Clarity and Collaboration During COVID

Marketing and Digital Engagement with the Asian Art Museum
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Instagram Stories

Usually the museum uses a format for their stories, but interns were allowed some creativity with ours. My assignment was the exhibition After Hope: Videos of Resistance. In researching the exhibition, I pulled out only the information that most highlighted the exhibition as a whole, and didn't put in too much information to keep the stories clean.

The first story is the title slide, and will draw the most views. I included the sentence at the bottom as a "hook" to maintain views throughout the rest of the story. Alisa suggested adding "Now On View" to make sure viewers would know it is a new exhibition.

This slide was one of the trailers created by Mira, who shoots all video content for the museum. This trailer was a bit under-used, but was really compelling, so I thought it would also keep viewer attention.

I chose the image for this slide because I wanted to draw attention to the ephemera that was part of the exhibition, not just the videos. Additionally, I included that the videos are from all over Asia and the Asian diaspora.
Stories Continued

In order to get these stories approved, I storyboarded each slide, then Clo and Alisa approved the content. After I made the posts in Canva, they made further comments in our weekly meetings. Once all the editing was approved, the stories had to be scheduled, and then were posted. They are part of the "On View" highlight on the museum's Instagram page, @asianartmuseum.

This image is from one of the videos that are part of the exhibition. With the information on the last slide, I included that this is a further collaborative exhibitions with the workshops and online platform.

Finally, I really liked this image as a final slide because it shows a visitor in the gallery to remind viewers that the museum is now open. Last slides also include a "Call to Action" such as a swipe up to link to the museum's website.
The museum's Yelp page was a little outdated, so it needed some more information. I compared it to other museums and exhibition spaces. I wrote a short COVID copy for the page, and PR would choose whether or not to use it. Engagement with the page has increased since the museum re-opened, so it was good timing to edit it.
I also chose some newer images from the museum's asset database (DAMS). Unfortunately we don't have any control over which images show at the top of the page, but it seems they've moved up in popularity since they were uploaded.

I also looked at the questions and reviews to pick out which I should pass on to Clo and Alisa for review or to another department. I also picked out positive reviews in collaboration with the Data Analysis team, to incorporate into one of their Excel Sheets.
Welcome Email

The Yelp page COVID copy was approved for use on this Welcome email. All the new content had to be edited by multiple people to ensure the clarity of the brand voice.
This was our most collaborative project, re-vamping the Welcome Email for the museum's Newsletter. Each intern wrote a 25-word copy for their exhibition, and Alisa and Clo also helped edit the copies for the other sections as well. We were asked to write our own copies based on the available information, but in the editing process they were reverted to the previously approved copies, as those were the ones approved during Marketing and Communications preparations for the exhibitions.
Instagram Posts

I was assigned to choose two different holidays to create Instagram posts for. I chose a third (International Museum Day) because I was inspired by the image when I was looking through the database.

The copies are short enough to inspire curiosity about the museum collection without overburdening the viewer.

Each copy for each holiday will be edited by Clo and Alisa, and then they will decide which to post. They will then be scheduled in the programs Trello and SproutSocial to be vetted before posting.
Each intern visited the Asian Art Museum Instagram page to pick out three images that caught our eye. These images will be used in a new header on the website, and will be linked directly to the Instagram page.

I chose these three images because they all are very colorful and would draw attention, but also because they each represent different parts of the museum, from contemporary, to live events, and the more traditional collections.
Meetings/Workshops

During our weekly meetings, Clo and Alisa showed us how to use some of the programs they use regularly. SproutSocial and Trello are post scheduling platforms, MailChimp launches the newsletter emails. Most recently we had a workshop with Nora Grant about all the parts of the museum that it takes to set up exhibitions.

In addition I attended a meeting with the AKA ad agency about Experiential and Partnership Ideas, a Marketing and Communications Deep Dive, and a Key Questions meeting about a new exhibition.

All of these meetings and workshops helped me get a sense of exactly how collaborative museum work is, especially within Marketing and Communications. The visitor's to the museum are the top priority, so collaborating with all necessary staff members ensures that the message is clear and upholds the values of the museum.
Thank You!

Thank you for viewing my zine! Hopefully you've gotten a better idea of how Marketing and Digital engagement is full of very collaborative work that seeks to deliver a clear, concise message to visitors in order to inspire curiosity and interest in the Asian Art Museum.