

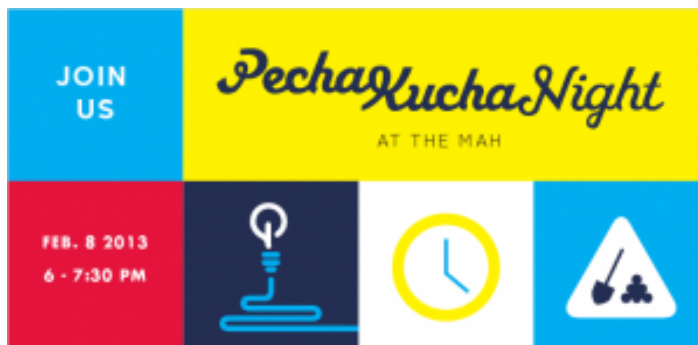
Introduction

The Santa Cruz Museum of Art and History has a hearty social media presence, utilizing the following channels for marketing/community engagement (the two are closely entwined at the MAH): Flickr, Pinterest, Twitter, Instagram, Tumblr, Vimeo, and Facebook. Upon interrogating current usage of these channels, most accounts are robustly maintained and follow best practice-type strategies: inviting visitor feedback and participation; regular and consistent posts; responding to inquiries in a timely manner; and coordination of platforms to reflect a cohesive brand. However, there is room for improvement in two of these channels: Vimeo and Twitter. In addition, several other proposed web channels present untapped opportunities for engagement, specifically among two of the MAH's target populations: commuters and Latinos.

Strategy 1: Use Vimeo for Pecha Kucha and Artist Talks



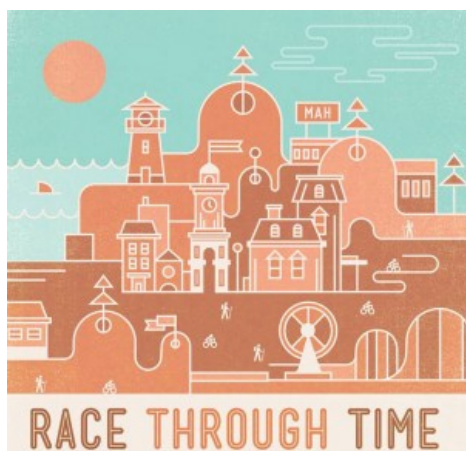
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- **Who (target):** Commuters
- **What (content):** Videos of Pecha Kucha and artist talks uploaded to Vimeo
- **When (timeline):** Whenever talks occur (one-three times/mo.), with artist/speaker's consent; video uploaded within one week after talk
- **Where (channel(s)):** Vimeo, and shared via Facebook upon upload

- **Why:** To preliminarily engage commuters who work in Santa Cruz and have awareness of the MAH, but might be resistant to staying after work to attend the MAH's events. As an ancillary benefit, filming talks could "eventize" this companion programming to exhibitions, helping to bridge the somewhat separate worlds of the museum's events and exhibitions
- **How (strategy/tactics):** Whoever was on staff for event would film, and Marketing and Community Engagement Associate Elise Granata would edit and upload videos. Staff could possibly brainstorm how to get videos to commuters with a member of Downtown Association of Santa Cruz (<http://www.downtownsantacruz.com/>)
- **Benefits:** Increase public engagement with artists and speakers; reach audiences who are geographically distant (with the goal of converting those closer-in to becoming MAH guests); video is a fun format that can travel fast, generating efficient word-of-mouth
- **Pitfalls:** No guarantee videos will reach commuters; relatively deep investment of time required for video production

Strategy 2: Focus and Increase Use of Twitter



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- **Who:** Current followers (1,598); goal to increase to 2,000—*mostly local Santa Cruzians*
- **What:** Reserve tweets for time-sensitive situations such as pop-up and surprise events around town
- **When:** Tweet at least once per day (current average is once or twice per week), but more often during events
- **Where:** Twitter
- **Why:** To create buzz and excitement among followers by utilizing Twitter's particular advantage: immediacy. Invite people to follow, in real time, action during current programming like: Pop-Up Museums; Race Through Time Scavenger Hunt; parades/processions; and guerilla marketing pop-up performances (the latter is not in existence yet)

- **How:** Marketing Interns tweet on the scene at the above events. For pop-up performances, tweets would lead followers to the actual performance (much like food trucks tweeting out their surprise location for the day)
- **Benefits:** Make followers feel “in the know”; provide direction/support to guerilla pop-up performances idea; relatively small investment of time for established events like Pop-Up Museums
- **Pitfalls:** Twitter is not yet popular in Santa Cruz; might come across as gimmicky and not authentically engaging the community

Strategy 3: Participate on Watsonville Patch.com website



- **Who:** Residents of Watsonville; particularly Latinos
- **What:** Participate on Watsonville patch.com site: Patch is “community-specific news, information and engagement platform.” Advertise MAH exhibits and events in “Entertainment” section; solicit feedback and programming suggestions from community members using the “Speak Out” and “Town Square” functions
- **When:** Weekly
- **Where:** www.watsonville.patch.com
- **Why:** The MAH is currently looking at expanding marketing and engagement efforts to the neighboring Watsonville, both due to its proximity to Santa Cruz and its population, which is 81% Latino
- **How:** Marketing and Community Engagement Associate could post events and videos; ED Nina Simon or Director of Community Engagement Stacey Garcia could initiate programming conversations on site
- **Benefits:** Use site to engage some residents of Watsonville in several capacities: advertising, and encouraging participation in conversation around a particular idea or topic
- **Pitfalls:** Patch.com may not be very widely used; might not be an effective use of time

Strategy 4: Advertise in La Ganga newspaper



- **Who:** Readers of La Ganga
- **What:** Advertise in the Santa Cruz-Salinas-San Jose-Fresno Spanish-language newspaper, available hard copy and online
- **When:** Continuous online (and perhaps hard copy) ad of some sort for at least six months
- **Where:** www.lagangaonline.com
- **Why:** As stated, the MAH is looking to create awareness of its programs within the Latino community of Santa Cruz, as well as neighboring towns. This would be the first foray into Spanish-language advertising
- **How:** Current advertisements would be translated into Spanish by bilingual School Programs Coordinator Leticia Salinas and placed regularly by Marketing and Community Engagement Associate
- **Benefits:** Demonstrate desire to connect with Spanish-speaking readership; connect with new demographic and (hopefully) increase on-site Latino attendance
- **Pitfalls:** The MAH is not necessarily able to effectively provide service to those that only speak Spanish, although it is presumed that many readers of this publication are English-Spanish bilingual

Strategy 5 (wild card!): Establish an ArtStack Account



- **Who:** Fine art and Santa Cruz MAH fans in Santa Cruz and beyond
- **What:** Open an ArtStack account. ArtStack is “the easy way to discover and share art with friends and people who love art. Find new works that inspire you, follow interesting people and see all the art you like on your profile”
- **When:** Currently invitation beta-only; ultimately could be regularly maintained as other social media accounts are
- **Where:** <http://theartstack.com/>
- **Why:** The strategic use of this website would allow select staff of the MAH to reinforce the museum’s relevance within the fine art community, building a new audience somewhat separate from the events-focused audience
- **How:** Curator Marla Novo would create and maintain a personal account (rather than a “Santa Cruz MAH” account), developing an online “art stack” that would serve a similar function as Pinterest, but with a different spin. The ArtStack account would allow fellow ArtStack friends to get a glimpse into the MAH’s chief curator’s taste in art, positioning her as an art world celebrity within Santa Cruz