

## REFERENCES – On the Path to Future-Proofing: Critical Trends in Audience Engagement in a Pandemic-Impacted World

Arthur M. Blank Family Foundation

September 10, 2020

### Meet Audiences Where They Are – Online

Audiences are spending more time online. Digital engagement helps overcome barriers to visitation, helps to keep your organization top of mind for potential visitors, and can motivate an in-person visit. The following articles cover data related to approaching digital engagement, with research collected both during and before pandemic conditions.

*On sources of information, including social media:*

- [Which Social Media Platforms Are Most Important for Organizations?](#)
- [Social Media is More Important Than Ever for Cultural Entities – Here’s What You Need to Know](#)
- [Top Information Sources for Likely Visitors to Cultural Organizations by Generation \(DATA\)](#)
- [Do Pre-Visit Information Sources Vary by Household Income? \(DATA\)](#)
- [Musing on A Mobile App for Your Cultural Organization? Read This First \(NEW DATA\)](#)

*On reputation and staying top of mind:*

- [Why Marketing Matters During COVID-19 Closures – Key Factors to Consider \(DATA\)](#)
- [The Critical Role of Reputation in Cultural Center Success \(DATA\)](#)
- [What Factors Influence a Cultural Organization’s Reputation? \(DATA\)](#)
- [Reputation is More Than TripAdvisor Reviews: Your Mission Matters \(DATA\)](#)

*On barriers to visitation:*

- [Why People Say They Won’t Visit Cultural Entities, COVID-19 Aside \(DATA\)](#)
- [Breaking Down Data-Informed Barriers to Visitation for Cultural Organizations \(DATA\)](#)
- [Inactive Visitors Are Interested in Attending Cultural Organizations. Why Don’t They? \(DATA\)](#)

### Know Your (Situational) Superpowers

Cultural organizations have unique strengths they may leverage to aid them in this time of crisis. Performing arts organizations may consider online programming as an opportunity to break through to younger audiences, as more people are spending more time online. As exhibit-based entities’ credibility grows, they may be filling an information void created by a lack of trust in federal agencies and may recommend behaviors related to their mission and causes. Both types of organization are perceived to provide an academic advantage for children, which may represent an opportunity considering that many schools are currently operating remotely.

*On crossover audiences:*

- [Attracting Diverse Visitors: Cultural Organizations Overlook The Most Important Factor \(DATA\)](#)



*On increased credibility:*

- [Data Shows Increased Credibility of Museums During the Pandemic](#)
- [In Museums We Trust. Here's How Much \(DATA UPDATE\)](#)
- [People Trust Museums More Than Newspapers. Here Is Why That Matters Right Now \(DATA\)](#)

*On educational advantages:*

- [How to Leverage Education Value To Increase Visitation to Cultural Organizations \(DATA\)](#)
- [Cultural Organizations: 'Entertainment' Is Not A Dirty Word \(DATA\)](#)
- [Entertainment vs Education: How Your Audience Really Rates the Museum Experience \(DATA\)](#)

## **Know Your Superusers**

Engaging members and subscribers is an imperative. Members and subscribers are more likely to be repeat visitors (at a time when repeat visitation is increasing); they are four times more monetarily valuable over the course of a year than a general admission visitor; they are more cost-efficient to engage; and they have higher overall satisfaction and positive experiences.

*On visitation:*

- [Same People, More Visits: What Growing Repeat Attendance Means for Cultural Organizations \(DATA\)](#)
- [How Often Do People Really Revisit Cultural Organizations? \(DATA\)](#)
- [Your Members Visit All the Time!... Or Do They? \(DATA\)](#)

*On value:*

- [Crunching the Numbers: Just How Valuable are Your Members? \(DATA\)](#)
- [The Value of New vs. Renewed Members \(CASE STUDY\)](#)

*On member satisfaction:*

- [How Much More Satisfied With Their Visits Are Members Than Non-Members? \(DATA\)](#)

*On renewing memberships:*

- [Want Members to Renew? Get Them to Come Back \(DATA\)](#)

**Now is the time to make changes and think about your business model.** For four things to keep in mind, see [These Unprecedented Times: Advice for Cultural Executives Confronting Chaos.](#)

## **Contact**

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