

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKEDIN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Creating Your Social Media Strategy: A Workshop

MUSEUMS & THE WEB CONFERENCE, SAN DIEGO, CA
Wednesday, April 11, 2012, 9 am-12:30 pm
#MW2012

JiaJia Fei
Guggenheim Museum
@Guggenheim

Lindsay Martin
Lord Cultural Resources
@LordCultural

Jeff Taylor
LaPlaca Cohen
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Agenda

- Introductions
- 5 Steps to Developing a Social Media Strategy
- Social Media Best Practices

Break

- Case Study: Guggenheim Museum
- Discussion:
Your Social Media Successes & Challenges

Break

- Social Media Strategy Worksheet
- Social Media Toolkit:
Analytics, Policies & Resources
- Conclusions & Takeaways

Introductions

JiaJia Fei
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5 Steps to Social Media Implementation

- Build awareness, encourage literacy, and support access.
- Lay the groundwork for a collective approach.
- Set aside and maybe even re-allocate resources.
- Develop and work the plan.
- Communicate success, manage expectations and evolve.

Step 1

Build awareness, encourage literacy, and support access.

Social media is not just for cool kids; it is for everyone.

- Get you staff, board and volunteers using it.
- Improve internal communications.
- Create groups for staff, volunteers, and alumni.
- Informally establish a social media user group.
- Create a baseline of activity and share it within the institution; keep track of your competitors and conversation among your online audience.

Step 1

Build Awareness, Encourage Literacy, and Support Access.

Help people learn the language and understand its meaning.

- Create a FAQ.
- Create a Glossary of Terms.
- Get people using the lingo.
- Offer training in groups or 1-on-1.
- Post resources on the network or intranet.

Build Awareness, Encourage Literacy, and Support Access.

Step 1

Remove barriers to participation.

- WiFi and Internet access are critical.
- Streamline policies and procedures:
 - Legal.
 - Human Resources.
 - Curatorial.
 - Rights and Reproductions.
 - Visitor Services.
 - Security.
- Examine existing policies and procedures that may impact social media use.
- Claim your domain names to allow for future use.

Step 2

Lay the Groundwork for a Collective Approach.

Social media, like the public experience, requires the work of many.

- Understand who in your organization:
 - Has the skills and knowledge to develop social media content.
 - Is already creating content appropriate for social media.
 - Has the social capital necessary to advocate for social media.
- Begin to establish a inter-departmental, inter-disciplinary, and inter-generational team
 - Curatorial, Education, Communications, Operations / Visitor Services, Legal, HR, IT, etc.

Step 3

Set Aside and Maybe Even Re-allocate Resources.

Social media does require investment.

- Time
- Training
- Infrastructure
- Annual budget
- Start conversations around resources early and make sure people are aware how resources will impact capacity.
- Begin to understand and communicate hours/FTEs and budget necessary for implementation.
- Look at your overall budget and see if it makes sense to free up resources for social media by discontinuing more 20th century practices like print materials.

Step 4

Develop a Strategy and Work Plan

- Know and research your audience.
- See what peers and trendsetters are doing.
- Create a strategy that sets you apart.
 - *What topics do you own?*
 - *How do you take ownership and put yourself at the center of those topics on social media?*
- Establish clear objectives and obtainable goals.
- Build your network with strategy, goals and mission in mind.
- Plan for evaluation from the start.
- Build in points of integration with existing initiatives such as web, e-mail, e-newsletter and on site programming.
- Begin to set the framework for operating procedures for long-term management.

Step 4

Establish Clear Objectives and Attainable Goals

- Expand network of interested participants; deepen existing relationships.
- Deliver web-based content.
- Strengthen global connections.
- Target niche networks.
- Connect directly with visitors.
- Increase awareness of programs, events, research and collections.
- Generate “buzz.”
- Enrich your brand with personality.

Not so great goals:

- Drive attendance.
- Generate revenue (increase membership, merchandise sales, etc.).

Step 5

Communicate Success, Manage Expectations, and Evolve

- Update supervisors and colleagues regularly.
- Track efforts in weekly / monthly reports.
- Review and refine social media policy for your institution.
- Establish and continually evolve operating procedures for long-term maintenance and management.
- Re-invest in social media periodically to ensure your presence is always fresh and evolving with the organization's growth and change.
- Be open to new platforms and willing to pull the plug on ones in decline.

Social Media Best Practices

Social Media Landscape



Content is King

Regardless of the medium, the message matters most.

- Every link, tag, tweet, and post is an opportunity to self-curate.
- Speaking with an authentic voice is the best way to engage audiences in a cluttered online environment.
- The social media landscape is constantly changing, but quality content transfers easily.

So, what are your options?

Facebook

Social network that connects people with friends online

- Launched February 2004
- Brand pages launched 2007
- Facebook advertising launched 2010
- More than 850 million active users
- 425 million active mobile users
- Photos and videos are most shared



Solomon R. Guggenheim Museum

325,609 likes · 5,761 talking about this · 61,138 were here



💰 \$\$ (10–30) · Art Gallery · Museum
📍 5th Ave at 89th St, New York, NY.
☎ 1 212.423.3500
🕒 Open until 5:45 pm.

About



Photos



Video



Exhibitions



Events



Highlights ▾

Post

Write something...

 **Solomon R. Guggenheim Museum**
2 hours ago

Presenting our new Facebook Timeline, an ongoing digital record of our history, 1937–today. We put together a selection of highlights—from commissioning architect Frank Lloyd Wright to design the museum in 1943, to the day we joined Facebook in 2008.

Learn more about the design and construction of the Guggenheim Museum on our website: <http://ow.ly/9YUD1>

Recommendations

See All

 **Kerstin Åkesson**
Like this place!
👍 1 · about a week ago

 **Oneofnewyorkcity Freeclassifieds**
Excellent from OneofNYC.com
about 2 weeks ago

 **Rodrigo Piraces**
buen sitio
👍 1 · about 3 weeks ago

 **Hege Ness**
En reise i kunsten....
about 3 weeks ago

338 more ▾

Create a Page

- Now
- March
- February
- 2010s
- 2000s
- 1990s
- 1988
- 1960s
- 1950s
- 1940s
- 1939
- Founded

Sponsored

World Class Web Hosting@ pair.com



pair Networks—24/7/365 unlimited support, top-of-the-line servers, simple straight-forward pricing, huge network. Signup @ pair.com!

Frontier Official Site frontier.com



High Speed Internet Only \$14.99/month. Sign Up Today & Get 24/7 Live Tech Support. Call Today 877.677.3677. Limited Time Only!



The New York Times

2,130,554 likes · 46,493 talking about this



Create a Page

Newspaper

Welcome to The New York Times on Facebook – a hub for conversation about news and ideas. Like our page and connect with Times journalists and readers.



Photos



Likes



Events

About

Highlights



The New York Times shared a link.
21 minutes ago

Op-Ed contributor Rich Benjamin writes, "Gated communities churn a vicious cycle by attracting like-minded residents who seek shelter from outsiders and whose physical seclusion then worsens paranoid groupthink against outsiders."



The Gated Community Mentality

nyti.ms

Trayvon Martin's supporters declare "We are all Trayvon," but to what extent is the United States also all George Zimmerman?

Like · Comment · Share

83

Mikey P and 201 others like this.

View all 37 comments

Write a comment...

Likes

See All

SchoolBook
Education

Healthy Living | The New York Times
Media/News/Publishing

Civil War | The New York Times
News/Media

Giving | The New York Times
Product/Service

CJ Chivers
Author

Activity
Recently

The New York Times added a milestone to March 29, 1973 on their timeline: **On This Day**
Yesterday

- Now
- March
- February
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2004
- 2001
- 1997
- 1996
- 1993
- 1989
- 1987
- 1984
- 1970s
- 1960s
- 1950s
- 1940s
- 1930s
- 1920s
- 1910s
- 1900s
- 1800s
- Founded



1851



Founded in 1851

"We publish today the first issue of the New-York Daily Times, and we intend to issue it every morning (Sundays excepted) for an indefinite number of years to come," wrote The Times's founders, Henry Jarvis Raymond, speaker of the New York State Assembly, and George Jones, an Albany banker, in the inaugural edition. It cost one cent per copy.



- Now
- March
- February
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2004
- 2001
- 1997
- 1996
- 1993
- 1989
- 1987
- 1984
- 1970s
- 1960s
- 1950s
- 1940s
- 1930s
- 1920s
- 1900s
- 1800s
- Founded

Twitter

Twitter asks “what’s happening?” and makes the answers spread across the globe to millions, immediately.

- Launched 2006
- 300 million registered users
- 55 million Tweets per day.
- Twitter’s search engine gets 600 million queries/day.
- New Twitter brand pages launched 2012

SFMOMA



SFMOMA

@SFMOMA FOLLOWS YOU

The West Coast's first museum devoted to 20th century art. Willa is your digital engagement devotee (@willak). Get in touch -->

SFMOMAsays@sfmoma.org

151 Third Street · <http://www.sfmoma.org>

Following

4,137 TWEETS

247,507 FOLLOWING

327,935 FOLLOWERS

Tweet to SFMOMA

@SFMOMA

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to SFMOMA



Ryan King @rk

Follow



Asian Art Museum @asianartmuseum

Follow



Tree Museum @TREE_MUSEUM

Follow

twitter

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs Advertisers
Businesses Media Developers

Tweets



SFMOMA @SFMOMA

46m

"I've not been cursed with talent, which could be a great inhibitor." - Robert Rauschenberg #artist #quote



SFMOMA @SFMOMA

49m

It's true! RT @adobeairstream: museums going more digital daily fb.me/1puDaKRFY #googleartproject



SFMOMA @SFMOMA

3h

"Mirror, mirror, on the wall.....?" Complete this phrase in your own artful way on our FB page to win 2 books! sfmoma.me/Hf1K0d



SFMOMA @SFMOMA

3h

Tmrw our MuseumStore is hosting a book signing w/ illustrator Camille Rose Garcia, 6-8pm! Learn more + RSVP: sfmoma.me/Hgkj1O



Betti Ono @bettiono

4h

The #MarkBradford show @SFMOMA is a must see & so is this site --> pinocchioisonfire.org

Retweeted by SFMOMA



SFMOMA @SFMOMA

20h

Cool photo of our 5th floor view! RT @mhelou: A little choppy on the right, but you get the idea #fishbowlview #sfmoma instagr.am/p/I-cQ0KwkjU/

View photo



SFMOMA @SFMOMA

20h

Winning color combo, too! MT @kbrodige: Art @sfmoma + an afternoon with @pnerman. Such a winning combination. instagr.am/p/I-fyC3RPho/

View photo



SFMOMA @SFMOMA

20h

Contemplation for your commute! The art of roasting vegetables / being a crazy artist: sfmoma.me/HQnQG4 via Open Space



September 1st 2010

About How to ask? Who to ask? Hashtag

Follow
[#askacurator](#)
on Twitter



Ask a Curator
around the world



Get involved



YouTube

YouTube is the world's most popular online video community, allowing millions of people to discover, watch and share originally-created videos.

- Launched 2005
- YouTube brand channels launched
- 3 billion video views per day
- 800 million unique visitors per month.
- The world's second largest search engine after Google

Understanding the Japan Earthquake

smithsonianNMNH Subscribed 122 videos



Like Add to Share Print

4,935

Uploaded by smithsonianNMNH on Mar 14, 2011

Smithsonian geologist, Dr. Liz Cottrell, discusses the March 11, 2011 Japan earthquake and the mechanics that caused it.

26 likes, 0 dislikes

Update: When this video was produced, the Japan earthquake was measured at a 8.9 magnitude. Since then, USGS has upgraded the earthquake to a 9.0.

Category: Science & Technology

Tags: earthquake japan smithsonian liz cottrell tectonic plates

License: Standard YouTube License

Show less



President Obama: U.S. Stands With Japan
by ABCNews
17,566 FEATURED VIDEO



Plate Tectonics
by smithsonianNMNH
214 views



Human Origins: Evidence of Human
by smithsonianNMNH
2,099 views



Meet Our Scientist: Briana Pobiner, Dietary
by smithsonianNMNH
461 views



New England Aquarium Student Delegation
by smithsonianNMNH
456 views



BBC Horizon 2011: 1/4 Japan Earthquake: with
by TheChipsnbeer66
17,137 views



JAPAN tsunami japan TSUNAMI - 3月11日地震
by InsaneVideoManiac
474 views



Hunter doesn't equate himself with Paul Kemp
by hunterbter
45,309 views



Japan Sendai Earthquake And Tsunami

Tumblr

Microblogging platform and social networking website

- Launched 2007
- 46.2 million blogs
- Content sorted by curated “tags”
- Easy to use and incredible potential for sharing
- E-mail to Tumblr, submit feature, and web-based widget enables user-generated content for competitions

AUDIENCE

CURATORS

CREATORS

Share ideas for the smarter city you want to live in and help build.

Post your ideas.



CITY INSPIRATION How to Participate & Post



Click to create your post now!

What will make your city smarter? You! Contribute an idea, link or picture: tell a story, propose a project, imagine an intelligent urban future in words, video or however you like.

Got questions? Try our help section, use the Ask feature, watch this short screencast or click the about: section below.

Search:

>> about: A Planet of Smarter Cities

CITY VISIONS Photo or video-based posts



Thursday 3/1/12 | 12:33pm

[The Rise of the Super Commuter - Commute - The Atlantic Cities](#)

COMMITTING COMMITTED SUPER COMMITTED 26 notes SUBMITTED BY DEBI

SHARE



-super-commuter/1351/

CITY THINKING Text, links, or quote-based posts

Trendexplosion: Get smart!

[trendexplosion:](#)



Amsterdam wants to change its whole traffic system: subsidy for electric cars, free electricity and priority in traffic for bicycles.

The goal: Improve the air quality of Amsterdam by reducing the CO2 emission in 2025 by 40% compared to the 1990 level.

The way: Advertise it as...

Sunday 3/4/12 | 9:31am 8 notes

SMART CITY AMSTERDAM REBLOGGED FROM

TRENDEXPLOSION 0 notes

SHARE

[urban planning & smarter cities « A](#)

CARSTEN HÖLLER EXPERIENCE

Photoset February 10, 2012 [88 notes](#)



NEW
235 BOWERY
NEW YORK NY
10002 USA
MUSEUM

Visitor thoughts & visuals from "Carsten Höller: Experience" at the New Museum (October 26, 2011 – January 15, 2012).

Thank you for all
your submissions.

Please stay in touch!
newmuseum.tumblr.com

NEW MUSEUM

Photo March 28, 2012 [2 notes](#)



[A Life in a Day: Frieze Magazine profiles Triennial artist Lynette Yiadom-Boakye](#)

Tags: [Lynette Yiadom-Boakye](#), [Ungovernables](#), [Frieze](#), [Triennial](#), [newmuseum](#)

NEW ART, NEW IDEAS

Founded in 1977, the New Museum is a leading destination for new art and new ideas. It is Manhattan's only dedicated contemporary art museum and is respected internationally for the adventurousness and global scope of its curatorial program.

On view through April 22, 2012:

THE UNGOVERNABLES 2012 NEW MUSEUM TRIENNIAL

NEW
235 BOWERY
NEW YORK NY
10002 USA
MUSEUM

newmuseum.org

Foursquare

Location-based social networking site for mobile devices

- Launched 2009
- Brand pages launched 2011
- 10 million users
- Special offers, badges, and tips encourage on site participation
- Brand pages allow companies to create pages of tips and “follow” the company

Public Art Fund



Public Art Fund on View



Public Art Fund

3 items | Created Oct 21, 2011



Share with Friends



Share via Facebook



Share via Twitter



ALL CATEGORIES

ART GALLERY (2)

SCULPTURE GARDEN (1)

1. The Andy Monument ART GALLERY

17th St. Union Square West, New York, NY

"Visit Andy in his old neighborhood! The installation has been extended through May 13, 2012. Get a free audio tour by calling 646-862-0945." Public Art Fund, October 31, 2011

Save Done Done by 4 people



FOLLOWING

YOU'VE DONE 0 OF 3



11 PEOPLE ARE FOLLOWING THIS LIST

Other lists from Public Art Fund:



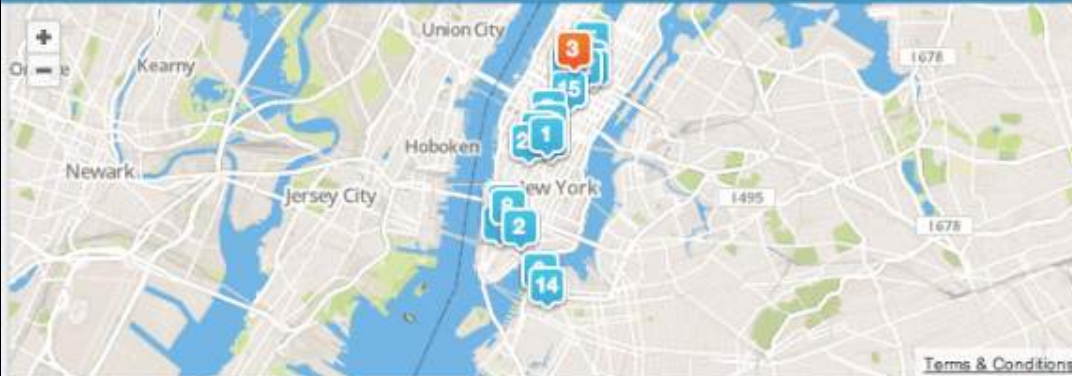
Andy's New York

4 followers



Staff Picks

4 followers



Terms & Conditions

ALL CATEGORIES FOOD TRUCK (4) AMERICAN RESTAURANT (3) BURGER JOINT (3) AND 9 MORE

1. Old Town Bar BAR

45 E 18th St btw Broadway & Park Ave, New York, NY

"Visiting The Andy Monument? If you're hungry, head to #StaffPick Old Town Bar. We recommend the sauteed mushrooms and muenster cheese on pumpemickel bread aka "Governor's Choice.""

Public Art Fund, October 21, 2011

Save Done Done by 2 people



2. Bridge Cafe AMERICAN RESTAURANT

279 Water St. at Dover St., New York, NY

"If visiting work on view at City Hall Park, take walk down to Bridge Cafe - they've been open since 1794!"

Public Art Fund, October 21, 2011

Save Done



3. Burger Joint BURGER JOINT

118 W 57th St. Le Parker Meridien Hotel, New York, NY

"Visiting work on view at Doris C. Freedman Plaza? Have an inkling for a burger? Head on over to the Burger Joint - make sure you know your order before you're up! Fries are always a yes."

Public Art Fund, October 21, 2011



Other lists from Public Art Fund:



Public Art Fund on View
12 followers



Andy's New York
5 followers

Flickr

Image and video hosting website and online community

- Launched 2005
- 80 million unique users primarily used by photographers
- Creative Commons 2.0 licensing options
- Groups feature enables user-generated content



IT'S TIME WE MET

6:35 p.m. 19th-Century Galleries. Photo by Laura P. Russell via Flickr.



THE
METROPOLITAN
MUSEUM OF ART

metmuseum.org

Pinterest

Pinboard-styled social photo sharing website

- Launched 2010
- 10 million users
- 9 million Facebook-connected users
- Number of users increasing by 125% per day
- 90% of users are female
- Currently no brand pages for company vs. user

NYBG The New York Botanical Garden

437 followers, 597 following



Unfollow All

A museum of plants, an educational institution, and a scientific research organization. Bronx, NY



NYBG pinned Bougainvillea in the Conservatory to Favorite Places & Spaces. 1 day ago.

NYBG pinned The Fountain of Life ... to From our Visitors. 1 day ago.

NYBG pinned Daffodils and robins. Spring ... to Favorite Places & Spaces. 1 day ago.

17 Boards · 246 Pins · 14 Likes

Morning Eye Candy



Unfollow

The Orchid Show



Unfollow

From our Visitors



Unfollow

From the Library



Unfollow

Favorite Places & Spaces



Unfollow

Animal Residents



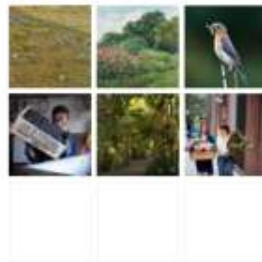
Unfollow

Gardening At Home



Unfollow

Classes



Unfollow

Monet's Garden



Unfollow

Books Worth Reading



Unfollow

NYBG Scientists



Plants & People



Exhibitions



Botanical Gardens Around the



Weddings



Search



Add + About ▾ Jeff ▾



Stacey Marie Garcia

Co-created pinboards of inspiration, creative brainstorming and ideas for Community Programs at The Santa Cruz Museum of Art & History.

📍 Santa Cruz, CA

Repins from

- Rachelle | Tinkerlab**
- Hollis Mutch**
- Jamala Johns**

26 Boards

576 Pins

41 Likes

Activity

Unfollow All

51 followers

46 following

MAH Project Inspiration

82 pins · 🔒



Unfollow

MAH Family Programs

21 pins · 🔒



Unfollow

MAH First Fridays

24 pins · 🔒



Unfollow

MAH Creativity Lab Art ...

9 pins · 🔒



Unfollow

MAH Poetry and Book Ar...

23 pins



Unfollow

MAH Santa Cruz Music 3...

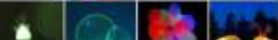
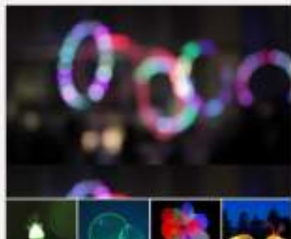
48 pins · 🔒



Unfollow

MAH Glow: A Fire Arts F...

58 pins · 🔒



MAH Love Fest 3rd Friday

58 pins · 🔒



MAH School Days 3rd Fri...

3 pins · 🔒



MAH Race Through Time...

1 pin · 🔒



MAH Urban Street Art 3r...

40 pins · 🔒



MAH Experience Metal

16 pins · 🔒



Google+

Social networking service operated by Google

- Launched June 2011
- Brand pages launched 2012
- 90 million users
- Facebook is biggest rival
- “Hangouts” enable group video chats
- 55% of users are male



+909277

+1 Share this page

In Barack Obama's circles (23)



View all >

Have Barack Obama in circles (884684)



View all >

Block Barack Obama

Report this profile

Create a Google+ page

Barack Obama

Obama for America

Follow



Posts About Photos Videos



Barack Obama - Mar 31, 2012 - Public

Ever wanted to ask President Obama about his first date with Michelle? His hardest moment? Make sure to watch this video—and then chip in \$3 for a chance to win the last seat at the next Dinner with Barack: <http://OFA.BO/vGoXnE>

Dinner with Barack and Michelle



youtube.com – Here's your chance to meet the President: <https://my.barackobama.com/dinnerwithbarackandmichellevid> In this latest installment of "Dinner with Barack" the...

+1 - Share

Google+ hangouts



10:48 / 50:47



Instagram

Mobile social network and photo sharing platform

- Launched June 2010
- 16 Million users makes it the largest mobile social network and photo sharing application
- In 2011, uploads were at a rate of 90 per second
- Currently no brand pages for company vs. user

Back



highlinenyc

1w



♥ 37 likes

● **highlinenyc** More than 300 volunteers are helping us cut back 100,000 plants on the High Line: <http://bit.ly/zlOo1f> #greenup

miracoles That's me! Looking super serious about raking-- what a great way to spend the morning, I learned so much about the surrounding plants!



QUESTIONS?

BREAK!

GUGGENHEIM

Our Social Media Strategy

A Brief History

Historically, the launch of each Guggenheim network corresponded with a special project.

- MySpace (2007) Art After Dark: First Fridays
- Flickr (2008) Cai Guo Qiang exhibition
- Facebook (2008) Cai Guo Qiang exhibition
- Twitter (2009) Google Design It: Shelter
- YouTube (2010) YouTube Play
- UStream (2011) Performance Symposium

Staffing and resources struggled to catch up with the rapid expansion of social networks.

“Sub-brands”

Dedicated networks were later created for niche audiences and special projects.

- Works & Process at the Guggenheim (2009)
- Internship Network (2009)
- Learning Through Art, Education (2010)
- Individual Membership (2010)
- BMW Guggenheim Lab (2011)

Global Network

Guggenheim museums in Berlin, Bilbao, and Venice manage their own suite of social networks.

- Deutsche Guggenheim, Berlin
- Peggy Guggenheim Collection, Venice
- Museo Guggenheim, Bilbao

To the world, we are still perceived to be 1 institution.

37 Total Guggenheim Social Media Sites

Solomon R.
Guggenheim
Museum
(New York)

- Twitter
- Facebook
- YouTube
- Flickr
- Foursquare
- ArtBabble
- UStream
- MySpace

Works & Process
at the Guggenheim
(New York)

- Twitter
- Facebook
- YouTube
- Flickr
- UStream

Niche Networks
(New York)

- Individual Membership
- Young Collectors Council
- Learning Through Art
- Employment/Internships
- The Wright Restaurant

BMW
Guggenheim
Lab
(Traveling Project)

- Twitter
- Facebook
- YouTube
- Flickr
- Foursquare

Peggy
Guggenheim
(Venice)

- Twitter
- Facebook
- YouTube
- Foursquare

Museo
Guggenheim
(Bilbao)

- Twitter
- Facebook
- YouTube
- Foursquare

Deutsche
Guggenheim
(Berlin)

- Twitter
- Facebook
- YouTube
- Foursquare

Staffing

Marketing leads and oversees social media at the Guggenheim.

- Marketing – 3 (20-30% FTE)
- Dedicated Project Staff (i.e. Works & Process, BMW Guggenheim Lab) – 3 (20-25% FTE)
- Individual Membership – 1 (5-10% FTE)
- Education, Learning Through Art – 1 (5-10% FTE)
- HR/Internships – 1 (2-3% FTE)

Staffing

Deputy Director of External Affairs &
Director of Marketing

Senior Marketing Manager

Digital Marketing Manager

BMW GUGGENHEIM LAB
Communications
Associate Manager
and Associate

WORKS &
PROCESS
General Manager

MEMBERSHIP
Individual
Development
Coordinator

EDUCATION
Education
Associate

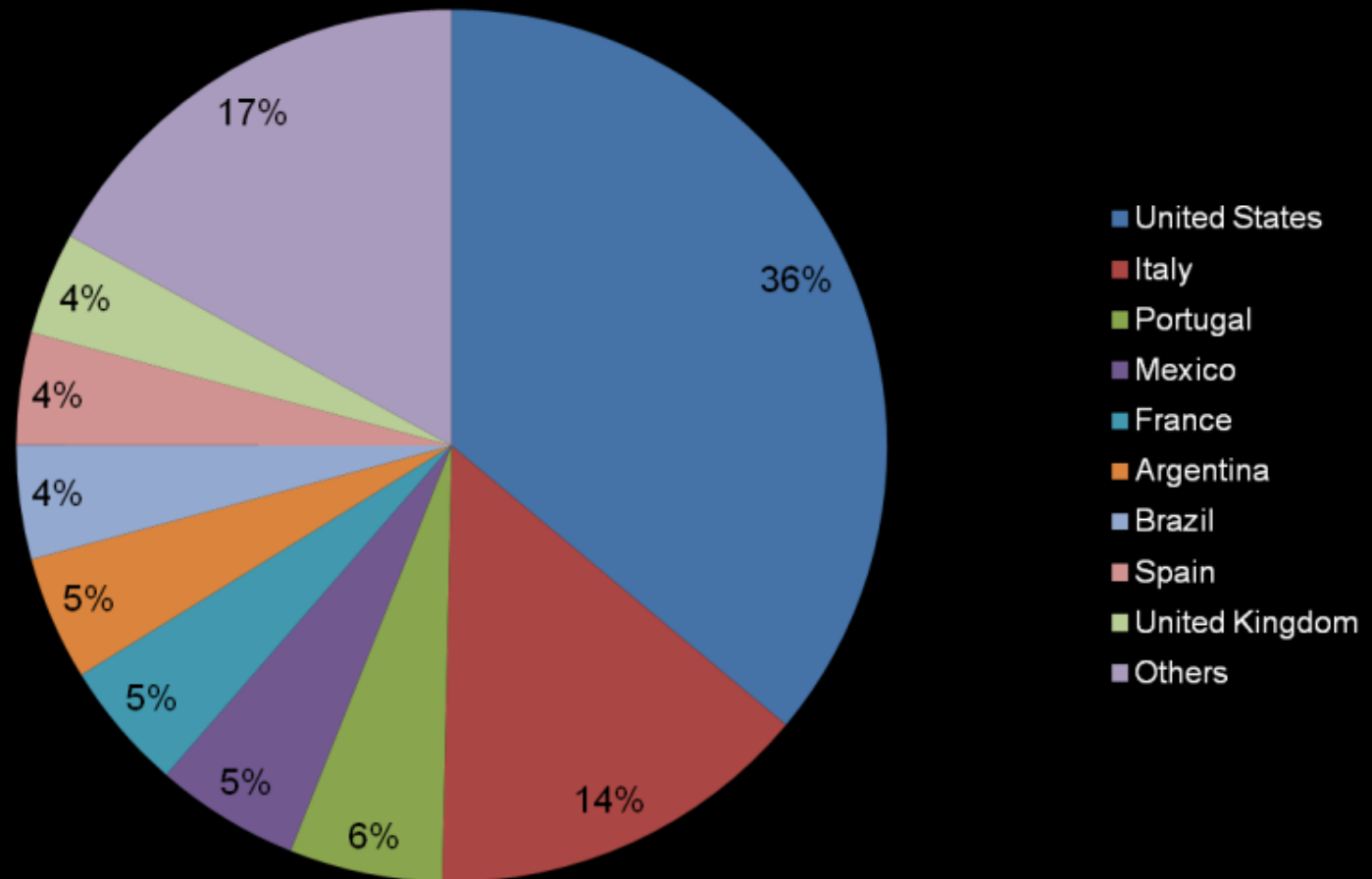
Audience

On site, annual attendance to the Guggenheim Museum in New York averages at 1 million visitors per year.

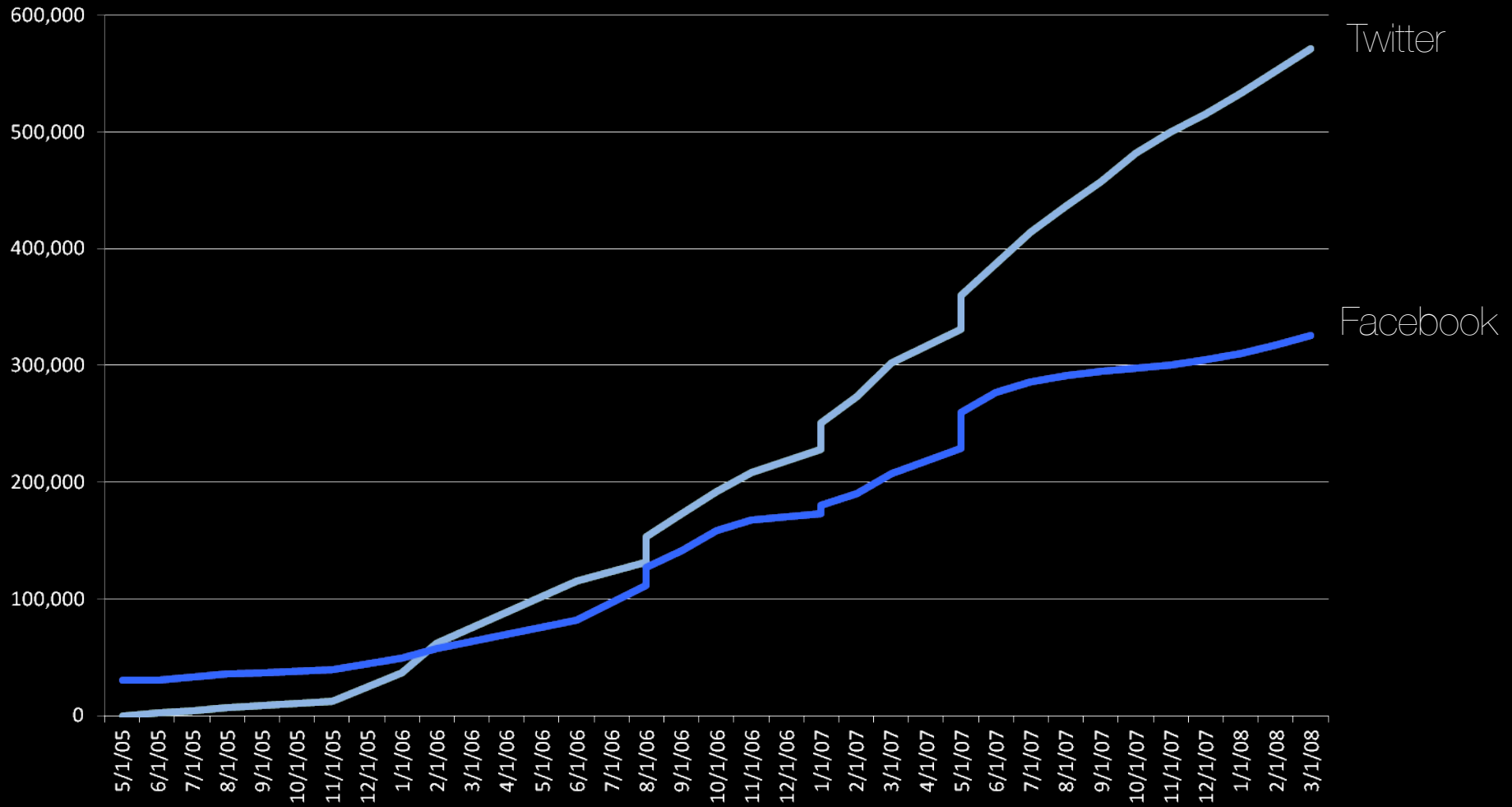
Online, we reach:

- 570,000+ on Twitter
- 325,000+ on Facebook
- 725,000+ Flickr views
- 260,000+ YouTube views

70% of Facebook fans live outside the U.S. from more than 22 countries.



150% Growth in the Past Year



Challenges/ Opportunities

Despite a wide global following, we are still a “start-up” in many ways:

- Opportunity to build local audience of New Yorkers to build program attendance and membership
- Integration of onsite and online audience/programs
- How do you demonstrate ROI?
- Limited budget to support social media
- Ongoing internal education, awareness, and content sharing through reports, policies, and presentations

A Few Grassroots Project Highlights





Re: Contemplating the Void

Group Pool | Discussion | 214 Members | Map | Join This Group

Search this group's pool

SEARCH

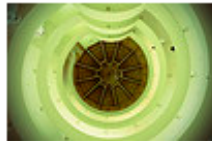
Slideshow



Share



From PhotoSenseDatum...



From pedro.furtado



From Roychik



From mudhead



From mudhead



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From Plamen Yordanov



From Plamen Yordanov



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From Plamen Yordanov



From 366.xx



From josieaalto



From Exhibit Design...



From Exhibit Design...



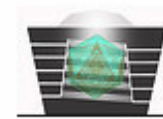
From Exhibit Design...



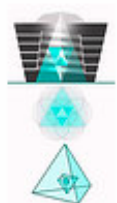
From Exhibit Design...



From Exhibit Design...



From Alexander...



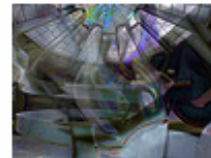
From Alexander...



From In+D



From yoyolala



From Adriana Ricciardi



From Adriana



From Adriana

Re:
Contemplating
the Void

Project that invited anyone online to “design your own intervention” of the Guggenheim rotunda.

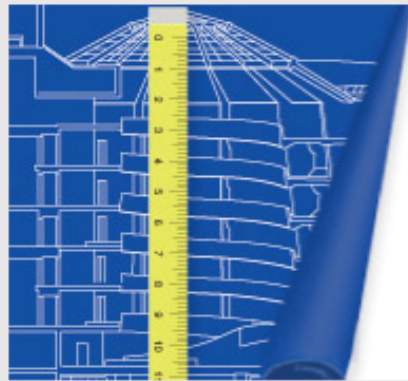
- Launched April 16-May 14, 2010
- Flickr users were given the same criteria as the architects, designers, and artists in the exhibition
- 5 winners selected by exhibition curators
- 120 total submissions via Flickr group pool
- Summary report distributed to curators and project staff to encourage future participatory initiatives
- Takeaway: Expand accessible onsite programming to any online participant to reach new audiences.

SUPPORT US BEHIND THE SCENES

Mounting world-class exhibitions and welcoming more than one million visitors each year is no simple task. Learn about all the behind-the-scenes activities it takes to keep the Guggenheim operating seamlessly.

Make a 100% tax-deductible donation online now and know that your support will help to make a difference.

SHARE



WHAT IS THE DISTANCE FROM THE GUGGENHEIM ROTUNDA FLOOR TO THE TOP OF THE BUILDING?



HOW MANY DAYS A YEAR IS THE MUSEUM OPEN TO THE PUBLIC?



HOW MANY DAYS A YEAR ARE THE WINDOWS CLEANED AND BRASS POLISHED?



HOW MUCH DOES THE GUGGENHEIM SPEND ON LIGHT BULBS EACH MONTH?

HOW CAN YOU SUPPORT THE GUGGENHEIM?

2010 Annual Fund

The Guggenheim Annual Fund initiative driven through web, e-mail, and social media.

- 4-week initiative soliciting online donations to the Guggenheim's 2010 Annual Fund
- New giveaways introduced weekly and daily trivia questions enabled ongoing reminders to donate
- Site traffic did not necessarily translate directly to donations.
- Takeaway: Social media is a great way to cultivate potential donors but campaign must be integrated across all platforms.



Signatures

143,442 out of 1,000,000

Petitioning

Ministry of Culture of the People's Republic of China (Minister Mr. Cai Wu)



Created By
Solomon R. Guggenheim Foundation

About this Petition

Petition Letter

Petition Updates

CALL FOR THE RELEASE OF AI WEIWEI

Greetings,

To the Honorable Minister Mr. Cai Wu
Ministry of Culture of the People's Republic of China

Our museums are members of The International Council of Museums (ICOM) and the International Committee of ICOM for Museums and Collections of Modern Art (CIMAM), a non-governmental organization with formal relations with UNESCO. On April 6, CIMAM sent a communiqué calling for the release of Ai Weiwei. Our museums, foundations, and communities of Facebook fans and Twitter followers support CIMAM's statement:

"The detention of artists and activists is not only inconsistent with China's commitment to the fundamental freedoms guaranteed in the Universal Declaration of Human Rights and in China's own constitution, it is also inconsistent with the Chinese government's pledge, through the Ministry of Culture, to promote all artistic disciplines and to advance artistic ideas. As organizations that represent modern and contemporary art around the world, such actions and the obscurity surrounding them are diametrically opposed to our values. They are of grave concern and consequence for the well-being of Ai Weiwei and for the artistic community at large, and hinder future collaboration with the Chinese colleagues we welcomed at our recent annual meeting in Shanghai."

Ai Weiwei Online Petition

The Guggenheim created an online petition calling for the release of detained Chinese artist Aiweiwei.

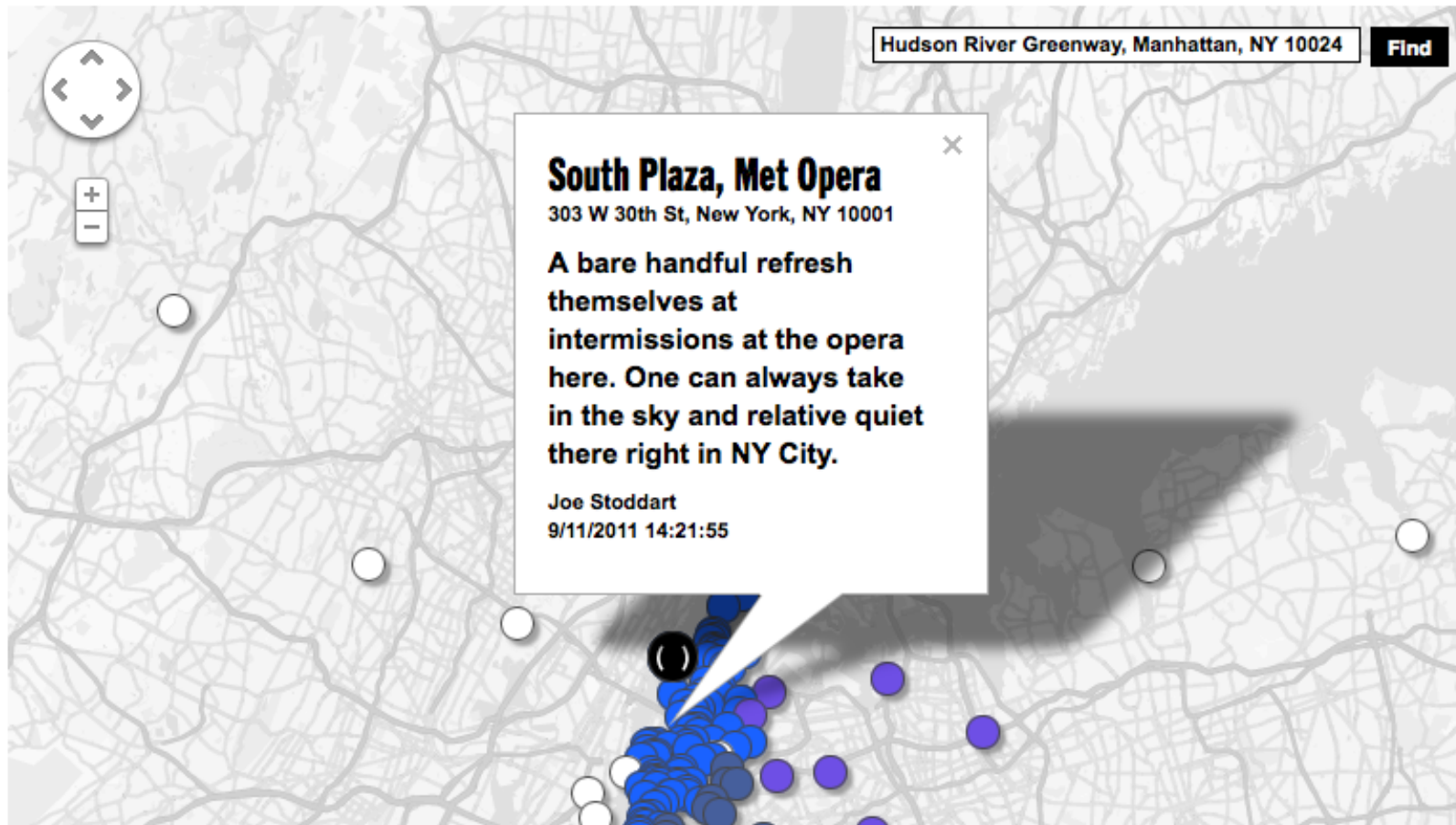
- Launched April 8, 2011
- 27 institution signatures (MoMA, Tate, LACMA etc)
- 143,000+ total signatures on change.org
- Ai Weiwei released June 22, 2011
- Social media was the only channel of promotion
- Monitored activity on #AiWeiwei #FreeAIWW
- Takeaway: Identify influencers; collaborate with other museums and institutions to meet your goals

stillspotting () nyc

GUGGENHEIM

Create Your Own Stillspot

A stillspot can be any place you find peace and stillness. We invite you to share your stillspot.



Create Your Own Stillspot

Project that invited anyone in the world to “create your own stillspot,” on a interactive Google Map.

- Presented in conjunction with *stillspotting nyc*: off-site 2 year program in NY’s 5 boroughs
- 500+ total submissions to date
- Ticket source tracking report proved that social media drove onsite and online traffic
- 50% of ticketing page traffic came from social media
70% of traffic of microsite came from social media
- Takeaway: Frequently report on your successes with summary reports that connect social media with ticket sales and online interaction/referral traffic.



.@nespector Q1: Great exhibition. How did you feel about pieces not being on the wall anymore? – Anna S. via FB #Cattelan

 2 months ago

Guggenheim Museum

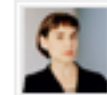


@Guggenheim That is the most exciting part; works are seen in true 3D, and the architecture is simultaneously revealed.

#Cattelan

 2 months ago

Nancy Spector




.@nespector Q2: What was the most challenging aspect of the #Cattelan exhibition? And how was it solved? - Oksana S. via FB

 2 months ago

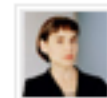
Guggenheim Museum



@Guggenheim Apart from technical issues, I was most concerned about communicating the serious and critical side of the art. #Cattelan

 2 months ago

Nancy Spector



Live Twitter Interview

Chief Curator Nancy Spector answered questions submitted by the public on *Maurizio Cattelan: All*

- Hosted in final weeks of exhibition January 13, 2012
- Questions submitted by the public, tweets by Nancy Spector sent via her own Twitter handle @nespector
- 500+ total #Cattelan hashtag mentions in 1 hour
- Archived on guggenheim.org using Storify
- Set the precedent for a (potentially) ongoing series
- Takeaway: Connect with curators at the start of an exhibition with a social media strategy to internally educate and exchange ideas.

Next Steps

Where are we now?

- Disabling inactive feeds such as MySpace to centralize messaging on most prominent networks
- Actively watching activity on new networks such as Tumblr, Google+, Pinterest, but not participating
- Developing a social media policy for all museum staff with Legal & HR departments
- Consistently reporting on social media activities to staff monthly and the board on a quarterly basis
- Ongoing efforts to expand resources and staff to support social media long-term:
 - Paid analytics tools
 - Facebook advertising
 - Social media user group

QUESTIONS?

BREAK!

BREAKOUT SESSION

Creating Your Social Media Strategy

OUR SOCIAL MEDIA TOOLKIT

Resources, Analytics, Policies

Resources

Keep up to date on trends and your peers/competitors.

- 24/7 TweetDeck
- Mashable
- #SXSWi
- #ArtsTech
- Technology in the Arts
- Social Media Week
- Internet Week
- Museums & the Web
- NYTimes Bits Blog
- Follow our Twitter lists!

Key Performance Indicators

What should you report to supervisors as a measure of your social media success?

- Growth across networks
- Click-thru rates and referral site traffic
- Competitive ranking among peer institutions
- Highlight special online projects and success stories
- Highlight top posts and explain why they were popular
- Did your social media efforts generate press or form new relationships that didn't exist before?

Analytics

Free/paid tools to help report your successes to supervisors, your director, and board members.

- Facebook Insights
- Museum-Analytics.com
- Topsy.com
- Bit.ly
- HootSuite
- Radian6

Museum Analytics^{beta}

Daily Offline Online Facebook Twitter Museums Login

Institution	City	Country	Facebook	Twitter	Offline
Museum of Modern Art	New York	United States	1009339	936780	3131238
Metropolitan Museum of Art	New York	United States	630194	442423	5216988
Musée du Louvre	Paris	France	522285	15632	8500000
Saatchi Gallery	London	United Kingdom	385302	142454	1271301
Tate	London	United Kingdom	355413	588807	5061172
Solomon R. Guggenheim Museum	New York	United States	324693	566925	1105352
Acropolis Museum	Athens	Greece	319732	552	1355720
Centre Pompidou	Paris	France	200069	35352	3130000
British Museum	London	United Kingdom	175917	89495	5842138
MOCA Taipei	Taipei	Taiwan	168904	0	0
MoMA PS1	New York	United States	161531	45164	0
Museo del Prado	Madrid	Spain	159115	115746	2732000
Victoria and Albert Museum	London	United Kingdom	155149	98433	2629065
Design Museum	London	United Kingdom	151997	518717	0
Whitney Museum of American Art	New York	United States	148981	323959	0

TOPSY



Real-time search for the social web

[Advanced Search](#)

Search

Trending Today


Seriously though..

 [twitpic.com](#) 2 minutes ago  267

TechCrunch | Find Everyone You Can't Google Or Facebook With YC's Ark People Search

 [techcrunch.com](#) 3 minutes ago  293



Arnold Palmer Invitational: Tiger Woods in control in final round at Bay Hill

 [latimes.com](#) 3 minutes ago  46

Are you using the new Zinio app on your BlackBerry PlayBook?

 [crackberry.com](#) 4 minutes ago  45



PrayforChile - Magnitude 7.2 earthquake hit the country a short time ago

 [p.twimg.com](#) 4 minutes ago  217



Kate and Gerry McCann urge PM to save 'no win, no fee' for libel cases

 [guardian.co.uk](#) 5 minutes ago  67

red5 click2call webphone | Asterisk PBX | Flash | Flex | HTML5 | PHP

 [freelancer.com](#) 5 minutes ago  22

RIP Trayvon Martin. Your legacy still lives on.

 [kicksonfire.com](#) 5 minutes ago  55

HWH Curren\$y Slaps Damon Dash With \$1.5M Lawsuit (Blog) (via

 [hollywoodheavy.com](#) 6 minutes ago  45

Compose message...

?utm_source=hootsuite&utm_medium=sm&utm_campaign= Shrink

URL shortener

ow.ly

Add custom URL parameters

Google Analytics (always applied) Delete Preset

Parameter	Value	
utm_source	hootsuite	X
utm_medium	sm	X
utm_campaign	twitter	X
		X

Always apply when creating shortened links

Add another parameter

Apply Parameters

140

Send Now



Samantha Parks
3:39pm via Twitter for iPhone

Fab exhibit RT @BarneysFASHION: Headed uptown to see John Chamberlain retrospective @Guggenheim. Amazing color combos
plc.twitter.com/lXQrwEY0



BarneysFASHION
3:37pm via Twitter for iPhone

Headed uptown to see the John Chamberlain retrospective @Guggenheim. How amazing are these color combinations?
plc.twitter.com/3IEhDGQU



artinfodotcom
3:30pm via HootSuite

Slideshow: John Chamberlain's Guggenheim Retrospective at the @Guggenheim ow.ly/9QBFc
4 retweets



Liane LC
6:12pm via TweetDeck

RT @Guggenheim: Plus Being Singular Plural & Francesca Woodman! RT @NYArtBeat Sat Pay What You Wish 5:45-7:45 pm @Guggenheim "John Chamberlain"



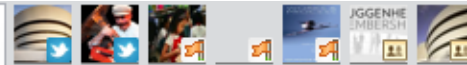
romanyounggift
6:10pm via web

bit.ly/GYmKIK The photography of Francesca Woodman, now on view at the Guggenheim, outruns ... - Capital New York



OrhanCemCetin
6:10pm via Tweet Button

Free: The Guggenheim Puts 65 Modern Art Books Online | Open Culture openculture.com/2012/01/free_t...



Select All

Select None

BMWGuggLab
2:00pm via HootSuite
From #LabLog - Check out built of Legos via @popu

MuseoGuggenheim
4:31am via HootSuite
Gaur bi artisten urbetetz Sergio Pregorena. owl.II/9
1 retweets

MuseoGuggenheim
4:30am via HootSuite
Hoy doble felicitación para Prego que cumplen años. ¡Felicidades!
1 retweets

BMWGuggLab
Mar 24, 3:00pm via HootSuite
#Video - See newly revealed Navy Pier, as featured on
2 retweets

BMWGuggLab
Mar 24, 1:25pm via HootSuite
After 15 days at sea - 15 @csgmclare on #Comfo latest post & more on #La

Guggenheim
Mar 24, 1:19pm via TweetDeck
Plus Being Singular Plural RT @NYArtBeat Sat Pay 1 pm @Guggenheim "John
8 retweets

BMWGuggLab
Mar 23, 4:48pm via HootSuite
#Photos - Do colorful town Cheerful pics of "10 Most

Social Media Policies

As your networks and the staff who manage them grow, key questions to address for the institution:

- What are the sites and who does what?
- Do's and don'ts for staff representing the museum
- Do's and don'ts for staff posting on personal sites
- What impact does this have on employee guidelines?
- Anticipate any conflicts of interest
- Guidelines on style, voice, best practices
- Most importantly, know where to turn for help

Resources

Guiding examples of existing policies and strategies:

- Online Database of Social Media Policies
- Smithsonian Institution
- Walker Art Center
- Tate Social Media Communications Strategy

...All in your toolkit!

CONCLUSIONS & TAKEAWAYS