

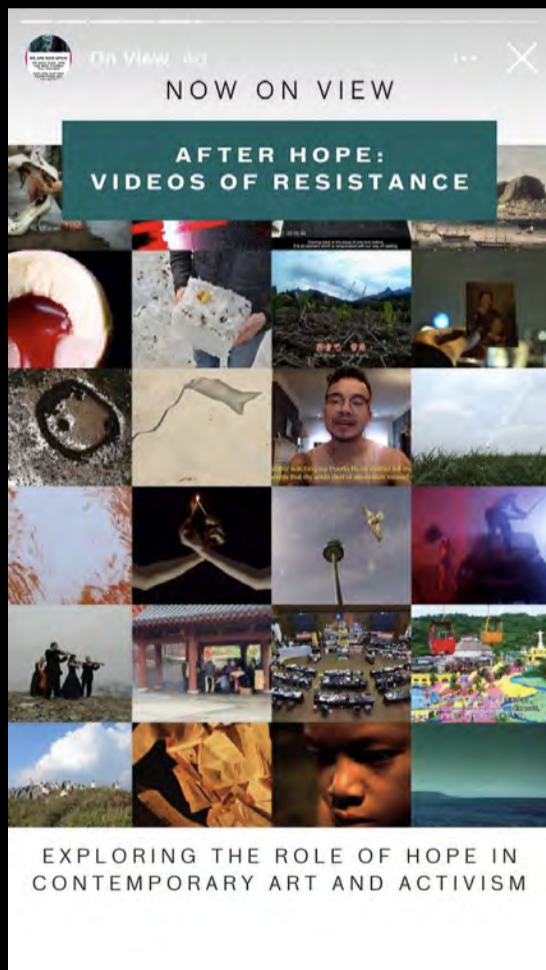


Clarity and Collaboration During COVID

Marketing and Digital Engagement with the Asian Art Museum
Supervised by: Clothilde O'Hare and Alisa Wong

Instagram Stories

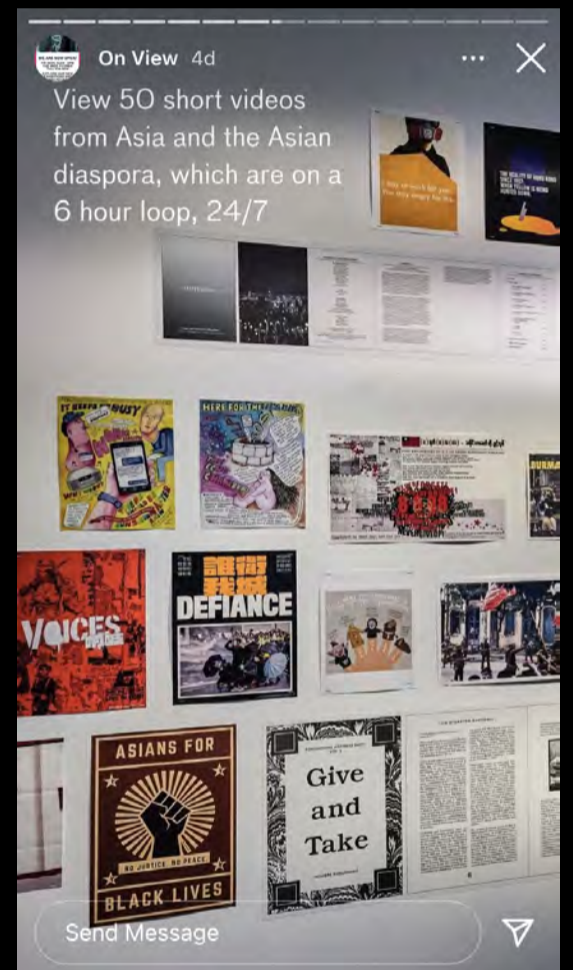
Usually the museum uses a format for their stories, but interns were allowed some creativity with ours. My assignment was the exhibition *After Hope: Videos of Resistance*. In researching the exhibition, I pulled out only the information that most highlighted the exhibition as a whole, and didn't put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



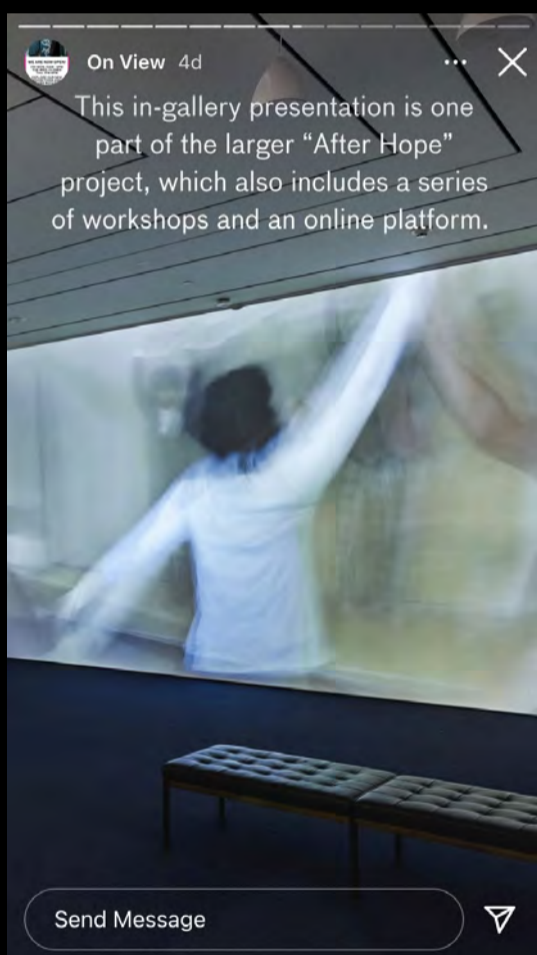
This slide was one of the trailers created by Mira, who shoots all video content for the museum. This trailer was a bit under-used, but was really compelling, so I thought it would also keep viewer attention.



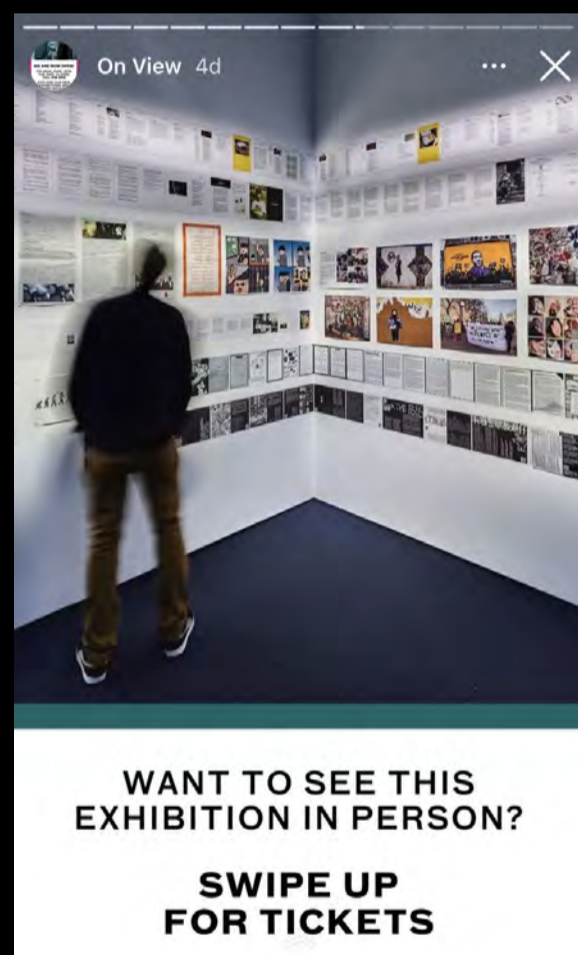
I chose the image for this slide because I wanted to draw attention to the ephemera that was part of the exhibition, not just the videos. Additionally, I included that the videos are from all over Asia and the Asian diaspora.

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.

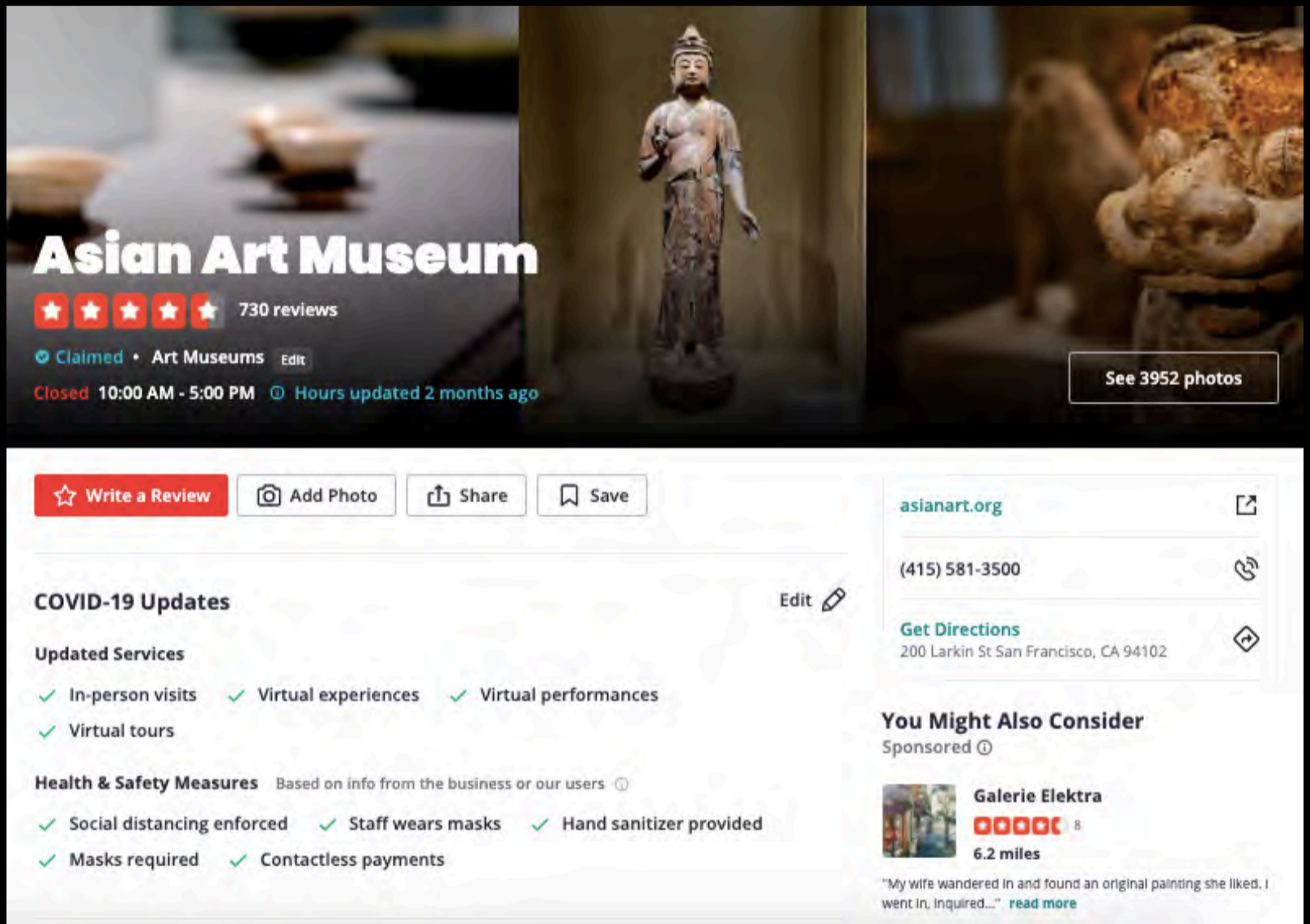


This image is from one of the videos that are part of the exhibition. With the information on the last slide, I included that this is a further collaborative exhibitions with the workshops and online platform.

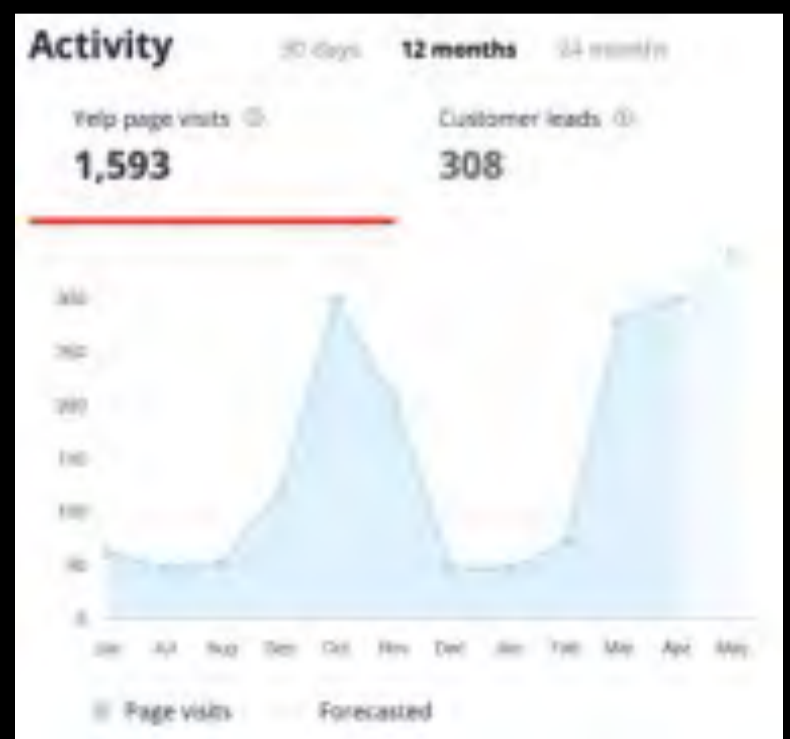


Finally, I really liked this image as a final slide because it shows a visitor in the gallery to remind viewers that the museum is now open. Last slides also include a "Call to Action" such as a swipe up to link to the museum's website.

Yelp Page



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.



It 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

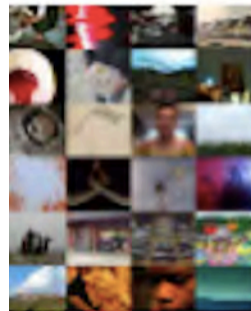


Welcome!

You've been added to the Asian Art Museum's marketing email list and will be among the first to hear about our upcoming exhibitions, special events, and more. Scroll down to discover what's coming up at the museum.

What's Happening at the Asian Art Museum?

The [redacted] is now open. Connect with your favorite works in our updated collection galleries and be inspired by the special exhibitions on view.

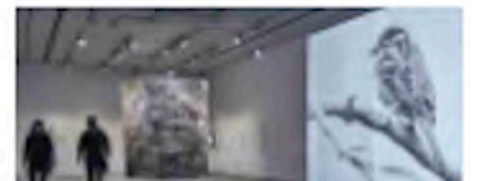


ON VIEW

After Hope: Videos of Resistance

How does hope drive us to imagine new worlds? An eclectic selection of more than 50 short videos explores the role of hope in contemporary art and activism. [Explore the videos...](#)

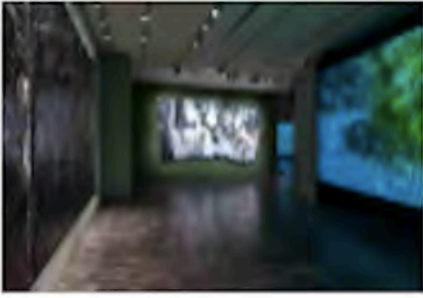
Rashree and Lam Tung



change to 'museum' (lowercase) since Asian Art Museum is in header above and we usually just refer to it as museum in our own publications

should use approved marketing copy: How does hope drive us to imagine new worlds? An eclectic selection of more than 50 short videos explores the role of hope in contemporary art and activism.

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.



ON VIEW
Zheng Chongbin: I Look for the Sky

Bay Area artist Zheng Chongbin's site-specific installations use transparency and light to explore how ephemeral changes can alter our perception of place. [Explore the exhibition...](#)

COLLECTION GALLERIES
Visit Our Reimagined Collection Galleries

In our collection galleries, you will find fifteen of the most significant works in our collection presented in ways that amplify the stories they tell. [Learn more...](#)



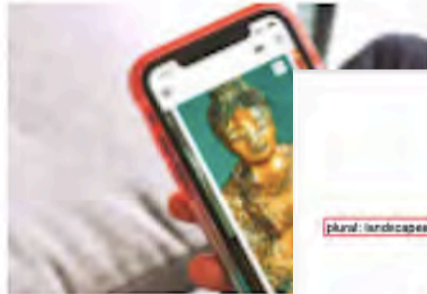
M.C. CHA MUSEUM BOUTIQUE
Shop the Museum Boutique

Find ceramics, baskets, textiles, jewelry, paintings, prints, apparel, furniture, books, and more in our award-winning boutique. [Visit our online store...](#)



VIRTUAL OFFERINGS
#MuseumFromHome

Engage with art at a distance! Peruse our wide selection of digital experiences, including meditative art videos, virtual tours, at-home art activities, and much more. Visit our [#MuseumFromHome page](#) and follow us at [@asianartmuseum](#)



We have put in place new measures to ensure your health and safety, including frequent touch areas, plexiglass shields at the admissions desk, and hand sanitizer stations throughout museum. With a reduced capacity and timed ticketing to encourage social distancing, you'll be able to enjoy an intimate experience with our collection and exhibitions. Before your visit, check [our website](#) for the latest information and safety protocols.

[Plan your visit](#)



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.

Annotations on the collage include:

- plural: landscapes** (pointing to the 'I Look for the Sky' section)
- should use approved marketing copy: Travel through Kolkata and Hong Kong with two monumentally scaled contemporary works from the collection that explore the modern city as both a personal and political landscape.** (pointing to the 'Reimagined Collection Galleries' section)
- should use approved copy: Bay Area artist Zheng Chongbin's site-specific installations use transparency and light to explore how ephemeral changes can alter our perception of place.** (pointing to the 'I Look for the Sky' section)
- maybe add 'apparel?'** (pointing to the 'Museum Boutique' section)
- add covers after books** (pointing to the 'Museum Boutique' section)

Instagram Posts

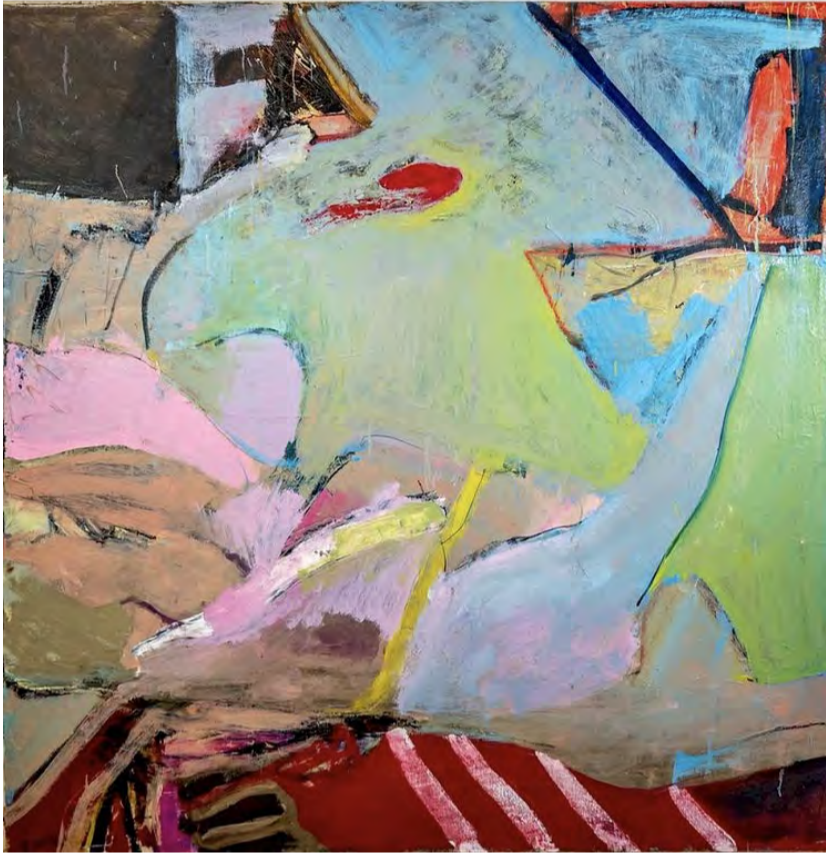
I was assigned to choose two different holidays to create instagram posts for. I chose a third (International Museum Day) because I was inspired by the image when I was looking through the database.

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 decided which to post. They will then be scheduled in the programs Trello and SproutSocial to be vetted before posting.

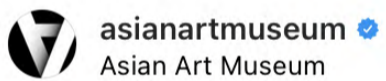


Website Headers



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.

