

MOLAA Social Media Marketing Strategic Plan

The following outline is meant to serve as a recommended social media strategy reference guide. The objectives proposed in this guideline should be tailored and adjusted according to MOLAA standards, values, and larger picture strategy.

General Social Media Strategy

- a. Introduction
- b. Objectives
- c. Alignment
- d. Tone
- e. Consistency

Alignment Strategy

- a. PST
- b. Quarterly Programs and Events
- c. Exhibitions
- d. Media Kits

Channel Strategy

- a. Facebook
- b. Instagram
- c. Snapchat
- d. Twitter
- e. Retention

Content Production

Transparency in Strategy

GENERAL SOCIAL MEDIA STRATEGY

INTRODUCTION

MOLAA will begin to roll out a new social media & digital strategy by September 15th, 2017. The social media strategy will be aligned with the museum's overall strategic plan.

The goal for the MOLAA social/digital strategy is to build an online presence that directly reflects the experience one might have in visiting the museum. It will celebrate and promote the culture of the Latin American art community while looking to the future of digital trends in a bid to bring MOLAA's digital landscape into the 21st century. The MOLAA social/digital strategy will seek to explore more human-interest stories. It will seek opportunities within a variety of multimedia platforms to help create momentum behind the MOLAA brand.

OBJECTIVE

MOLAA will distinguish itself as a leader in social media through the thoughtful production and maintenance of digital content.

MOLAA Social Media will be split into **two** categories in how it handles posts:

1. Routine maintenance and event posts
 - Covers what's happening at MOLAA
 - Timed posts
 - Covers important information happening in the world (eclipse, news etc.)
 - Promotes events and exhibitions at MOLAA
 - Follows event calendar and posts content appropriately
 - Engaging with other social channels

2. Custom Content Development
 - Creating custom content from scratch
 - Creating events built around social media
 - Music Events, Music Videos etc.
 - Hosting local art showcases
 - Various campaigns designed to elevate MOLAA's social reach
 - Partnerships with organizations
 - Video content
 - Stories
 - Blogs
 - Newsletters

Custom content creation will aid in building new awareness streams to MOLAA.

STONE

The tone should be defined by observing the following factors:

- Language
 - Inventory the words we use
 - Track and report on performance of specific words
 - How do we respond to other organizations?
 - How do we respond to comments?
- Character
 - What is MOLAA's brand personality?
 - Who do we sound like? Who do we want to sound like?
 - Character Studies:

General Electric:

Informational – Compelling – Straight Forward

- GE uses beautiful imagery and partnerships to drive their content into virality.
- Their tone is informative, concise and is tailored towards it's core demographic
- They share research and educational content

Dove:

Meaningful – heartfelt – Engaging

- Dove's marketing is more than marketing. It cuts to the core of the their brand demographic and engages the users with original, beautiful content.
- Dove's Self Esteem Project uses video and multimedia to drive engagement

Guinness:

Current – Youthful – Cutting Edge

- Guinness uses a social strategy that also includes video campaigns. Guinness teams up with well-known musicians and gets to know them through well-produced vignettes.
- The content is simply branded with a Guinness logo.
- Uses quirky and funny posts to bring about a light-hearted tone

- Purpose
 - Why are we using this channel? What is the intention behind our posts?
- Color scheme
 - Do we believe a color scheme will enhance or benefit the tone we set?
 - If so, what are the colors that reflect the audience's views, impressions and hopes?
- Demographic
 - Young/Old/Artists/Non-artists
 - Who do we want to be speaking to?

CONSISTENCY

MOLAA will develop and implement content development production and posting schedules based upon:

- Quarterly events calendar
- Exhibitions
- Holidays
- Events within the Long Beach community
- Current events

ALIGNMENT

With respect to agreements with third party organizations (The Getty, Pacific Standard Time etc.), MOLAA will honor and adopt third party Media Toolkits within the boundaries set by MOLAA's own standards and brand values.

ALIGNMENT ORGANIZATION

PST - With regards to the PST event begin held between September 2017 and February 2018, MOLAA will adopt and inject TBWA's pre-designed social media strategy into MOLAA's larger picture social strategy.

TBWA's social media point person will be Lucy Redoglia, who will be providing a Media Toolkit to MOLAA. lucy.redoglia@tbwachat.com

SYSTEMS

The social strategy will act as a widening orbit, which circulates around Two Key Components. The plan will only widen when the objectives within each component have been met.

Those Components are:

Content Creation

The content we create will be virally eligible, compelling, value-rich and hopefully entertaining. We should ask ourselves the same question for every piece of content we create, and that question is "Would I want to share this, and why?"

Each piece of content should tell a story.

Social Media Strategy

Social Media will likely be the main channel of discovery for most users. Each channel has it's own culture and identity, but the content shared within each unique ecosystem must be reinforced by the others.

Using unique characteristics specific to each social media platform, we will tailor the way we share and deliver content. Each channel will be a conduit for the content we create. It will direct users to more content, calls-to-action and ways to get involved with MOLAA.

Orbiting Strategy/System:

The purpose behind an orbiting strategy is **accountability, reinforcement and transparency**. When a system promotes the consistent reinforcement of objectives, the overall strategy strengthens itself - fostering healthy room for growth. The orbiting strategy is a system that can be used and influenced by different departments. This allows the strategy to become a reflection of the company values as a whole.

1. Digital Audit

- Looks at all current digital assets
- Measures asset performance
- Documents and reports on which platforms are excelling, and which are under-performing
- Determines why the current platform is suited for some assets, but not for others
- Includes a company conversation on the effectiveness of specific collateral, posts, conversations, and content
- Once the audit has been completed, move forward to the next tier, “Channel Analysis”

2. Channel Analysis

- Build numbers-centric channel plan
 - What is the goal for each channel & platform?
 - What are the big, ambitious numbers we’re aiming for?
- Set benchmarks
 - Make benchmarks known throughout the company
 - Builds transparency
 - Builds accountability
 - Builds team spirit
- How are other organizations using digital
 - Thorough report and research of key performance factors being met by other organizations
 - Research digital trends
- Define our strengths
 - What sets us apart?
 - What are our values?
 - Case studies of what has works for MOLAA in the past
 - Social Media reports
 - How does our audience engage with MOLAA?
- Are there shifts?
 - Demographic/Content Consumed/Interests etc.
 - How do we reposition and evaluate the inevitable shifts?

3. Build Strategy

- User and Value-Centric
 - The core of our strategy needs to promote diversity, inclusion, engagement and accessibility
 - Refer to LA County Arts Commission’s *Cultural Equity and Inclusion Initiative* on best practices and ways to engage the community
 - Our content needs to reflect these values
 - Copy should be accessible and engaging
 - Content should tell a story
 - Content should be intentional
 - Those with administrative privileges should be made aware of practices and social media standards moving forward

- Set a meeting training departments on how to post content
- Takes into Consideration:
 - Hypothetical Guest Profile
 - Fictitious user who fits our targeted demo. How does he/she engage with digital? What are his/her ambitions, standards, and values?
 - Targeted Demographic
 - Digital/Marketing/Events Budget
 - Social Media
 - Team meetings should be set and organized around large campaigns and exhibitions. Those meetings should cover:
 - Hashtags, content development, tone, graphics, tagging organizations/curators/artists/influencers, cross functionality, timed posts
 - Big Picture Strategy
 - How does the digital strategy fit into the larger picture?
 - Encourage transparency around the strategic plan
 - Does the digital strategy become strengthen by the big picture strategy?
- Sustainable Revenue
 - Strategy must always aim towards the best method of raising money
 - Education
 - E-commerce
 - Physical Purchases
 - Digital Campaigns/Events
- Establish Touch Points
- Establish Projections

4. Build Products

- Campaigns
 - YouTube series
 - Local Artist Series
 - Full blown use of multimedia
 - Infographics
 - Google curatorial
 - Events
 - Full Social/Digital coverage and promotion of:
 - Hackathons
 - Shows
 - Festivals
 - Digital/Social
 - Viral Online Content Design Strategy
 - Virtual Reality and/or 360 Degree Viewing
 - Vignettes on Curators and Artists
 - Community
 - Local Artists collaborate with gift shop & online store
- Tech
 - Web/Mobile
 - Responsive and personalized design
 - Work with designers/full-stack team to build out
 - Use data to validate and communicate product goals
 - Pages reflect most current events and initiatives
 - Integrated Omnichannels

- Google Publishing
 - Project Management
 - Develop system for Project Management accountability
- 5. Analyze and Reposition
 - Treat 5-step plan as a widening orbit, which reinforces and reassessed itself. Upon each iteration, the orbit widens, signaling growth.

VALUE-BASED FOUNDATION

Accessibility: Access is commonly associated with issues of geography; arts opportunities are often overly concentrated in certain areas in a way that creates a perceived lack of arts investment in other areas. Access refers to whether programming and content is relevant, and whether a wide audience has an entry point to the content.

Engagement: Engagement describes the way in which we create and develop content with respect to the way we believe it will impact our audience. The content itself must encourage the audience to interact and get involved with MOLAA.

Diversity: The demographic mix of a specific collection of people, taking into account elements of human difference, but focusing particularly on race, ethnicity, LGBTQ populations, people with disabilities and women

Inclusion: The degree to which diverse individuals are able to participate fully in the decision-making processes within an organization or group. This degree can be measured and controlled by the language we use in our copy, ads and content.

SOCIAL PLATFORMS

The following is a list of the Social Media Platforms being used by MOLAA and how MOLAA will use them to draw in, retain and educate users.

Facebook:

Social home base

Events

A place to share/create:

1. Events
2. Live Streams
3. Stories
4. Video
5. Contests
6. Third party content
7. Exhibition information
8. Original content

Be highly responsive to messages on Facebook

Posts will be scheduled

Leverage existing traffic to guide users to other platforms

Collaborations with other popular Facebook pages

Facebook Tracking Pixel for retargeting

Use popular hash tags

Instagram:

Use to form relationships
Reputation management
Cookie-crumbs campaigns
Contribute to causes and campaigns
Get involved in conversations
Coordinate with IG influencers to take over MOLAA page for the day
Create contests frequently

Twitter:

Research and develop strategy for:

- a. Who we tag
- b. How we choose to create and populate hash tags

Use for reputation management
Twitter Chats
Plan Ahead with Hash tag Holiday Calendar for targeting posts and campaigns
Make 30-40% of tweets replies to people
Sprout Social/Hootsuite for optimized post views

Snapchat:

Used for:

- Events
- Exhibits
- Performances
- Live streams

Create Geo Filters for events
Provide Promo Codes through the URL feature
Support Account Takeovers
Feature our Followers
Work with Snapchat to create a hotspot at MOLAA
Partner with influencers
Have followers speak directly to curators
Drawing Competition

- MOLAA chooses 3 winners at random to receive free admission to the museum

Retention:

- Responses to comments and reviews must be composed within a timely manner
- Ever day MOLAA will dedicate itself to engaging in discussions with brands, people, and organizations through Facebook, Instagram and Twitter
 - Facebook: 10 organic conversations
 - Twitter: 10 organic conversations
 - Instagram: 20 organic conversations
- Establish brand ambassadors and engage with them daily
- Engage in real time
- Create a list of influencers

COMPANY BUY IN

*MOLAA Social Media efforts and benchmarks should be made available to the company as a whole. Fostering this degree of transparency will influence **team spirit** and **accountability**. To promote this, we need to take the following steps:*

- Make social strategy available to all employees in social media handbook
- Encourage employees to partake in discussions on how social can be used at MOLAA
- Send updates, benchmarks and objectives to employees
- Discuss objectives in team meetings
- MOLAA Social Media will encourage participation from other departments in order to increase the reach of information and current events
- Access to the social media calendar

Department Initiatives:

The New Media department will work closely with Development, Membership and Events to create engaging and value-rich content. The combination of these efforts will help to define a clear public-facing image of MOLAA through social media and web channels.

DEVELOPMENT

- The Development team wants to find strategic ways to boost membership through digital campaigns
- We should seek out ways to co-create content with partners
- We should seek to leverage partnerships by collaborating on campaigns

MEMBERSHIP

- Membership has sent materials that outline the ways in which social media can be used to boost campaigns
- The New Media initiatives must align with membership initiatives
- Membership would like the New Media department to post twice a month
- Membership and New Media will plan to discuss campaign effectiveness weeks before campaign launch

EVENTS

- Events and New Media need to work closely in driving each other's initiatives
- Events and New Media should meet on a weekly basis to discuss creative and effective ways to push event awareness

CALENDAR

A social media event Calendar will be made accessible to the MOLAA staff. This calendar will contain important Latin American and US Holidays, MOLAA Events, Initiatives and projects.

Within this calendar you will be able to find:

- Information on the Holidays
- Information on the Events

- Social Media project options for each social channel

SOCIAL MEDIA EVENT CHECKLIST

Staff will have access to the MOLAA Social Media Event Checklist – a simple document that allows users/admins to submit social plans for each event. Once submitted, the SMC will be filed and handled by the New Media Manager, who will see to it that the checklist is acted upon.

SOCIAL AUDIT

Facebook (August 2017)

Followers:	54k
Likes:	55k
Reach (per week):	6k
Actions (per week):	200
Page Views (per week):	1k
Engagements (per week):	9k
Response Rate:	66%
Videos:	159

Conclusion:

- With a strong number of followers it's clear the Facebook is a social channel that is working well and providing a consistent stream of engagement to the MOLAA brand. Facebook should be used from this point forward as one of our anchor points in leveraging content to other platforms.
- In order to strengthen brand image and promote retention, our response rate needs to experience a dramatic shift from 66% to 100%.
- Our video production also needs to undergo a strategic plan in order to strengthen our multimedia presence. Intentional and quality video has been proven to yield results and should be a content stream worth considering.
- Per week, our calls to action are used only 200 times. In order to build our followers we must look at ways to improve our calls to action.

Instagram (August 2017)

Followers:	16k
Likes:	~536
% Growth (in likes):	2%

Conclusion:

The MOLAA Instagram is a platform that receives a clear amount of success as it relates to followers and engagements on posts. We should capitalize on the details that present themselves in the posts that see a large percent increase. For example:

- Pictures of every-day events at MOLAA perform 300% better than other posts, specifically posts that use text to promote events

- Pictures of people perform 300-600% better than average posts
- Pictures of artists in action perform 400-500% better than average posts
- Pictures taken with a HDR camera perform better than the average post

MOLAA currently doesn't go out of its way to engage with other accounts, recruit influencers, or form relationships. Refer to "Retention" for how to apply useful techniques in building and retaining more users.

Twitter (August 2017)

Followers:	6k (19 ^)
Impressions:	8k
Mentions:	113 (41% ^)

Demographic:

Of the ~6,000 followers, MOLAA's Twitter demographic is as follows:

- 66% Female
- 28% Professional/technical Occupation
- 16% earn \$75k – 99k
- 12% earns \$60k – 74k
- 11% earns \$175k – 190k
- 51% Single
- 49% Completed high school
- 36% Completed college
- 42% Ages 25-34
- 31% Ages 35-44
- 62% Live in California

Conclusion:

On average, MOLAA's Twitter reach stretches further than most museums of its kind. It serves a fairly narrow demographic (typically well-educated, younger California residents), but offers plenty of room for growth. MOLAA's Twitter should seek to reach into international markets and continue tapping into the younger demographic through constant engagement and premium content production.

MOLAA also has a low response rate to Twitter shout outs.

A separate strategy should be discussed for ways in which MOLAA handles negative comments.

MOLAA should also seek to start conversations with other organizations by getting involved in topical discussions.

YouTube:

Subscribers:	31
Highest Viewed:	1,974

MOLAA's YouTube is one of the most underused assets, but it also represents opportunity within the original content space. Traditionally museums haven't used YouTube as a medium for connecting to an audience, but organizations like MOMA and Getty are using video production to tell stories in ways that plain text cannot.

MOLAA should seek out new and exciting ways to incorporate video into their social media strategy.

MOLAA Bench Marks

Facebook:

Current:	55,000		
Jan 1, 2018 Goal:	58,000	5.45%	Growth
June 1, 2018 Goal:	64,000	10%	Growth
Jan 1, 2019 Goal:	74,000	15.62%	Growth

Twitter:

Current:	6,213		
Jan 1, 2018 Goal:	6,800	9.44%	Growth
June 1, 2018 Goal:	7,800	14.7%	Growth
Jan 1, 2019 Goal:	9,800	25.6%	Growth

Instagram:

Current:	16,758		
Jan 1, 2018 Goal:	18,000	7.4%	Growth
June 1, 2018 Goal:	21,000	16%	Growth
Jan 1, 2019 Goal:	25,000	19%	Growth

YouTube

Current:	31		
Jan 1, 2018 Goal:	1,000	3,125%	Growth
June 1, 2018 Goal:	5,000	400%	Growth
Jan 1, 2019 Goal:	10,000	100%	Growth