



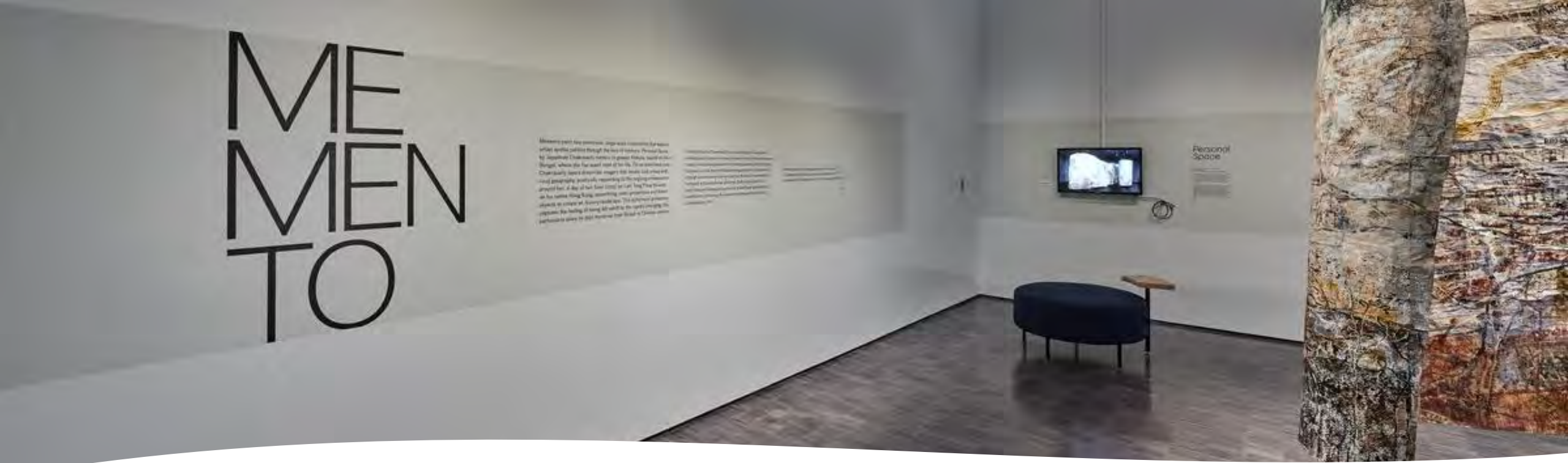
# San Francisco Museum of Asian Art:

marketing and digital  
engagement internship

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Maeve Donnelly

Hyde Street views of work by Chanel  
Miller & Jenifer Wofford



## 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.”



*Memento: A day of two Suns*



*Memento: Personal Space*

# 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

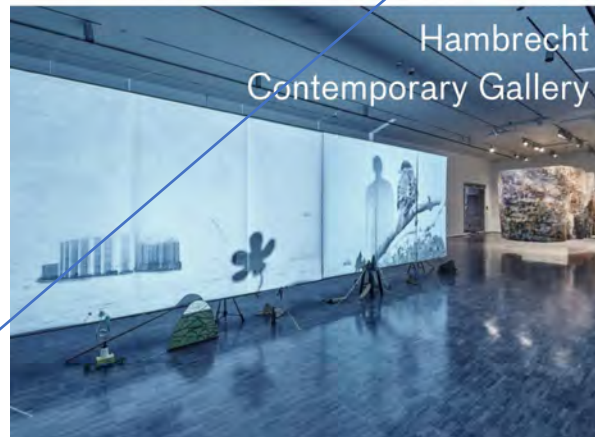
Exhibition description

Slide one

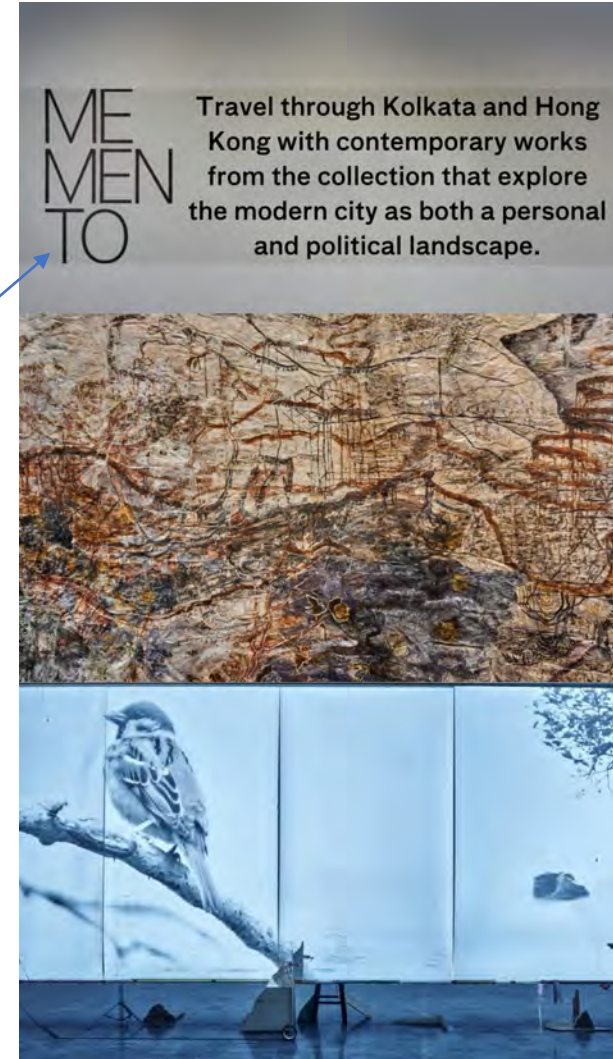


NOW ON VIEW

**Memento:**  
Jayashree Chakravarty  
and Lam Tung Pang



Slide two



ME  
MEN  
TO

Travel through Kolkata and Hong Kong with contemporary works from the collection that explore the modern city as both a personal and political landscape.

Slide three

# Main Project

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

cont.

Highlight artwork title

Brief description of the artwork



**Personal Space (2001)**

Slide four

**Personal Space (2001)  
by Jayashree Chakravarty**



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

Slide five

# Main Project

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

cont.

Highlight artwork title

Brief description of the artwork



**A day of two Suns  
(2019)**

Slide six

**A day of two Suns (2019)  
by Lam Tung Pang**



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

Memento: Jayashree  
Chakravarty and Lam  
Tung Pang



Visit on Sunday, May 2 for  
**First Free Sunday**

**SWIPE UP  
FOR 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



PLAN YOUR VISIT #MUSEUMFROMHOME JOIN & GIVE



**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.



**ON VIEW**

***Memento: Jayashree Chakravarty and Lam Tung Pang***

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. [Explore the exhibition...](#)



### Artworks

View 45+ more



**President Barack Obama**  
Kehinde Wiley



**First Lady Michelle Obama**  
Amy Sutherland



**Lansdowne portrait**  
Gilbert Stuart



**Athenaeum Portrait**  
Gilbert Stuart

### Artworks

View 45+ more



**The Bride Stripped Bare by...**  
Marcel Duchamp



**Nude Descendi... a Stairca...**  
Marcel Duchamp



**The Large Bathers**  
Paul Cézanne



**Portrait of Dr. Samuel...**  
Thomas Eakins

### Exhibitions

**Marisa Merz**

Until Jul 11, 2021 **ON NOW**

A selection of sculptures and drawings celebrates the life and legacy of...

\$25.00



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

Original Google page

# 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