San Francisco Museum of Asian Art:
marketing and digital engagement internship

Maeve Donnelly
About the Museum

“Located in the heart of San Francisco, the museum is home to one of the world’s finest collections of Asian art, boasting more than 18,000 awe-inspiring artworks ranging from ancient jades and ceramics to contemporary video installations. Dynamic special exhibitions, cultural celebrations and public programs for all ages provide rich art experiences that unlock the past and spark questions about the future.”
Mission Statement & Values

“The Asian Art Museum of San Francisco connects art to life. Our mission is to inspire new ways of thinking by connecting diverse communities to historical and contemporary Asian art and culture through our world-class collection, exhibitions and programs.”

“The Asian Art Museum of San Francisco strives to be respectful, engaging, inspirational, nimble and accessible.”
Marketing and Digital Engagement: internship description & goals

Social media: assist with maintaining the museum’s social media editorial calendar.

Sourcing images: finding artwork or program images for social media and email needs using the museum’s image database (DAMS) and securing image rights.

Data reporting and analysis: pulling lists for the museum’s email marketing platform (MailChimp); analyzing data from the museum’s Audience Research; working with audience lists to create data reports for various museum initiatives; market research; and collecting attendance, website, and social media metrics from across the museum for monthly institution-wide metrics reports.
Main Project

create an Instagram story campaign showcasing a new exhibition at the SFAAM

Exhibition timeline
Exhibition title with artist’s names
Exhibition description
Main Project

create an Instagram story campaign showcasing a new exhibition at the SFAAM

cont.

Highlight artwork title

Brief description of the artwork

At eight feet tall and more than 30 feet wide, the colossal scroll furls and unfurls, establishing an architectural presence in the gallery. As you circle the work, experience the disorientation the artist felt as the rapidly expanding city
Main Project

create an Instagram story campaign showcasing a new exhibition at the SFAAM

cont.

Highlight artwork title

A day of two Suns (2019)

Brief description of the artwork

On both sides of a suspended diaphanous paper screen, unsynchronized images from four projectors combine with shadows of museum visitors, inviting us into an
Main Project

create an Instagram story campaign showcasing a new exhibition at the SFAAM

cont.

Call to action
Accessible link to buy tickets
Welcome Email

• Revamping the welcome email that is sent when a visitor signs up for the museum’s email list
• Include a blurb to highlight the museum’s new on view exhibitions
• Highlight the “Museum from Home” initiative
Google Business

- Compare the museum’s google business page with those from other museums to find new ways to promote the SFAAM museum
- Go through visitor reviews and respond to issues and highlight positive experiences

Ideas taken from other museums (Philadelphia Museum of Art & National Portrait Gallery)