



UVU Museum of Art Social Media Consulting

June 2023

Review of Last Month's Consulting Ideas

High-level Strategy Calendar

If you are struggling to balance and combine different types of posts within your overall strategy of message pillars. Think first about what types of content work for the different message pillars.

3-week, Month Example Overview

Monday	Tuesday	Wednesday	Thursday	Friday
Monthly Event Announcement (Community)	#TuesdayTrivia Trivia about an art piece (Cultivate)	Museum walkthrough (Connect)	Artist Story Highlight (Community)	#FunFactFriday Historical Art Information (Cultivate)
BTS of Museum (Connect)	#TakeoverTuesday Student or Artist Takeover Social for a day (Community)	Museum Building (Cultivate)	Poll of the Month (Connect)	Community Member Testimonial of Museum (Community)
Museum Investment in Artists (Programs/Workshops) (Cultivate)	Virtual Tour or Livestream (Connect)	Month challenge (Community)	Looking to the Future of Art (Cultivate)	BTS of Museum (Connect)

Posting Post-Opening Celebration

Now that the opening celebration is over, you may be wondering, what do I post now?

Review the 3-week calendar overview we delivered last month and you'll recognize that you can utilize this and your exhibition/event calendar for the museum to easily put together frequent and consistent posts for social media.



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Museum Events

- March 13–April 22: *2023 Student Art Exhibition* | **Cultivate (or Community)**
- May 23–September 16: *The Art of Belonging* | **Community**
- Date X: Private event | **Community (Or Cultivate depending on the event)**
- Date Y: wedding | **Connect**
- Date Z: Student Event A | **Connect**

You can see the events categorized (in the green text) by message pillar to determine how you think they can fit into your calendar.

Post Ideas

I've made numerous bullet points in each category that not only relate to the museum events above but also fit into the 3-week calendar strategy categories.

With this calendar strategy, you can easily make posts for months on end!

Cultivate

- How a student in the student exhibition has cultivated their artistic talent this semester
- Ideas on how an artist (or inspiring artist) can cultivate their talent
- Activities the museum is hosting to help people cultivate their talents
- Timelapse video of student art classes working to cultivate their talents
- Historic facts about famous artists and how they cultivated their talents
- Poll: you can ask how your audience cultivates their talents
- Creative challenge: Share weekly or monthly creative challenges on social media. These could include prompts for writing, photography, painting, or any other art form
- Student highlight: Highlight emerging artists and encourage followers to support them by attending their exhibitions, purchasing their work, or sharing their posts on social media

Connect

- inspirational quotes and stories and find a connection in the world around them
- Partnering with other artists, galleries, or museums on projects
- Poll: ask people what their thoughts on a popular art piece are
- Find connections people can have with art in their daily lives (murals, postcards, etc.) So much of the world around us is from artists. What are those things?
- Share posts that celebrate diversity (in connection with *The Art of Belonging* exhibition)
- Highlight UGC from people that have attended the museum



Building Stronger Communities

- Partnering with other artists, galleries, or museums on projects
- Highlight artists in *The Art of Belonging* — by event sharing once a week or so, I'm sure you'll have posts for awhile
 - You could take this one step further and do interview videos about their art piece(s) in the exhibition
- As people come to the exhibition (especially from the opening celebration) collect quotes and testimonials from them. Then, you can tag them if they are willing and share their words
- Ask the audience to share a post that celebrates the diversity in art and encourages your followers to share art pieces from their own culture. Use the hashtag #ArtDiversity and tag the museum
- Share a post that features a popular art piece from a different era or style and ask your followers to share their favorite modern interpretation of it. Use hashtag #artthroughtime
- Share that the museum is free admission and therefore bridging art to the community for everyone!
- Ask community members to submit work to the next or future art exhibitions

Using Analytics to Optimize

Without analytic access, I can't give customized optimization suggestions. However, utilizing all that we've discussed in these consulting documents, you will want to review your analytics side-by-side with your 3-week calendar and look at what is working and what posts are performing well, and what isn't. Remember, there are lots of variables. So try things a couple of times before you decide to move on.

Variables that should be reviewed in analytics are:

- Video vs. static photos
- Questions in captions or specific CTAs vs. lots of text without CTA
- Long vs. short captions
- Day or week or time posted can affect engagement
- Use of emojis or not
- Photography style (use of people, incorporation of art, filters, etc.)

Specific Post Example Captions

Cultivate

Post Description	Post Example
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Carousel of various types of art styles:
sculpture, painting, mixed media, etc.

🎨🌱 Want to take your artistic skills to the next level? Check out these 3 tips to cultivate your talent and unleash your creativity!

1 Create from the world around you (this can be sketching, journaling, trying new things!)

2 Join an Art Community! By following this page, you're one step there. Come by the museum and join a workshop, class, discussion, etc.

3 Art takes many forms and isn't perfect. Art is about free expression and showcasing talents in many ways!

Which one resonates with you the most? Share in the comments below!

#ArtisticJourney #CultivateYourTalent
#UnleashYourCreativity

The Kiss sculpture by Rodin



🎨 IYKYK: Did you know?

The Kiss (sculpture pictured) by Rodin is a timeless masterpiece in the art world! 💕 But here's a juicy fact: few people know that it was originally titled "Francesca da Rimini" after the character in Dante's Inferno. 😱

Francesca, captivated by her husband's brother Paolo, is beautifully portrayed in this sculpture just moments before their ill-fated kiss. 😔 Rodin deliberately kept their lips apart, symbolizing the impending doom that awaits them. 😭

📷: XXX



	#ArtFacts #Rodin #TheKiss #FrancescaDaRimini #IYKYK
Carousel of these photos: https://uvu.app.box.com/s/40nycvnbq0p8fjng5p99bidpsvtz0xv/file/1214696482284 https://uvu.app.box.com/s/40nycvnbq0p8fjng5p99bidpsvtz0xv/file/1214694427821 https://uvu.app.box.com/s/40nycvnbq0p8fjng5p99bidpsvtz0xv/file/1214696342906	You can experience art in a variety of different ways. Whether you are the artist on exhibition, the viewer and appreciator of art, or an artist in the making, you can always find something to enjoy! The UVU MOA's Art of Belonging exhibit is uniquely made to interact with visitors — come connect and create stronger communities while cultivating your own talent. #UVUMOA #UVU #TheArtofBelonging #CommunityisanArt

Connect

Post Description	Post Example
Picture of an iconic art piece that is easily recognizable (i.e. Mona Lisa or something).	 🤔 What's your take on this iconic art piece? Is it a masterpiece or a mystery? Vote now and let us know your thoughts in the comments below! #ArtOpinions #MasterpieceOrMystery #ShareYourThoughts
Video slideshow of a few art pieces around town. Or photos in carousel form.	 Art is all around us as we go about our daily routines. I bet you miss them sometimes too. Have you noticed any of the following art forms around town? ● Murals ● Statue Sculptures ● Memorials Where have you seen art in the community?



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	#CommunityIsAnArt #TheArtofBelonging
This Reel: https://uvu.app.box.com/s/66zj5jutxyed16yie8ht5bow1ofcuj1a/file/1218596837958	Did you know? The Art of Belonging initiative is establishing a new model for museums all over the country! Learn from the diversity of our community and from this featured art how we can build better communities! #buildingstrongcommunities #artists #artmuseum #UVUMOA #UVU #theArtofBelonging
This video: https://uvu.app.box.com/s/66zj5jutxyed16yie8ht5bow1ofcuj1a/file/1218580723611	Different cultures. Multiple artists. Many initiatives. ONE art exhibition from May 23 to September 16. Come visit The Art of Belonging at the UVU Museum of Art at Lakemount! #UVUMOA #CommunityIsAnArt #TheArtofBelonging #artexhibit #museumofart #UVU

Building Stronger Communities

Post Description	Post Example
Reel: video of walking into the doors of the new building and a quick peek inside the front room of the building (could even do a series of posts like this for a countdown). OR This one: https://uvu.app.box.com/s/66zj5jutxyed16yie8ht5bow1ofcuj1a/file/1218579096131	The Utah Valley University Museum of Art at Lakemount finally opens its doors to the public on May X! 🙌 🏠 Fun fact: the estate location was donated by the Bastian family in 20XX. We've been renovating the home to transform it into the magical museum you'll see when you visit. After X years of work, we are so excited to welcome you! Free admission. Stop by Monday through Saturday! #UVUMOA #grandopening #renovations #museumofart #UVU



Image: Picture of an artist in the exhibition. Video: Interview of answers to a couple of questions with the artist.	🌟👤 Meet the Artists of The Art of Belonging series! This week, we're thrilled to showcase the incredible work of [Artist Name]. Their art captivates us with its unique blend of [describe the artist's style]. Stay tuned for more artist spotlights coming your way! #TheArtOfBelonging #ArtistSpotlight #CaptivatingArtistry #UVU #UVUMOA
Take a program or workshop you're doing and highlight the people running it, their history, etc.	Art is a catalyst for change! 🌟 Join us at The UVU Museum of Art at Lakemount for a panel discussion on the role of art in creating positive social impact. Hear from local artists, community leaders, and activists as they share their insights on how art can inspire change. Don't miss this empowering event! #ArtForChange #SocialImpact #CommunityBuilding #UVUMOA #StrongerCommunities
Image: Picture of a frame with a question mark in it. Reel: A timelapse quick tour of the museum.	🎨 Calling all talented artists in our community! 🎨 We want to showcase your extraordinary artwork in our upcoming exhibition. Share your masterpiece with us by [submission deadline] for a chance to be featured. Tag your artist friends who should apply too! #CallForArtists #ShowcaseYourArt #CommunityExhibition

Artist Quotes you can use as posts

- "It doesn't matter how the paint is put on, as long as something is said." – Jackson Pollock
- "Art is anything you can get away with." – Andy Warhol



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- “Have no fear of perfection, you’ll never reach it.” – Salvador Dalí
- “Great things are done by a series of small things brought together.” – Vincent van Gogh
- “Art is an adventure into an unknown world, which can be explored only by those willing to take risks.” – Mark Rothko
- “Art is my life and my life is art.” – Yoko Ono
- “It isn’t until the painter has no idea what he’s doing that he makes good paintings.” – Edgar Degas
- “Art does not reproduce what you see. It makes us see.” – Paul Klee