

In your area of professional interest, identify an institution, organization or enterprise which is successful in its marketing and outreach efforts. Please share a link to their website and describe how and why you think their marketing and outreach is effective. In 500 words, please consider and incorporate some of the elements described in Chapter 27 of our Hirsh textbook such as communication plan, branding, social media, evaluation, assessment and so forth.

The Getty Research Institute

When I read the prompt for this assignment, I immediately thought of The Getty Research Institute. It is a great example of an information organization being actively involved with the community. Even though their collection consists mostly of closed stacks, they really try their hardest to reach out and involve anyone who is willing to listen and learn.

The Getty Research Institute mission statement clearly states that they are, “Dedicated to furthering knowledge and advancing understanding of the visual arts and their various histories through its expertise, active collecting program, public programs, institutional collaborations, exhibitions, publications, digital services, and residential scholars programs”. It’s obvious from the mission statement that they want to share the information and artifacts that they have with the public and they demonstrate this by having online databases containing a library catalog, photo archive, research guides, digital collections and even controlled vocabularies that they use in their collections. According to Alman (2018), “Information organizations need to promote the resources and services that are available and to provide evidence that they add value to the communities served”.

The Research Institute has its own communication plan which includes sending out electronic newsletters, pamphlets (and other promotional print materials), having a “brand” and interacting via social media. As we all know, social media is a huge way to reach an audience.

Facebook: <https://www.facebook.com/GettyResearchInstitute/>

Instagram: <https://www.instagram.com/gettymuseum/?hl=en>

Twitter: <https://twitter.com/GettyMuseum>

Not only does social media help promote events but it also allows the organization to gather "data about the community to assist in planning with a purpose" (Alman, 2018). It helps spread awareness of what is going on at the Institute and the Museum itself. I noticed that the Getty Museum seems to promote events for the Institute via Instagram, YouTube, and Twitter while the Institute itself only has a Facebook page that is monitored. Having multiple social media accounts to upkeep probably isn't the highest priority for them and therefore did research to decide which social media would be most beneficial for them to have. This supports what Alman (2018) said about social media and how "it is not an effective communication tool unless updated on a regular basis". They were smart in deciding what would be easy to manage and update often. The Research Institute does have a blog that contains information about materials, internships, operating hours, closures, the research journal and more!

Research Institute Library Blog: <http://blogs.getty.edu/library/>

Another vital part of the Research Institute is the exhibitions. There is an event feed page that shows all of the current and upcoming events. Aside from exhibitions they also have lectures and symposiums. I recently discovered that they also have online exhibitions! This is such a great way to reach out. There's even an interactive exercise to go along with the information in one of the latest online exhibition.

Online Bauhaus Exhibition:

https://www.getty.edu/research/exhibitions_events/exhibitions/bauhaus/new_artist/index.html

As far as Branding goes, the Institute and the Museum share the same logo and website. Promotional materials can be found at the online store, filled with books, mugs and, most importantly to the Research Institute, exhibition catalogs. They also have digital books for sale that include information about Metadata, Art History, Architecture, and essays.

Resources

Alman, S. W. (2018). Communication, Marketing, and Outreach Strategies. In S. Hirsh (Ed.), *Information services today: An introduction (2nd ed.)* [Kindle version] (pp.106 -117). Lanham, Maryland: Rowman & Littlefield.

The Getty Research Institute. (2020). The Getty Research Institute: Library. Retrieved from <https://www.getty.edu/research/library/>