.

May 11 Update...

Intent to Visit 2020 US adults as of 9 May 2020, 84 organizations



What the Data is Telling Us

Do these findings mean that everything will go back to “normal” within the next couple of months?
No. They don’t.

While intentions to visit a cultural entity within three months match last year’s metrics and one-month intentions are on the ascent, we find that [demand is being redistributed](#). People report that they are more likely to visit organizations that allow for freedom of movement (such as an art museum) compared to those in confined spaces (such as a symphony).

These findings mean that people intend to have cultural experiences again within that time frame, *but it does not mean that they expect your operations to remain the same*. Quite to the contrary. [Data suggests that people may expect organizations to carry out operational and programmatic enhancements designed to recognize a new normal](#). Only one in four people feel comfortable attending an exhibit-based cultural institution – such as a museum, aquarium, or historic site – without changes that prioritize guest safety. Only about one in seven feels comfortable visiting a performance-based institution – such as a theater or symphony – without operational and strategic changes to prioritize safety.

What the Data is Telling Us

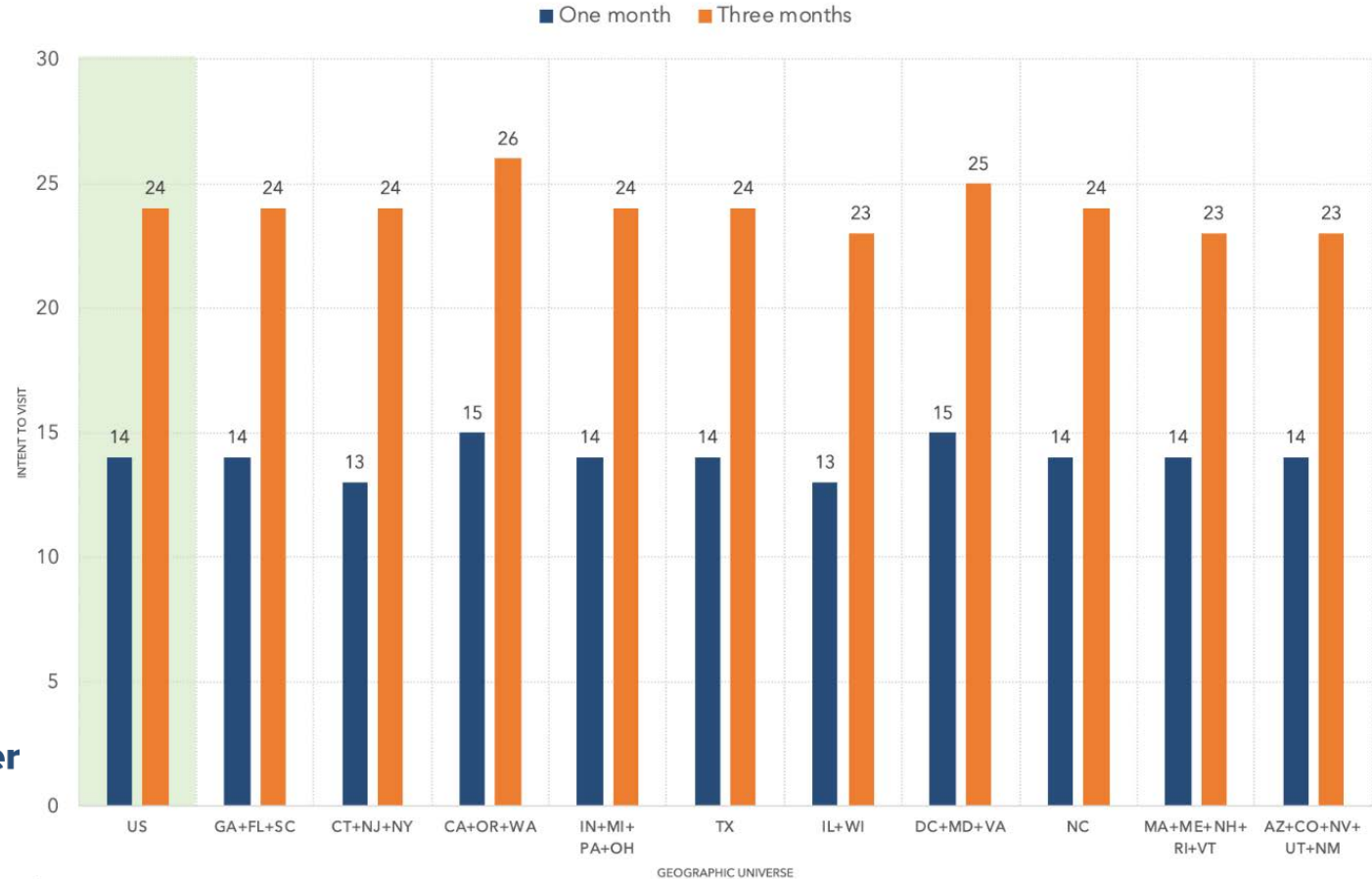
Re-distribution of activities:

Cultural experiences that allow for a visitor's relative freedom of movement, particularly those featuring outdoor spaces, will likely benefit from increased demand upon reopening. This category of experiences includes outdoor historic sites, parks, zoos, botanic gardens, etc. This stands to reason, as people may feel confident that – especially with operational adaptations for safety – attendees may be able to adhere to social distancing practices while still enjoying these experiences. Experiences involving enclosed spaces with minimal visitor movement – such as performing arts enterprises – indicate lessened demand. This may indicate apprehension around remaining stationary in a confined or enclosed space with many other people while the coronavirus is still spreading and no vaccine is yet available.

Entities perceptually offering tactile experiences – such as science centers – also may not immediately reengage their typical visitor volume. We are observing this trend for children's museums as well. This may be due to the perception that fully enjoying these experiences may require touching objects and thus risk transmitting the virus.

We think it's important to show you this data over time because it is clear that these perceptions have remained largely durable. They aren't changing significantly over time and serve as a reasonable basis to inform strategies responsive to these perceptual challenges.

Georgia Data...





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Poll: When do you anticipate hosting a live “in-person” event?

A Next Month

B This Summer

C This Fall

D Next Year (2021)

E Completely Uncertain



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Poll: Have you created a social distancing plan?

- A Yes, for our own employees
- B Yes, for our own employees and returning audiences
- C No, not for our employees
- D No, not for our own employees and returning audiences



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Poll: Have you hosted a virtual experience yet?

A Yes

B No



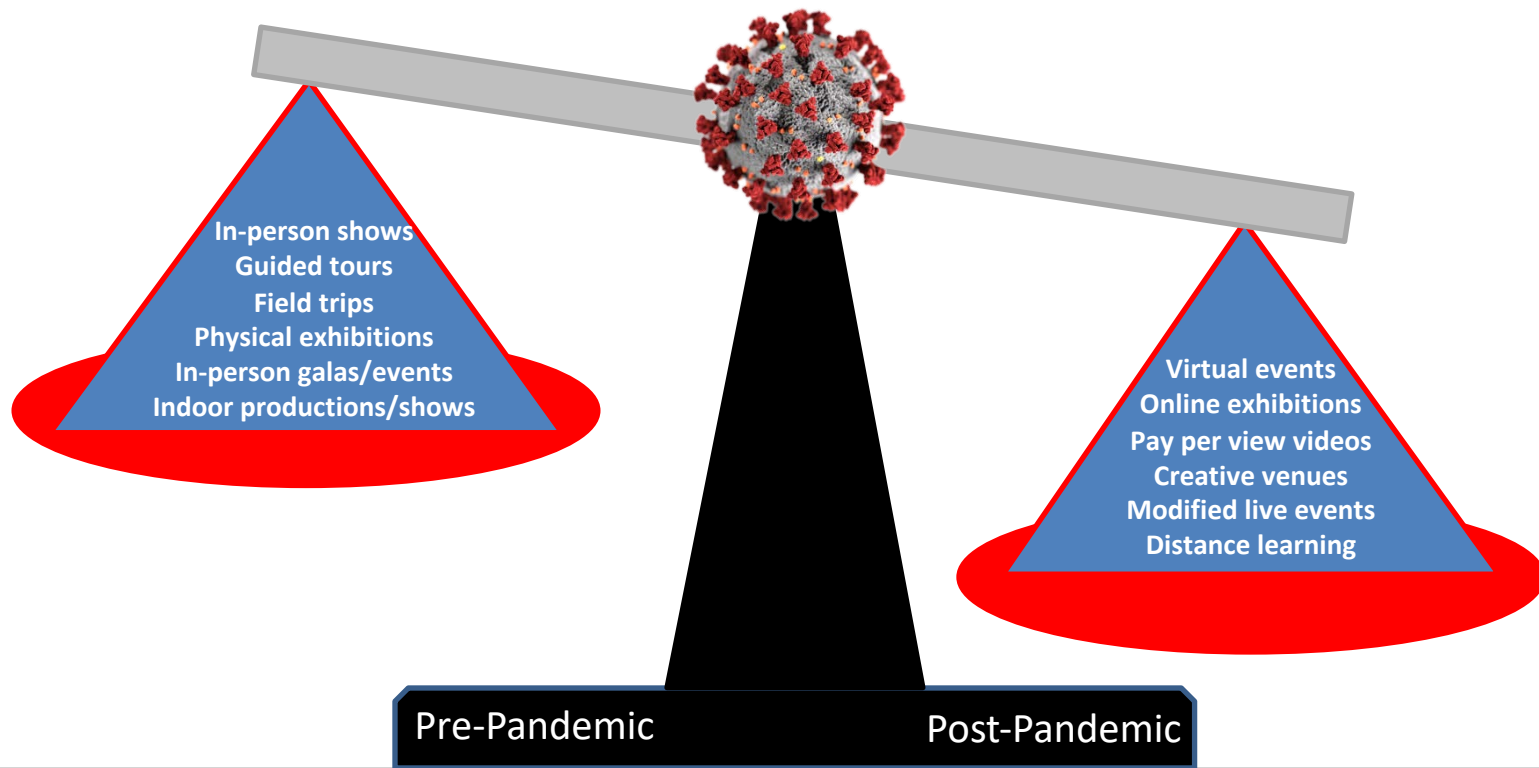
An Initiative of The Arthur M. Blank Family Foundation

Poll: Have you made money off a virtual experience yet?

A Yes

B No

Introducing the Post-COVID Programmatic “Pivot-o-Meter”

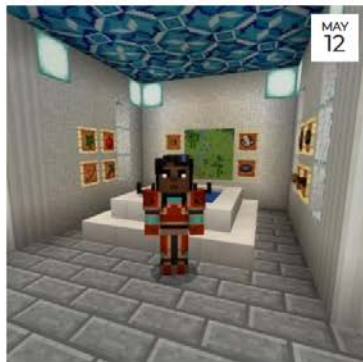


Local Shout-Out to MODA!



In response to the growing concern surrounding COVID-19, Museum of Design Atlanta closed to the public on March 13. We're gearing up to share some online design goodness with you so please check our website for details!

Available Online



Minecraft Design: Make a Museum

Join us on MODA's multiplayer Minecraft design server for a four-day workshop exploring the creation of museums.

May 12, 2020 – May 15, 2020



Skatepark Design 3: From Community to Concrete for Ages 10-18

Join us for one or all of our 3-part series on Skatepark Design.

In session 3, you'll talk about how skateboard parks actually get built, explore the process of building a skatepark in your community, and find out how to go about presenting your designs.

Then, building on previous workshops or using a materials provided by the instructor, you'll create renderings and participate in a critique. You will leave with a park ready to be pitched to your community!



Online - Apps for Good for Ages 10-18

In this two-part class, we'll design and prototype an app that makes a difference in the world. Figure out how to help the cause you believe in most by building an app about it! Throughout it all, we'll be using free software to do our work.

May 13, 2020 – May 15, 2020



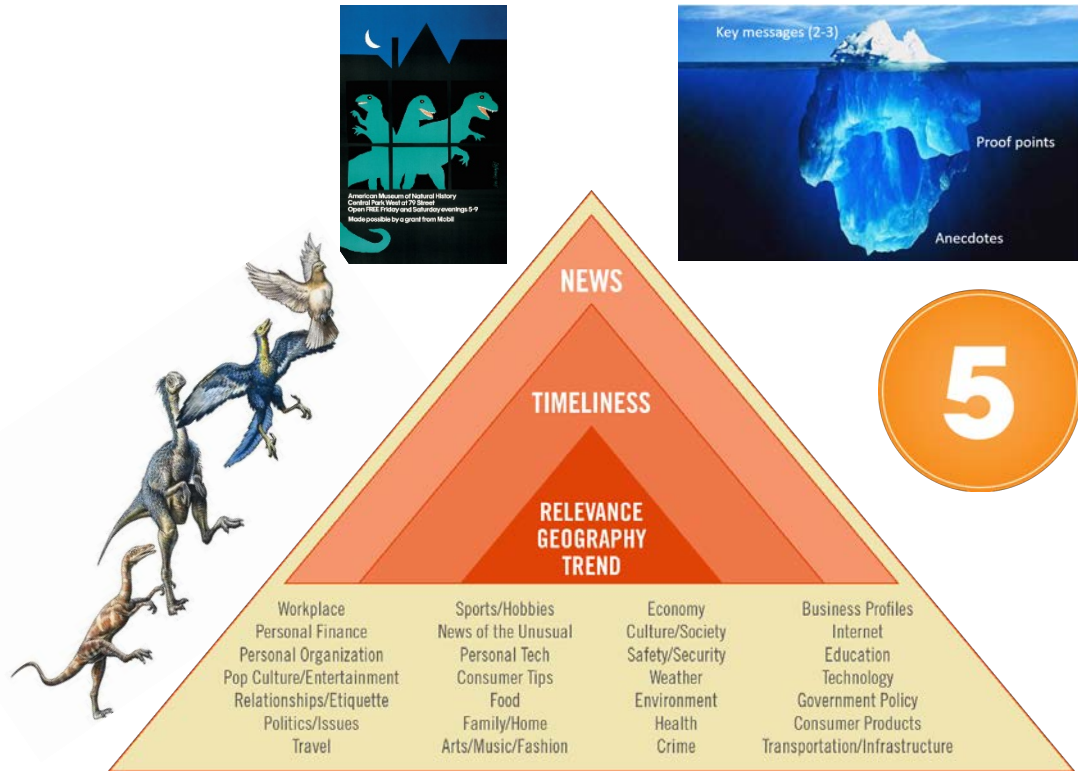
ONLINE Skate or Design: Skating on Video - Animation for Ages 10-18

In this session of Skate or Design, you'll learn about the intersecting history of skate videos, motion graphics, and DIY filmmaking techniques.

May 13, 2020

Last Week: Earned Media

- Refining your messaging
- Honing your spokespeople
- Harvesting your creative stories
- Pitching media for “earned” opportunities (Your “5”)
- Re-marketing third-party stories to stoke interest in your institution



This Week: Shared Social Strategy





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Why is Social Media Important to Reach Your Audiences?

- Gives greater control over your message
- Creates an opportunity for direct engagement with your audience
- Helps support promotion of events, announcements, policy/visitation changes
- Important to be mindful of tone and how outside events can shape how messages are received



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Ways to Engage with Audiences Over Social

- Give-aways and contests
- Co-creation, social curation
- Virtual performance or exhibition
- Virtual gala or gathering

Ways to Engage with Audiences Over Social



Social Media Users in the U.S. – Top Channels to Reach Audience

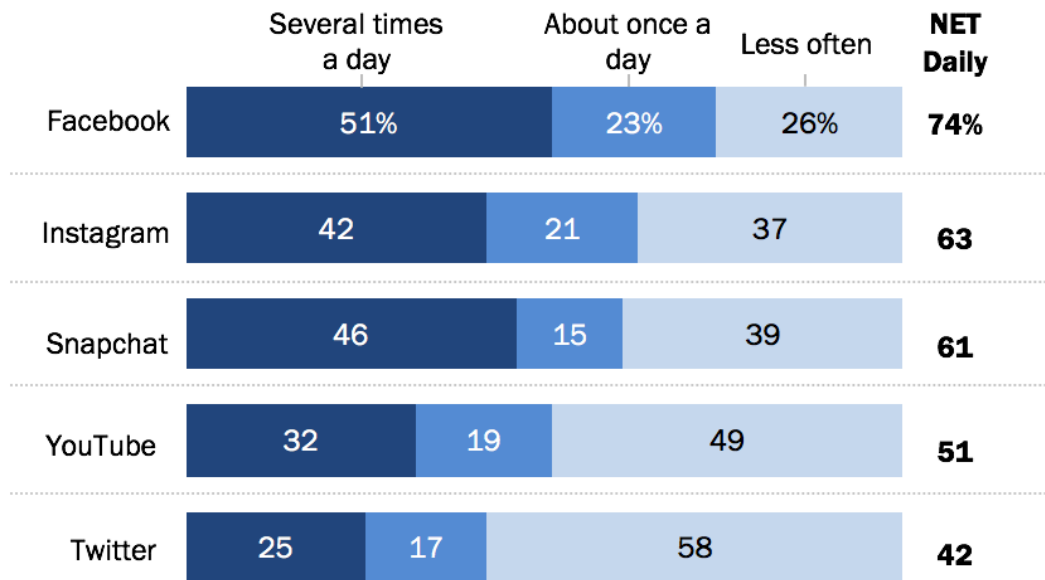
- Estimated 226 million social media users ages 12+ in the country
- Percentage of social media users
 - Facebook – 63%
 - Instagram – 41%
 - Snapchat – 31%
 - Pinterest – 29%
 - LinkedIn – 22%
 - Twitter – 21%
 - TikTok – 11%



Social Media Users in the U.S.

Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ___, % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

Social Media Users in the U.S.

- Social Media Usage Ages 12-34
 - Instagram – 68%
 - Facebook – 64%
 - Snapchat – 61%
 - Pinterest – 32%
 - Twitter – 29%
 - TikTok – 25%
 - LinkedIn – 22%



Social Media Users in the U.S.

- Social Media Usage Ages 35+
 - Facebook – 62%
 - Pinterest – 28%
 - Instagram – 26%
 - LinkedIn – 22%
 - Twitter – 16%
 - Snapchat – 14%
 - TikTok – 3%





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Poll: Which social channel has received the most focus for your institution?

A Facebook

B Instagram

C YouTube/Vimeo (Video hosting)

D Pinterest

E Twitter

F LinkedIn



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Poll: Which social channel do you intend to explore more?

A Facebook

B Instagram

C YouTube/Vimeo (Video hosting)

D Pinterest

E Twitter

F LinkedIn

Major Engagement Platforms



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Facebook



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 **The Metropolitan Museum of Art, New York** 3 hrs · 🌐

"That's one small step for man, one giant leap for mankind."

We couldn't resist sharing this iconic image of Buzz Aldrin, taken by Neil Armstrong, in honor of #NationalAstronautDay. 🌙 🚀

For more out-of-this-world imagery, explore our 2019 exhibition #MetApollosMuse online ➡ [met.org/ApollosMuse...](https://met.org/ApollosMuse) See More



👍❤️😮 185 3 Comments 11 Shares

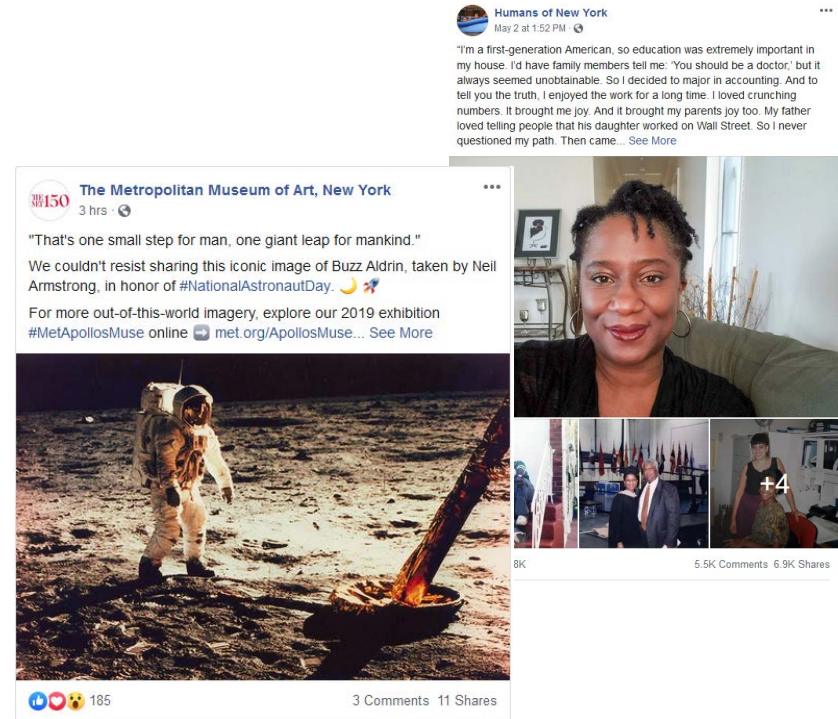
 **Humans of New York** May 2 at 1:52 PM · 🌐

"I'm a first-generation American, so education was extremely important in my house. I'd have family members tell me: 'You should be a doctor,' but it always seemed unobtainable. So I decided to major in accounting. And to tell you the truth, I enjoyed the work for a long time. I loved crunching numbers. It brought me joy. And it brought my parents joy too. My father loved telling people that his daughter worked on Wall Street. So I never questioned my path. Then came... See More



👍❤️😮 288K 5.5K Comments 6.9K Shares

- Strategy
 - Sharing company info, announcements
 - Clear message that links to content engine
 - Launch targeted, multi-platformed campaigns
 - Source for entertainment and learning
 - Live streaming and story feature offer additional support to message
- Audience
 - Individuals ages 35+
 - Estimated 178M users in US
- Of note
 - [Facebook recently announced the option to charge for access to live streams](#)
- MoMA Facebook



MOMA on Facebook



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Introducing Virtual Views: Dorothea Lange Like Comment Share

MoMA The Museum of Modern Art

Follow

392 12 Comments 114 Shares



[#MoMAVirtualViews](#) [#DorotheaLange](#) [#SallyMann](#)
Dorothea Lange | Live Q&A with Sarah Meister and Sally Mann | VIRTUAL VIEWS

21,498 views • Streamed live on Apr 30, 2020

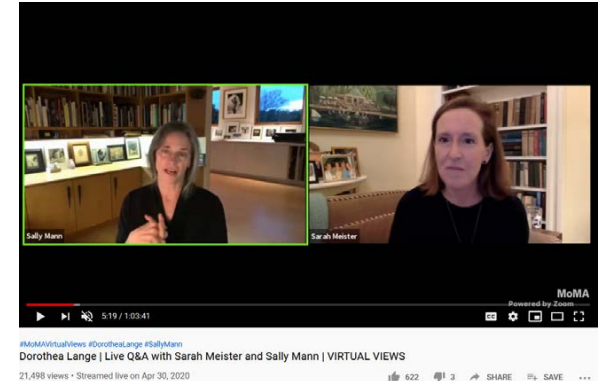
622 3 SHARE SAVE

Facebook



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- MoMA in New York does a good job of communicating message to audience through social media
- [Virtual Views](#) – video series highlighting collections, artists and installations that feature commentary from exhibition curators, museum staff, artists, etc.
- Videos live in an album, or “playlist,” on Facebook and are also prominently featured on the museum’s [YouTube](#) channel
- Clear, consistent titles, copy, hashtags and links that redirect to MoMA website for audience to learn more
- Facebook videos included call to action to attend live Q&A between photo curator Sarah Meister and photographer Sally Mann; streamed on zoom and YouTube



Instagram



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VIRTUAL!

PROGRESSIVE Party

JOIN THE LIVESTREAM

WOOLLYMAMMOTH.NET @WOOLLYMAMMOTHTC BIT.LY/WOOLLYLIVE

7:30PM COCKTAIL (HALF) HOUR
8:00PM PARTY BEGINS!

woollymammothtc • Follow

woollymammothtc Which platform are you in the mood for tonight? Make sure you're registered to join and bid on auction items! Link in bio. #WoollyParty

2w

24 likes

APRIL 20

Add a comment...

Post

SPIT DAT TAKEOVER

ALL WEEK LONG!

SPIT DAT DIGITAL

JOKES ON US

APR 27

woollymammothtc • Follow

woollymammothtc Spit Dat goes digital! Deshaun and Drew will be taking over our IG starting tomorrow leading up to the first virtual Open Mic Monday on April 27. Find out what they're up to during quarantine and make sure to reserve your ticket link in bio. #SpitDatHappens

2w

woollymammothtc It's open mic Monday again! Join us tonight at 8 PM on Facebook Live as @spitdat presents "Jokes On Us"! #SpitDatHappens

2w

Instagram

- Strategy
 - Visual messaging
 - Source for entertainment
 - Direct engagement with followers
- Audience
 - Individuals ages 13-30
 - 43% female
 - 31% male
 - Non-binary individuals not included in study
- Best Use
 - Growing popularity among museums
 - Beautiful photography, stunning visuals, unique designs, selfie-style video that speaks directly to your audience and a cohesive theme to your content will help you stand out
- Woolly Mammoth Theatre

Instagram

- Woolly Mammoth Theatre good example of using Instagram to appeal to younger audience seeking entertainment
- Uses creative, original designs to grab attention, offer tone for content, infer playful brand
- Hashtags are the pathway to gain new followers based on niches
- Treats Instagram as a tool to disseminate message while appealing to audience preferences with other platforms
- Promotes initiatives through “takeovers” by talent
- Takeovers involve giving a guest, artist, actor, etc. the reigns to the social media account, allowing them to add a personal flare to the shared content and giving followers an opportunity to directly engage with them
- IGTV channels for longer form – preview for longer video
- Micro-influencers, someone with 5-10,000 followers



MAY 11, 2020

[NEWS](#)
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[FEATURES](#)
[CALENDAR](#)
[SHOWS](#)
[JOBS](#)
[SHOP](#)

BENEFITS AND GALAS

Marisa Tomei and Oscar Isaac to Read Alan Bowne's *Beirut* for Virtual MCC Benefit

BY RYAN MCPHEE
APR 22, 2020

The reading kicks off MCC Theater's new series of virtual events in the wake of the coronavirus pandemic.

Marisa Tomei and Oscar Isaac

[LATEST NEWS](#)
[MOST READ](#)

From *Company* to *A Chorus Line*: Look Back at Charlotte d'Amboise on the Stage

The *Lehman Trilogy* and *Lodge 49* Star Adam Godley Joins Stream Stealers May

Playbill Calendar: Your Guide to Live Streams, Concerts, and More May 11-17

Playbill Vault's Today in Theatre History: May 11

Schedule of Upcoming and Current Free Live Stream Broadcasts

[18 NEW STORIES](#)

Click Here for Playbill's Theatre Coverage, Resources, and More During the Coronavirus Shutdown

ANNIE CLOTHING TO 45% OFF

Epic.

Fun.

Memorable.

foreverspin™

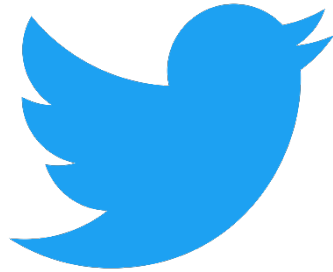
YouTube/Vimeo

- Strategy
 - Video messaging; long form and short form
 - Strong visuals and cohesive message
- Audience
 - 73% of US adults report regularly using YouTube, with a heavy concentration in the age range of 15 to 34 years old
 - Usage trends upward alongside income and level of education
 - Audience tunes in for entertainment AND education
- Best Use
 - Connect your audience to the art that is currently hanging in dark galleries through video series, master classes, live Q&As
 - For museums, YouTube and Facebook are your best friends as far as organizing and creating a database of art that is currently on display
 - Pay attention to trends to direct traffic to content





Cocktails with a Curator: Constable's 'The White Horse'



LincolnCenterTheater @LCTheater · May 4

Right now, LCT means #LightsCameraTheater!

We're thrilled to announce that you can view our production of @RnH_Org's @KingandIMusical! With @kelliohara, Ken Watanabe, & @RuthieAnnMiles.

FREE on Friday, 5/8 @ 8pm ET, on @BroadwayHD, then for 48 hours: [bit.ly /RNHMovieNightK...](https://bit.ly/RNHMovieNightK...)



2



23



50



Twitter



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- Strategy
 - Communicate breaking news, bite-size content
 - Engage directly with followers in real time
 - Support video campaigns; photo content stands out
- Audience
 - Approx. 300M active monthly users
 - 63% of Twitter users are between the ages of 35 and 65, with males making up nearly two-thirds of those people
- Best Use
 - Allows 280 characters; counts characters in links
 - Sites like bit.ly can be used to shorten hyperlinks
 - Be mindful of photo thumbnails when using links
 - Resource for users to verify announcements, breaking news, etc.
 - Use as a portal to connect followers to content, not as an engine



LincolnCenterTheater ✓ @LCTheater · May 4

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FREE on Friday, 5/8 @ 8pm ET, on @BroadwayHD, then for 48 hours: bit.ly/RNHMovieNightK...



2



23



50





New Museum

2,502 followers · 72 following

www.newmuseum.org

New York, NY · NEW ART. NEW IDEAS



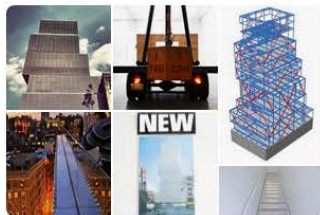
Boards

Pins

Followers

Following

Topics



New Museum

27 Pins



Exhibitions

33 Pins



New Museum Store

52 Pins



Membership

14 Pins



Special Events

68 Pins

Pinterest



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New Museum (NY)

Has several boards that offer something different for users

New museum itself, exhibitions, membership, store, special events and inspiration

Pins link back to museum website

<https://www.pinterest.com/newmuseum/boards/>

Pinterest



San Diego Air & Space Museum

138k monthly viewers

Follow

sandiegoairandspace.org

We're California's official air and space museum and education center! Find us on Facebook, Twitter, Instagram, Flickr, YouTube, and Goodreads for the latest!



Air Combat Illustrated Histo...

8 Pins



Asian-Americans in Aviation...

12 Pins



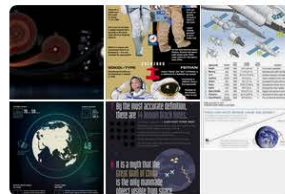
Aviators

51 Pins



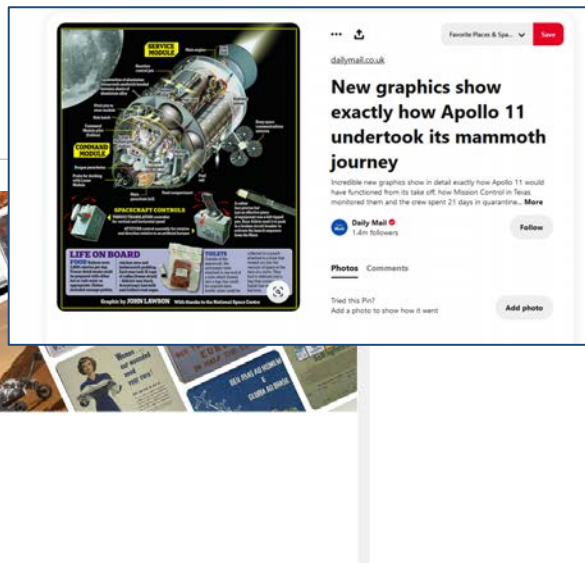
For Teachers

15 Pins



Infographics

5 Pins





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Pinterest

- Users ages 35-65 are biggest audience here
- Pinterest allows people to collect interests and inspiration in one place
- Age group of homeowners, interior designers, art collectors
- By making content eligible to “pin” you increase potential reach
- Not a bad idea to use as a supplemental tool, but do not recommend developing strategy around the platform
- Featured boards are focus of importance; they immediately give the user an idea of what to expect by visiting that museum’s page



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Other Relevant Social Media Channels

- LinkedIn
 - Audience here is typically looking for announcements, news and credible verification
 - Consider sharing information to LinkedIn that you would share to Twitter
- Yelp
 - Keeping information up to date on Yelp helps with SEO, quality of feedback and directing traffic to your content
- TikTok
 - Great tool for appealing to younger audience seeking visual entertainment



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Virtual Events

- Met Museum
 - o Conversations with Met curators
 - o Storytelling for kids
 - o Drawing activity that celebrates The Met's iconic Fifth Avenue facade in honor of the Museum's 150th anniversary
- The Whitney
 - o Art from home sessions
- Brooklyn Museum
 - o In collaboration with United Nations hosted talk about "Art in the Time of Coronavirus"
 - o Commentary featured the museum's director, Anne Pasternak, art critic Jerry Saltz, and artist Mona Chalabi
- New Museum
 - o Virtual exhibition tour featured in newsletter

VIRTUAL EXHIBITION TOUR

Jordan Casteel: Within Reach

Take a tour of Jordan Casteel's "Within Reach" from the comfort of your own home. Produced by our partners at Gesso, this virtual tour features narration by *Edlis Neeson Artistic Director* Massimiliano Gioni as well as Casteel herself.

READ [a review](#) of "Jordan Casteel: Within Reach" in the New York Times.

Local Shout-Out! YouTube: Atlanta Contemporary Museum

Created playlists



Contemporary Classroom

Updated 4 days ago

[VIEW FULL PLAYLIST](#)



Discrit

[VIEW FULL PLAYLIST](#)



Virtual Activities

Updated 2 days ago

[VIEW FULL PLAYLIST](#)



Contemporary Cocktails

[VIEW FULL PLAYLIST](#)

Uploads

[▶ PLAY ALL](#)



Drag Queen Story Hour with Miss Terra Cotta Sugarbaker

20 views • 2 days ago



Virtual Pop Up: Galaxy Techniques

2 views • 4 days ago



Mango Mezcalrita with Mixologist Erika Moore

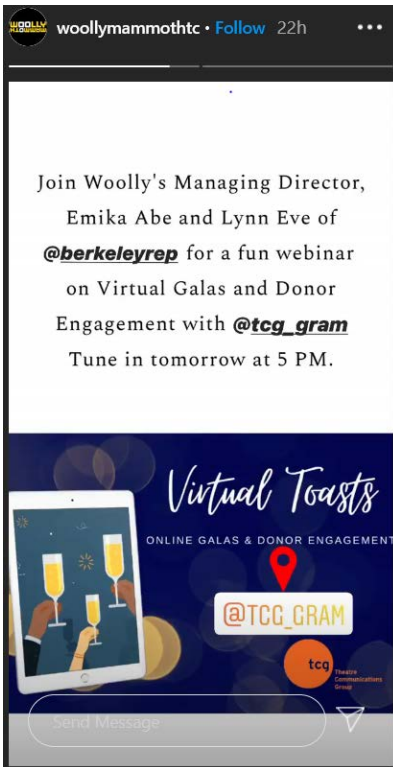
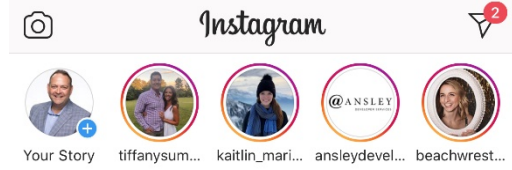
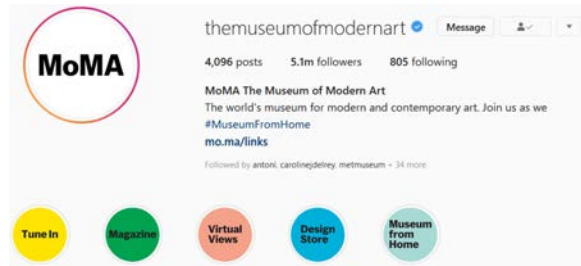
No views • 4 days ago



ColorATL + Meet the ArtistsA Virtual Adult Coloring Night

8 views • 2 weeks ago

Harvest Your Stories

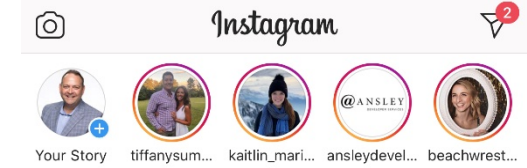


Harvest Your Stories



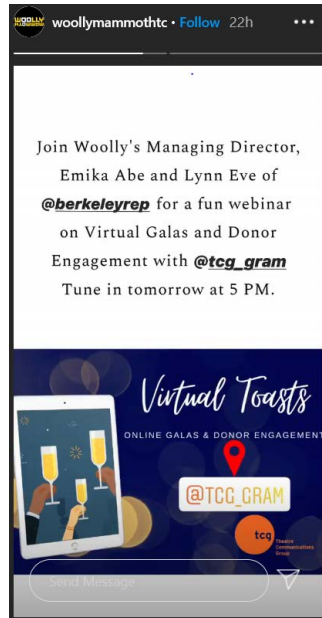
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- What are Stories?
 - Platforms like Facebook and Instagram offer several ways to share content
 - First introduced by Snapchat in 2012, FB and IG have adapted the Story feature, which allows users to share content in a temporary format that is available to viewers for only 24 hours
 - On Instagram, an owner of a story can either let the story disappear forever after 24 hours or save it as a highlight
 - Stories track number of followers who have viewed them
 - Vertical because of mobile phones
 - Swipe up to link out to your website (10,000 followers or more)
- Benefits of Stories
 - Offer additional support to your message
 - Increase visibility for your content by directing more followers/viewers to your page
 - Additional opportunity/prompt for direct engagement with followers
 - Polling option to get direct feedback from followers on what they want from you
 - Question feature



Harvest Your “Stories”

- Woolly Mammoth Theatre webinar
- Promoted offering through story feature
- Call to action for supporting local community



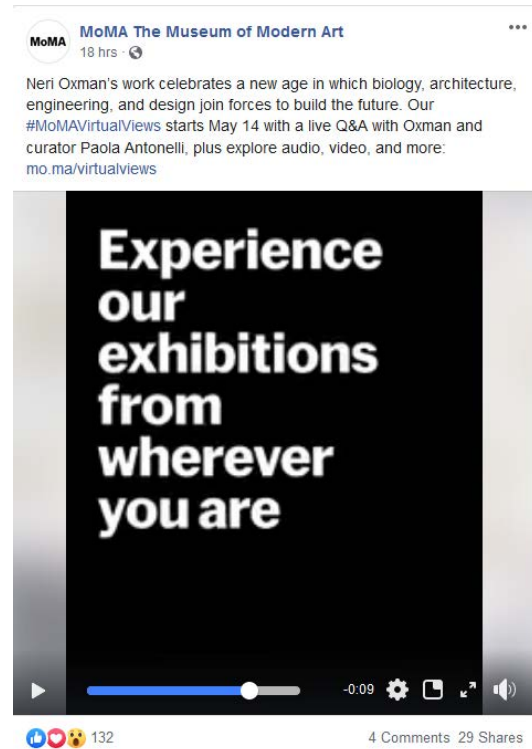
Best Practice - MOMA – Across Channels

Museum of Modern Art

Virtual Views; promoted across channels
(Facebook, Instagram, YouTube)

Promote series and other initiatives on these
channels, especially on Facebook


Many of these initiatives were taking place
before the pandemic, but are now receiving
heightened focus







MOMA – Across Channels




An initiative of The Arthur M. Blank Family Foundation


**MoMA The Museum of Modern Art**
18 hrs · 🌐



Neri Oxman's work celebrates a new age in which biology, architecture, engineering, and design join forces to build the future. Our #MoMAVirtualViews starts May 14 with a live Q&A with Oxman and curator Paola Antonelli, plus explore audio, video, and more: mo.ma/virtualviews


 132

4 Comments 29 Shares

**The Museum of Modern Art**
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Virtual Views
Dorothea Lange
Thu, Apr 30, 8:00 p.m. EDT
Live Q&A with Sarah Meister and Sally Mann
1:03:42

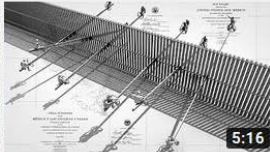
Dorothea Lange | Live Q&A with Sarah Meister and Sally Mann...
21K views · 4 days ago




Aaron Copland Home Movie (1938) | MoMA VIRTUAL...
6.2K views · 6 days ago



Salvador Dalí Home Movie (1954) | MoMA VIRTUAL...
16K views · 1 week ago




Transforming the Border Wall into a Teeter-Totter | Rael S...
6.7K views · 1 week ago




Virtual Views
Judd
Thu, Apr 23, 8:00 p.m. EDT
Live Q&A with Ann Temkin and Flavin Judd
44:06

Judd | Live Q&A with Ann Temkin and Flavin Judd |...
8.9K views · 1 week ago

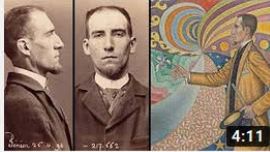


3D Printing Coral Reefs | Rael San Fratello | ARTIST...
6.8K views · 1 week ago



Virtual Views
Félix Fénéon
Thu, Apr 16, 8:00 p.m. EDT
Live Q&A with Glenn Lowry and Starr Figura
55:48

Félix Fénéon | Live Q&A with Glenn Lowry and Starr Figur...
7K views · 2 weeks ago



Félix Fénéon: The Anarchist and the Avant-Garde—From...
12K views · 2 weeks ago

Playlists · 11

Virtual Views · 16

[See All](#)

Experience our exhibitions from wherever you are. mo.ma/virtualviews



New This Week | Virtual Views:
Sculpture Garden

a week ago · 12K Views



New This Week | Virtual Views:
Dorothea Lange

2 weeks ago · 10.1K Views



Virtual Views: Dorothea Lange

a week ago · 11.4K Views



MOMA – Across Channels

Conservation - 13

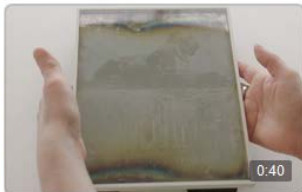
Watch our conservators restore and preserve beloved artworks from MoMA's collection.

[See All](#)



Conservation Stories: Paula Modersohn-Becker's Self-Portrait

34 weeks ago · 22.1K Views



Conservation Stories: De Prangey's Daguerreotype

22 weeks ago · 11.1K Views



Conservation Stories: Janet Cardiff and George Bures Miller's The Killing...

18 weeks ago · 8.7K Views



How to See - 50

MoMA curators and visiting artists explore the galleries to explain how they see the art of our time.

[See All](#)



How to See: Home Movies

4 weeks ago · 21.9K Views



HOW TO SEE | Kung Fu Films

5 weeks ago · 16.4K Views



HOW TO SEE | The First Movies

5 weeks ago · 10.5K Views



MOMA – Across Channels

Conservation - 13

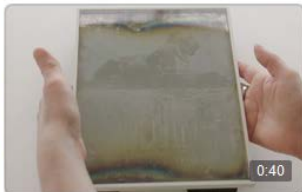
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5 weeks ago · 10.5K Views



MOMA – Across Channels



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At the Museum · 34

[See All](#)

See what it takes to run one of the world's largest museums of modern and contemporary art.



It Is Good Lookin' (S2, E8) | AT THE MUSEUM

27 weeks ago · 10.4K Views



Art's Coming (S2, E7) | AT THE MUSEUM

28 weeks ago · 7.3K Views



Makes a Difference (S2, E6) | AT THE MUSEUM

29 weeks ago · 17K Views





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Copywriting

- When drafting, try to keep copy short, snappy, easy
- Consider going live on appropriate media
 - Provide advance notice of live sessions in days leading up to event
- Video
 - Include closed captioning whenever possible
 - Ensure you add closed captioning
 - Fundraising (streaming galas)
- Virtual tours/exclusive virtual gatherings with artists, curators, directors
- Master classes
 - This can be adjusted to scale
 - Center for Puppetry Arts uploads puppet creation workshops to YouTube
- Crowdsourcing



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Content Creation

- The average person has a 10-second attention span
- When scrolling through news feeds on social media, it's safe to assume that an average person's attention span is much less than that
- How do you make your audience pause on your content?



Managing Your Channels

- A solid social media foundation requires adequate planning and a content calendar to dictate post cadence and organization.
- Items you will want to consider to manage your channels include:
 - How often to post. Make sure your messages are regular and consistent.
 - Staffing and roles. Who posts? Who is leading the strategy?
 - Monitoring and responding to inquiries, comments and questions.
- Following strategies and tips:
 - Make sure to engage with others who follow you
 - Like other pages from your brand page
 - Make sure you have a complete profile
 - Match the message and format to the proper social media network
 - Use hashtags where appropriate
 - Collaborate with other organizations



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Measuring Success

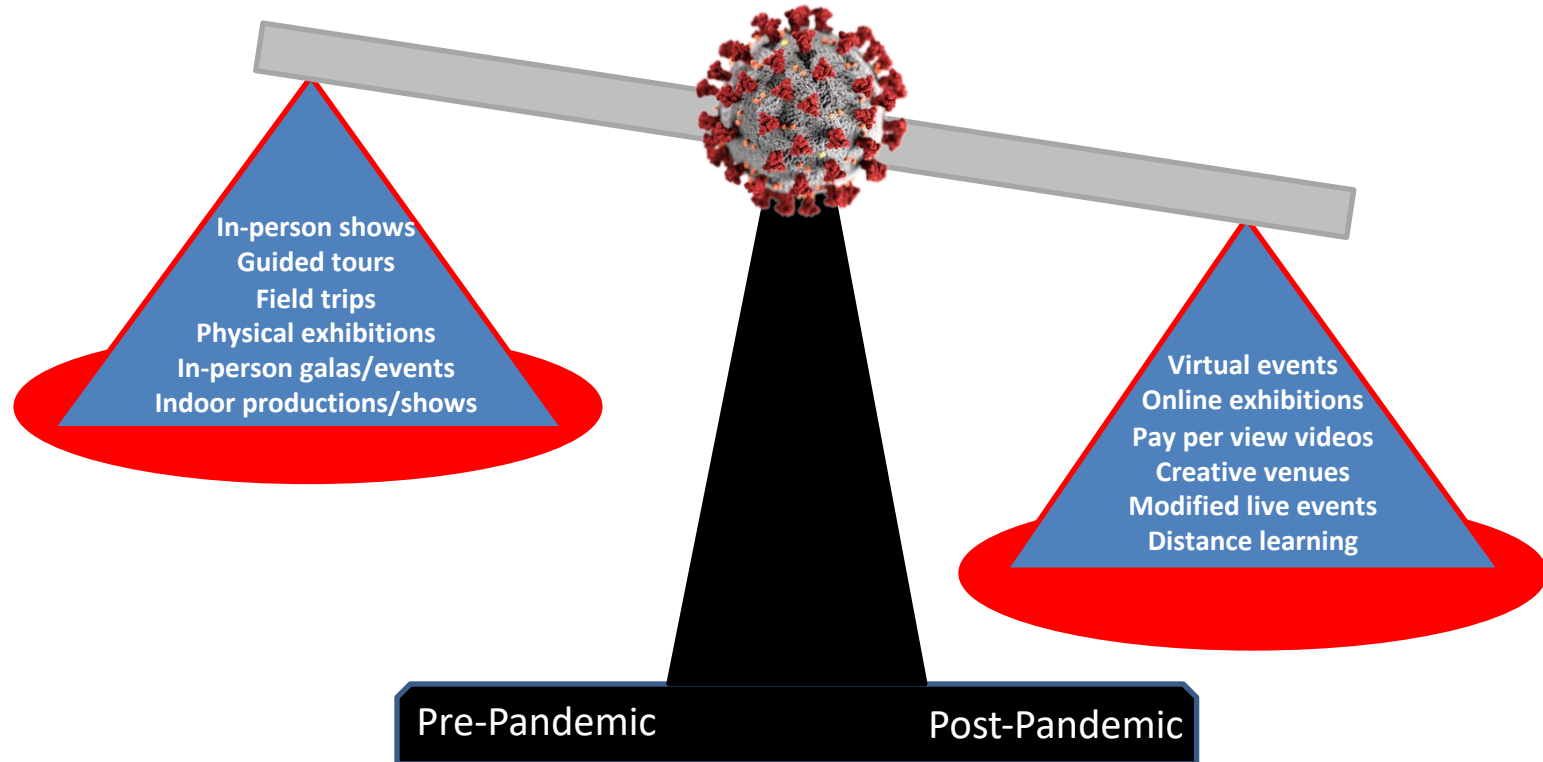
- Social Media platforms provide inherent data and insight metrics for you to benchmark, compare and measure success.
- The following are standard metrics to measure success:
 - **Audience growth/Volume** (Are you seeing an increase in the amount of followers or page likes to your page?)
 - **Engagement** (Are users engaging with your content? Which types of content and messaging or combination thereof is resonating with your audience?)
 - **Reach** (Are your posts continually reaching more people?)
- Google analytics is another tool that helps determine success and measures social media referral site traffic.
- An important note to remember about measurement:
 - Depending on objectives for your pages or for individual social campaigns, make sure to measure what you set out to accomplish. In other words, always have your strategy and goals in your mind for analysis.

Q&A



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Post-COVID Programmatic “Pivot-o-Meter”





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COOKERLY PR

Questions from You