



YILIAN LU

SFAAM FROM HOME

- When Chanel Miller's work brought museum out on the street, the museum is no longer limited to the experience on site.
- When the Praxis course enables us to do the remote internship at AAM, it provides me a chance to connect with the museum from the other hemisphere.
- ✓ In this presentation, I would like to share my experience of working at SFAAM as the marketing & digital management intern from Shanghai.

THE WORKS I HAVE BEEN UP TO

- The image of SfAAM on Trip Advisor
- Instagram story for Zheng Chongbin's exhibition
- Improving the welcoming email
- Instagram/Facebook Post on Buddha's Birthday and World Turtle's Day
- Translations of Instagram posts to Weibo

TRIP ADVISOR

My first project is to manage the page of AAM on TripAdvisor. I went through the comments to see if there is anything that need an immediate response, reported a few abusive language, and uploaded photos of the new contemporary galleries.

The screenshot shows the TripAdvisor page for the Asian Art Museum. At the top, there is the TripAdvisor logo, a search bar, and navigation links for Plus, Review, and Trips. Below this is a horizontal menu with categories like San Francisco, Hotels, Things to Do, Restaurants, Flights, Vacation Rentals, Shopping, Vacation Packages, Cruises, and Rental Cars. The breadcrumb trail reads: United States > California (CA) > San Francisco > Things to Do in San Francisco > Asian Art Museum. The main heading is "Asian Art Museum" with a rating of 4.5/5. Below the heading, there are 5 green stars, 1,528 reviews, and a link to "#33 of 803 things to do in San Francisco". There are also links for "Closed now", "Visit website", "Call", and "Email". The "About" section describes the museum's collection, spanning cultures from Turkey to India and China to the Philippines through 6,000 years, with over 18,000 objects. A "Suggested duration" of 2-3 hours is provided. A "Travelers' Choice 2020" badge is visible in the top left corner of the main image. The main image shows the exterior of the Asian Art Museum building, a large, classical-style structure with columns and a pediment, under a clear blue sky. A right arrow is visible in the bottom right corner of the image.

Asian Art Museum 4.5/5

1,528 • #33 of 803 things to do in San Francisco • Art Museums

[Closed now](#) [Visit website](#) [Call](#) [Email](#)

About

Spanning cultures from Turkey to India and China to the Philippines through 6,000 years, the collection provides a panorama of Asian art and culture. Included are over 18,000 objects ranging from tiny jades to monumental sculptures. Superb paintings, porcelains, arms and armor, furniture, ...

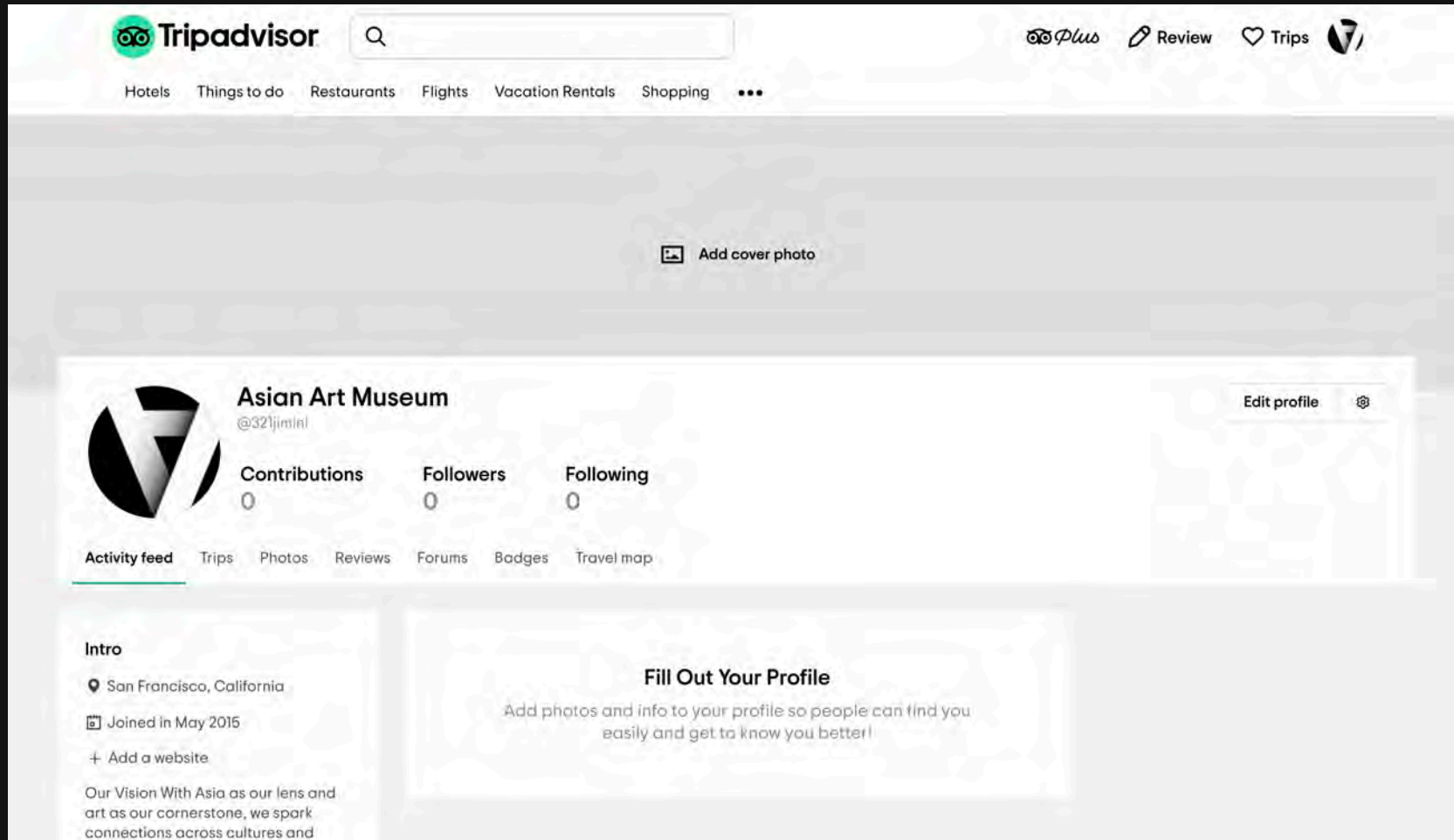
[Read more](#) ▾

Suggested duration
2-3 hours

[Suggest edits to improve what we show.](#)
[Improve this listing](#)

Travelers' Choice 2020

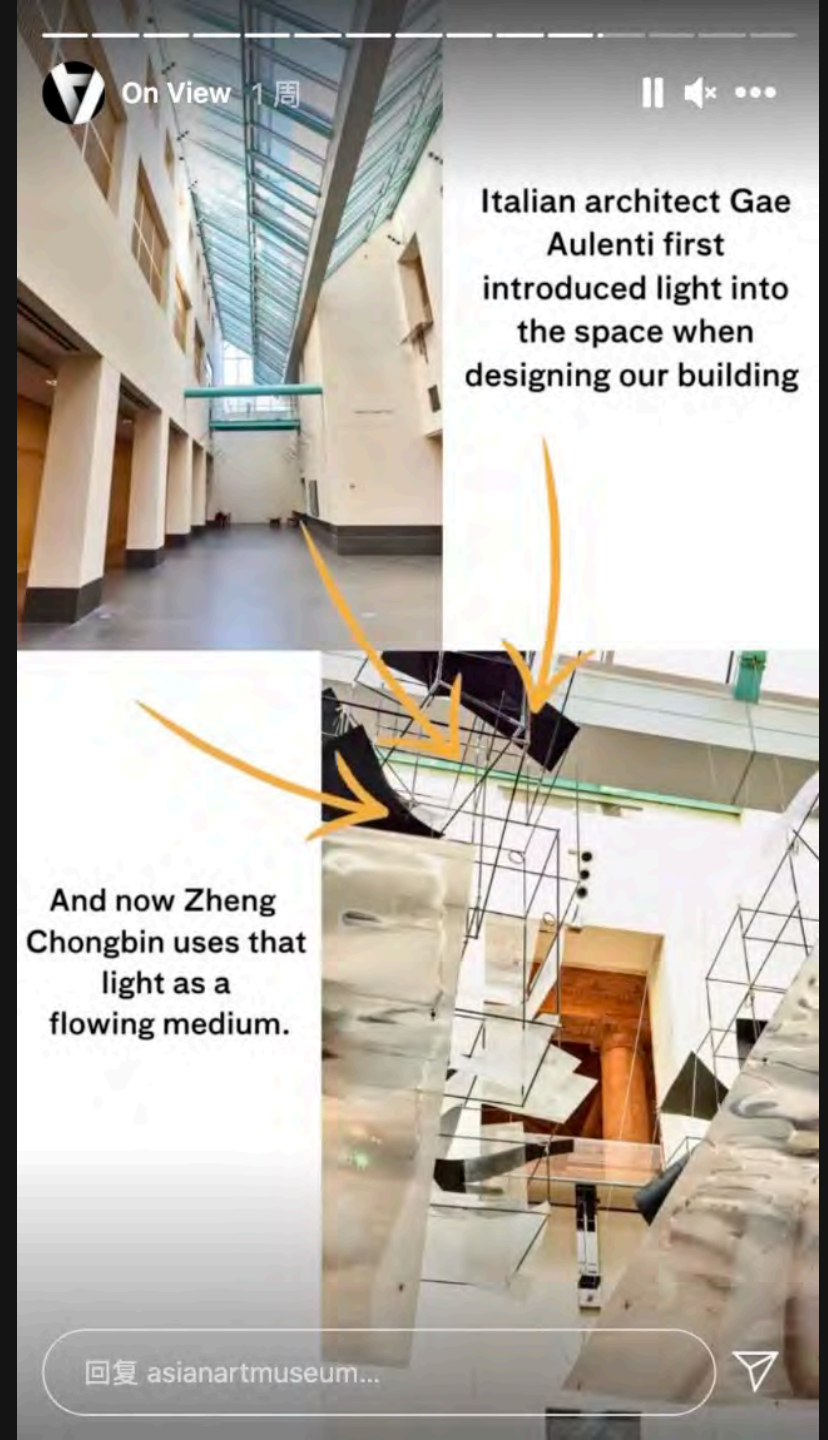
TRIP ADVISOR



When I was asked to create the profile page of AAM, I realized I could not see this page after I logged out from the official account. I tried many devices and realized that this page is only for the manager exclusively. I reported this issue to my supervisor and avoided the misunderstanding.

MY INSTAGRAM STORY

I had to develop an Instagram story on Zheng Chongbin's installations. I watched the Youtube virtual event: Behind Scenes: Zheng Chongbin: *I Look For the Sky* to prepare for this story, However, I realized that I had to focus on the most interesting words and pictures to catch the fleeing attentions.



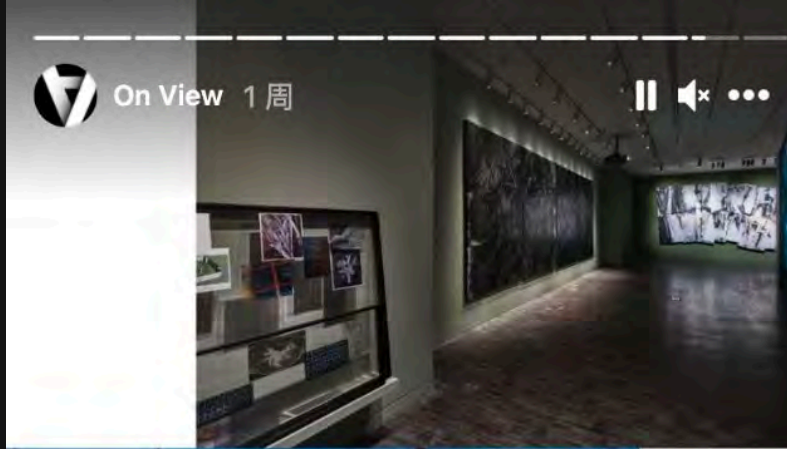


**“Experiencing the world is a cognitive journey.”
- Zheng Chongbin.**

Trained in classical Chinese ink paintings, the artist approaches the use of light in this space similar to his ink practices.



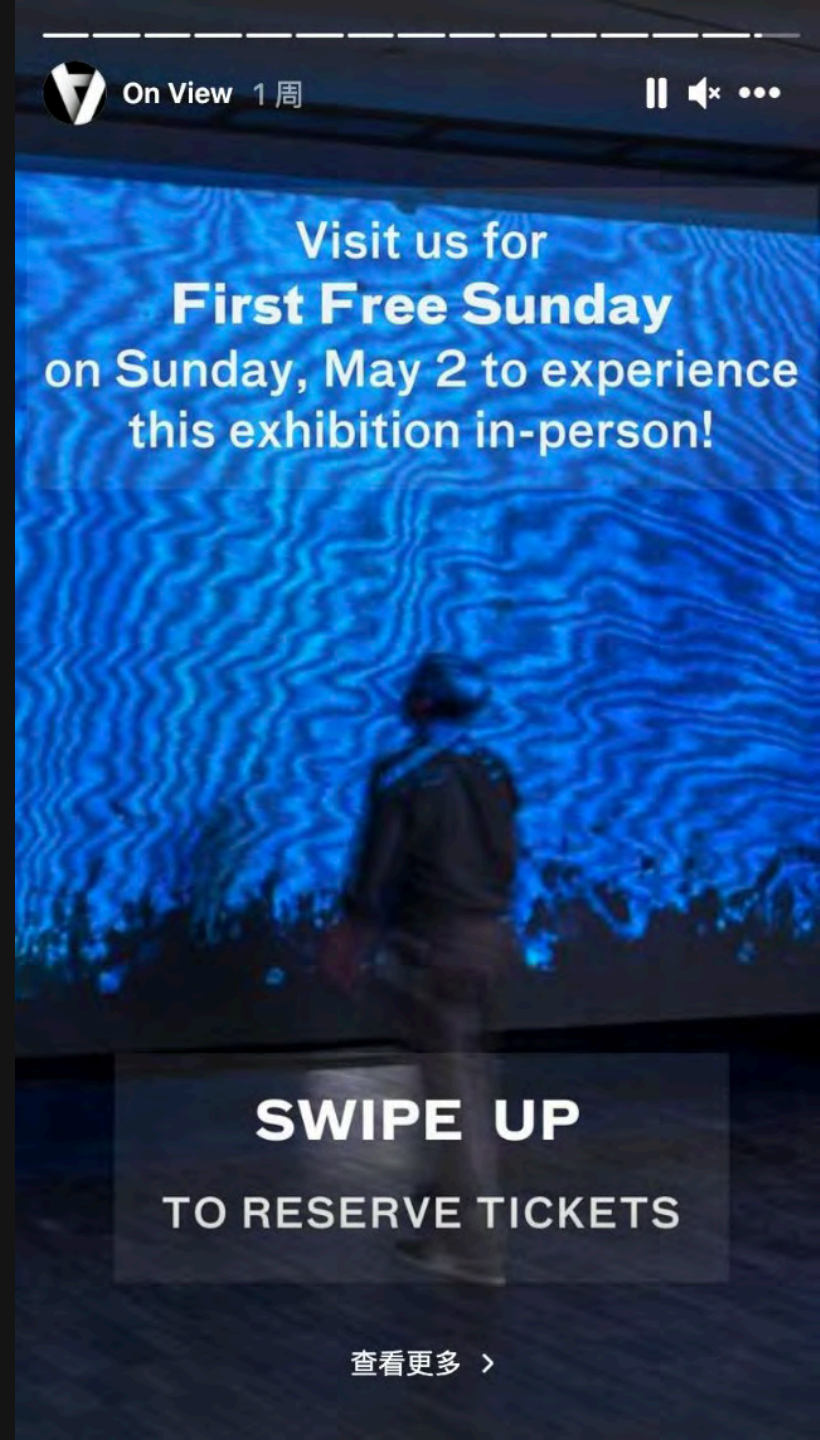
回复 asianartmuseum...



**AFTER WALKING THROUGH
BOGART COURT, HEAD TO OSHER
GALLERY TO VIEW ZHENG
CHONGBIN'S INSTALLATION
STATE OF OSCILLATION**

Comprising ink paintings, videos, and a chamber made of translucent material, "State of Oscillation" manipulates our perceptions of presence and absence, solid and void, immersion and circulation.

回复 asianartmuseum...



Visit us for
First Free Sunday
on Sunday, May 2 to experience
this exhibition in-person!

**SWIPE UP
TO RESERVE TICKETS**

查看更多 >

WELCOMING EMAIL

Visit the Asian Art Museum and be inspired...

[View this email in your browser](#)



[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.

What's Happening at the Asian Art Museum?

The museum 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...](#)

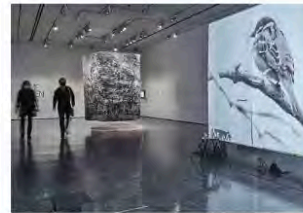


Find ceramics, baskets, textiles, jewelry, paintings, prints, apparel, furniture, books, and more in our award-winning boutique. [Visit our online store...](#)

ON VIEW

Memento: Jayashree Chakravarty and Lam Tung Pang

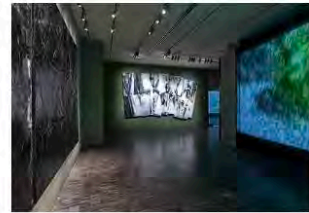
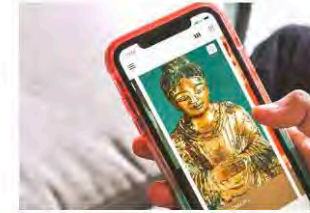
Travel through Kolkata and Hong Kong with two monumentally scaled contemporary works from the collection that explore the modern city as both a personal and political landscape. [Explore the exhibition...](#)



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](#)



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...](#)

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

[Plan your visit](#)



ASIAN ART MUSEUM • Chong-Moon Lee Center for Asian Art & Culture
200 Larkin Street • San Francisco, CA 94102

Images: Selected works from *After Hope: Videos of Resistance*. Video stills. Courtesy of the artists. Installation view of *Memento: Jayashree Chakravarty and Lam Tung Pang*, 2021, Asian Art Museum. Photograph © Asian Art Museum. Installation view of *State of Oscillation*, 2021, Asian Art Museum. Photograph © Asian Art Museum.

M.C. CHA MUSEUM BOUTIQUE
[Shop the Museum Boutique](#)

[Want to change how you receive these emails?](#)

Together with the team, we rewrote the welcoming email for subscriptions. I was responsible for the Zheng Chongbin's part. The welcoming email had to be approved and edited by 5 other people, and this process made the wordings very different from the beginning.

INSTAGRAM POST

We were also asked to do two posts for holidays. I chose Buddha's birthday because I studied Buddhism for 3 other courses. The other post I chose was World Turtle Day because I like to watch animal documentaries. I found some objects in the collection for the picture of the post in order to provide some educational info.



5/19 BUDDHA'S BIRTHDAY



5/23 WORLD'S TURTLE DAY

INSTAGRAM POST

5/19 BUDDHA'S BIRTHDAY

It is the Buddha's birthday! The founder of Buddhism, Gautama Buddha, was born 563 BCE but the exact date of his birthday is based on the Asian lunisolar calendars. The worship of Buddha was firstly aniconic; however, devotees developed the sculpture of Buddha around 2 AD. And here in the museum, we have the earliest known dated Buddha sculpture produced in China and it is dated 338 AD.

While this piece was used for personal devotion, have you ever tried to meditate with our various masterpieces of Buddha's sculpture? Try to calm the mind with this #MuseumMomentofZen on Buddha's birthday or see this sculpture in person at the museum!

5/23 WORLD'S TURTLE DAY

It is the World Turtle's Day! The day is established to call attention to protecting the turtles and tortoises, and spread the knowledge about them! As we all know, turtles usually have a long life expectancy, so they are largely applied on Asian arts as a symbol of longevity.

Here in our museum, we have a mirror from Korea which delicately illustrated a turtle with other symbols that represent longevity. Those lives created an auspicious image and they can also be founded on similar items. Want to learn more about turtles? Let's check out this question!

THE EXPERIENCE OF WORKING FROM HOME

- Be cautious about wording! Search for officially approved wordings when you are dealing with marketing jobs.
- Stay active to your advisor. Communicate when you have difficulties! Your supervisor may understand your difficulties more than you can ever imagined.
- It is always good to have a back-up plan, because your VPN may break. For instance, I thought my Instagram story were auto-saved on Canva, but I lost everything when I closed the site, and I had to do all the slides all over again.

SPECIAL LEARNING OPPORTUNITY PROVIDED BY PRAXIS/SFAAM

So, my works were included in the aforementioned slides. Luckily, SfAAM provided me with more than just working. (In contrast, all my past interns were all about works and learning on your own.)

They held workshops and learning sessions for our team to learn the jobs in the museum industry.

A disadvantage of working from home is that you would never learn what your supervisor is up to during her work, while luckily, Clo (my supervisor) clears up my confusion.

While doing the media posts, it was hard for me to imagine the primary jobs that a marketing employee does every day, so I asked Clo and Alisa, “What is a typical day for you?”. So, in week 6’s meeting, Clo working as the marketing project manager, demonstrated her chart on all the things to be checked before opening any exhibition. The chart was super long that I think she has to work/check on more than 30 things before the exhibition. She has to go through titles, heading images, marketing focus of exhibitions, social media, paid-advertising etc. Her work started a year before the museum put the exhibition into place. And Alisa (my other advisor) talked about her days of writing E-news and everything. They have a lot of fire to put off besides their regular works!

THE PROCESS TO CREATE AN EXHIBITION (PRESENTED BY THE SFAAM PROJECT MANAGER NORA)



Concept



Design



Production



Install +
Launch



Reflect +
Learn

Furthermore, Clo invited Nora to our session to introduce her work as a project manager for exhibitions. She kindly presented who, when, and how an exhibition can be formed. She started us off by introducing the people that a museum needs for operation. Then, she listed the timeline and context of what should be considered to form an exhibition. Such a fascinating lecture provided me an overview of what project managers do and what they should do for an exhibition. Nora provided us with a brilliant lecture that condensed her years of experience.

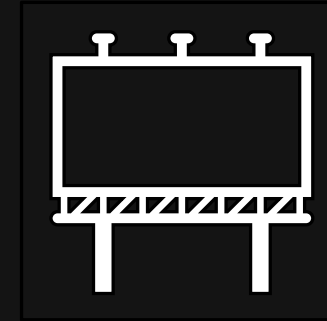
WHAT IS THE DIFFERENCE BETWEEN MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS IN SFAAM?

- Although I have done so many internships, I always feel like I don't have a chance to learn about the big picture of the whole operation. I spent my time in my own small corner and did things that did not need that much info about other departments. Also, it is the first time that I got the position as a marketing intern, so there was a lot to explore. The difference between marketing, communication, and public relations had always been a question to me. I asked Clo about this, and she gave us info that I can never dream of. She spent an entire class explaining the differences between PR and marketing, providing a link to the deep dive of the marketing lecture, she also invited a project manager of AAM to tell us every aspect and deadline to launch an exhibition. I am so grateful.

MARKETING / COMMUNICATION



Marketing
deals with the narratives from the museum.



Communication / Public Relations
deals with the words from other narratives.

Not only advertising but also everything that audience can see!

MARKETING / COMMUNICATION / PR

Firstly, Clo explained the fundamental differences between marketing and PR in our class. I was a little bit confused because we used the pr account for apps and Instagram story-making, so I wondered about the differences between them. Clo told me that Public Relations people deal with the public image of the museum, while PR staff have to contact the press and journals for the institutional-wise image of AAM. Also, they have to make sure the wording of the speech from the museum. For example, suppose the marketing department decides to have a talk posted to YouTube. In that case, PR people have to check if everyone speaks the right words that fit the museum's image. In fact, Clo told us that PR people also have to work on the internal image between the director and the staff. Tim has to make sure that Jay Xu's words did not scare the staff. To me, it sounds like PR is the one who manipulates the art of language.

MARKETING / COMMUNICATION / PR

In the marketing's deep dive, Yael introduced marketing from so many different perspectives that provide me a detailed overview of how marketing people work at museums. The session is opened to every staff in the museum. I am so impressed that the museum spent time providing new knowledge to their team because none of my previous internships cared so much about the learning of the interns. Yael firstly clarified the differences between marketing & communications. I believed the communication department works for public relations, so I will replace PR with communication in the following paragraphs. Therefore, marketing here is about the museum's own narrative, while communication should adjust the records that the museum cannot easily control, and together they established the brand promise. Moreover she talked about how the marketing department has to keep abreast of what's happening in all departments to create a coherent and comprehensive logic for promotions. They also have to be aware of the audience's feelings in all aspects. It is not only about pre-visit or approaching, but also about entering the museum, during the visit, and even after the visit. The marketing department needs to establish the image of "To awaken and inspire" step by step. They also have to do audience research that testifies and justifies their effects. Both quantitative and qualitative statistics are collected for the purpose of improvement. Marketing is not only about advertising but also about providing a better experience to the audience. The one-hour lecture provided me a case study of marketing in the museum, and I really appreciated that.

ENDING THOUGHTS

I am so glad to be in this Praxis. And I would recommend SfAAM to anyone who would like to have an internship at a museum.

As you can see from my learning, SfAAM is an institution that cares about their employees' learning and growing. It is not a cold working place, instead it is a community that stays transparent and thoughtful.

I thinking my internship for marketing and digital engagement had pointed out that SfAAM's value is not limited to their exhibition but also their voice as a museum that cares about politics and humanities. Moreover, media enabled the museum to bring its collections and concerns on stage. For example, even if the object were not on view, the media mentioned them, providing a more comprehensive understanding of the whole. The Mission Statement is therefore completed through media. Also, marketing should be sustainable as long as the museum operates. The department has to continuously reflect and refresh the museum's image to its audience, artists, experts and everyone who may know and will know the museum.

THANK YOU FOR READING MY SLIDES
WISH YOU A GOOD SUMMER~