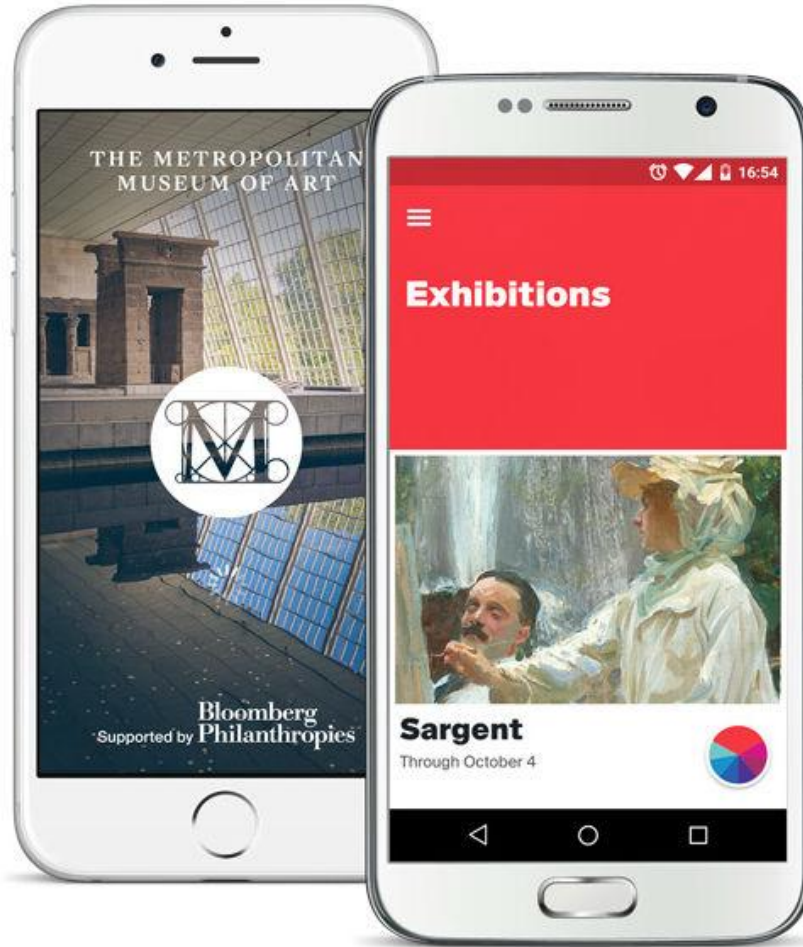Final Project:
Social Media
Strategy

The Met App

Lauren Reich
COM 627

Introduction

- The Metropolitan Museum of Art (The Met,) is the largest art museum in the United States and is located in New York City. It first opened in 1872, but in 1880 opened in its current location, right on the outskirts of Central Park.

- Since it's opening it has become one of the world's most visited museums; visitors totaled 6.7 million last year alone.

- Over 5,000 years of art is represented in the museum's extensive permanent collection of two million works, with rotating exhibitions coming and going every year.

- In September 2014, the museum launched The Met App in the Apple store, with an Android release a few months later. The App let's you see what exhibitions are currently on show, highlights from the collection with background information on each piece, upcoming events, a member's only section, a favorites option, museum maps, an audio guide, a section for the museum's tweets, iOS accessibility features, and links to shop, donate, and purchase tickets.

- The app was nominated for a Webby Award in 2015 and was downloaded nearly 1.9 million times in its first 21 months but has declined since with the most recent data showing 10,000 downloads in May of 2017.

- This social strategy aims to increase awareness of the app via Facebook and Instagram.

THE MET

Strategy Goals

- Short Term - in three months increase awareness of the Met app with the target audience

- Mid Term - in 6 months, become one of the top 10 apps in the Education category of the Apple App Store

- Long Term - in 9 months, double app downloads domestically

- Over a year - increase museum ticket purchases through the app

  In regards to hitting each specific goal, once one goal is achieved the message of our social strategy will change to reflect the next goal. Our message will start off with the goal of just informing people about the app and it's features in order to increase awareness of the app. For the next two goals the message would really focus on calls to action to download the app more so than the previous message of informing about the app. For the last goal, after people are aware and have downloaded the app, the message would change to inform people that they could purchase tickets through the app and promote museum visits.

Target Demo - 18-44, male and female, art and culture lovers, not necessarily social media savvy but social media users, and live in the United States.

Tactics

- Paid Facebook and Instagram advertisements.

- Utilize the Met's already extensive social media presence (1.8 million Facebook likes/followers and 2 million Instagram followers) with posts that discuss certain aspects of the app.

  - A sample Instagram post would be a square photo of an exhibition and in the caption it would discuss how you could use the app to learn about the current and upcoming exhibitions, integrate them into your calendar, and set alerts. It would also direct you to a link in the Met's bio that would take you directly to the app store to download the app. Instagram stories.

  - A Facebook sample post would be along the lines of promoting the artwork of the day and then mentioning how you can see a new artwork each day on the app along with other collection highlights with a link that would take you right to the app store to download it. Instagram stories on the Met's main Instagram will be used to promote the app as well.

- Influencers - @Artsy

- Create a Facebook group for Met app users where they can go to find answers to questions, connect with other museum and art lovers, and possibly even share their own creations. This community is designed to provide a space for the app users to form relationships and get to know one another outside of the app.

Sample Social Posts/Ads
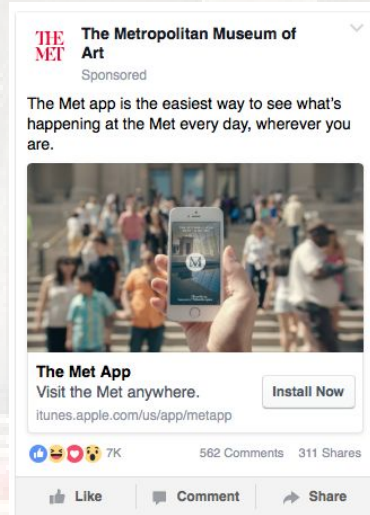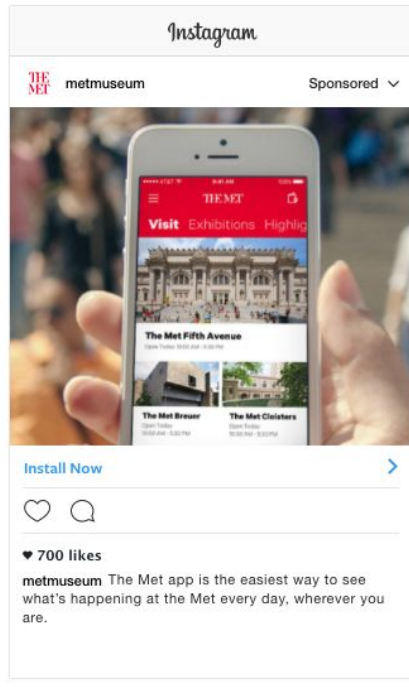
Measuring Progress

- Monitoring app downloads

- Using social listening to see if the app is being discussed and if it is what the sentiment is

- Using the analytics provided by Facebook and Instagram to determine how successful the paid advertisements are, who they are reaching, and if users click on it or take action after seeing them

- Use Facebook and Instagram analytics to measure engagement and interaction with posts about the app

- Use Facebook page analytics and moderators to measure how the app Facebook page is doing

- In regards to the influencer involvement we will monitor the engagement on their posts as well as providing the influencers with a link to the app download store that can be used to track how many of their followers used that link.
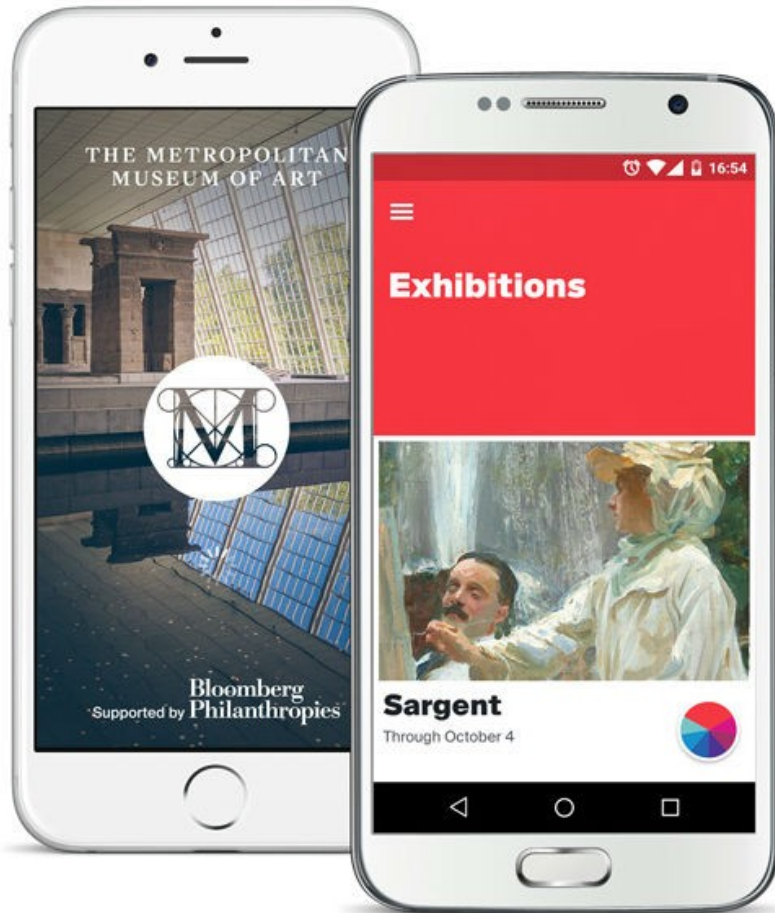
THE
MET

Thank You!

Any Questions?

Final Project: Social Media Strategy
The Met App

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Introduction

The Metropolitan Museum of Art (The Met,) is the largest art museum in the United States and is located in New York City. It first opened in 1872, but in 1880 opened in its current location, right on the outskirts of Central Park. Since it's opening it has become one of the world's most visited museums; visitors totaled 6.7 million last year alone. Over 5,000 years of art is represented in the museum's extensive permanent collection of two million works, with rotating exhibitions coming and going every year. The Cloisters, featuring medieval art, and the Met Breuer, which contains modern and contemporary art, are extensions of the museum located throughout Manhattan.

In September 2014, the museum launched The Met App in the Apple store, with an Android release a few months later. The App let's you see what exhibitions are currently on show, highlights from the collection with background information on each piece, upcoming events, a member's only section, a favorites option, museum maps, an audio guide, a section for the museum's tweets, iOS accessibility features, and links to shop, donate, and purchase tickets. Simply designed and easy to use, the app is a wonderful way to connect with the museum no matter where you are located. The app was nominated for a Webby Award in 2015 and was downloaded nearly 1.9 million times in its first 21 months but has declined since with the most recent data showing 10,000 downloads in May of 2017.

The Strategy

This social strategy will be implemented over Facebook and Instagram. Using the S.M.A.R.T. approach we learned about in Unit 1.7, my goals are "a map to steer people from one location to the next" as Professor Glass said. The goals are:

- Short Term - in three months increase awareness of the Met app with the target audience

- Mid Term - in 6 months, become one of the top 10 apps in the Education category of the Apple App Store

- Long Term - in 9 months, double app downloads domestically

- Over a year - increase museum ticket purchases through the app

The Met's digital audience is global and growing. In their 2016 annual attendance report it is stated that, 34% of website users were international, as were 61% on Instagram, 53% on Twitter, and 69% on Facebook. As for museum visitors the statics are similar according to a 2015 report; during the
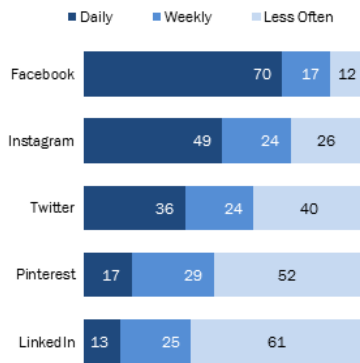
May 12th – September 7th, 2015 period, the Met welcomed 2.5 million visitors, 74% of whom came from outside the five boroughs of New York City—28% were domestic and 46% were international tourists. Therefore the target audience for this strategy are domestic, to try to increase awareness with the national population who are most likely not already aware of the app. Museum and art lovers tend to be, on average, older, white, and more affluent; although they certainly are a part of the target audience, the goal is to broaden the audience to try to include those who are not already aware of the museum and it's app. The target audience is 18-44, both male and female, who are art and culture lovers, not necessarily social media savvy but social media users, and live in the United States.

As Professor Glass said in Unit 7.5, "a tactic is an individual step." The first tactic on the way up the stairs to our strategy is to target this specific audience via paid Facebook and Instagram advertisements. These two sites are where our target audience is most active on a day-to-day basis and advertisements can be very specifically targeted to the target demographic. These two social sites also have the added benefit of being two of the social media websites with the least intrusive advertisements; in a native advertising type fashion. Both platforms also have an extensive audience and the cost is affordable. If we find that the paid advertisements are not working after a specific period we cans top them and try a different tactic. The following charts show the frequency of site usage and level of intrusiveness to support this tactic.

Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 70% of Facebook users use the site on a daily basis)

■ Daily ■ Weekly ■ Less Often

Site	Daily	Weekly	Less Often
Facebook	70	17	12
Instagram	49	24	26
Twitter	36	24	40
Pinterest	17	29	52
LinkedIn	13	25	61

Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.
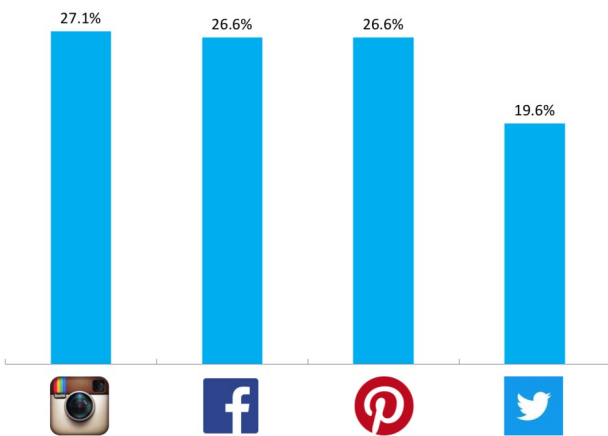
PEW RESEARCH CENTER

Another tactic will be to utilize the Met's already extensive social media presence (1.8 million Facebook likes/followers and 2 million Instagram followers) to increase app awareness among those who are already fans but may but have downloaded the app or even know about it. We will schedule posts that discuss certain aspects of the app; for example a sample Instagram post would be a square photo of an exhibition and in the caption it would discuss how you could use the app to learn about the current and upcoming exhibitions, integrate them

Least "intrusive" ads by social media service

Percentage of respondents ranking the service's ads as "least intrusive"

"On which of the following services will advertisements feel the least intrusive to your use of the service? Rank from least to most intrusive."

27.1%   26.6%   26.6%   19.6%

Survata interviewed 214 online respondents between Oct. 30 and Nov. 1, 2013, all of whom answered that they used all four of the social media services at least monthly. Respondents ranked the service's ads from   **Survat**

into your calendar, and set alerts. It would also direct you to a link in the Met's bio that would take you directly to the app store to download the app. For Facebook a sample post would be along the lines of promoting the art work of the day and then mentioning how you can see a new artwork each day on the app along with other collection highlights with a link that would take you right to the app store to download it. Instagram stories on the Met's main Instagram will be used to promote the app as well. A sample video for Facebook has been created in vertical form to catch the attention of mobile users. The video shows a quick interaction with the app itself and the highlights of the app set to music so that nothing is missed if the sound is off. The video was created by recording the phone screen as the app was being used and can be found in the attached documents.

Using the two apps in conjunction with one another is a great way to merge the audiences as well as not repeat posts on each network. With Instagram you can send your post to Facebook and it will post to the page with your Instagram link as well. This will ideally create crossover traffic while allowing us to showcase our Instagram posts about the app on Facebook without just writing the same post out and annoying or possibly angering fans of both pages. Repetitious content is not a good tactic, but sharing from one social platform to another is expected and less grating to the users.

We will also use influencers to promote the app in a mutually beneficial relationship, which will allow us to reach their audiences who we would

possibly be unable to reach without their help. This is discussed in further detail in the attached influencer pitch.

A Facebook group will be created for the Met app users where they can go to find answers to questions, connect with other museum and art lovers, and possibly even share their own creations. This community is designed to provide a space for the app users to form relationships and get to know one another. For example: Disney creates and cultivates many successful Facebook groups for their apps such as Disney Emoji Blitz. Although in that specific example it is a game and there are strategy discussions, it has allowed users to connect in a way that they couldn't through the app alone. The Met app group will be a similar point of introduction and interaction for our app users. Community guidelines and employee policies are further discussed in the attached document.

In regards to hitting each specific goal, once one goal is achieved the message of our social strategy will change to reflect the next goal. Our message will start off with the goal of just informing people about the app and it's features in order to increase awareness of the app. For the next two goals the message would really focus on calls to action to download the app more so than the previous message of informing about the app. For the last goal, after people are aware and have downloaded the app, the message would change to inform people that they could purchase tickets through the app and promote museum visits.

Progress will be measured by monitoring app downloads, using social listening to see if the app is being discussed and if it is what the sentiment towards the app is, using the analytics provided by Facebook and Instagram to determine how successful the paid advertisements are, who they are reaching, and if users click on it or take action after seeing them, use Facebook and Instagram analytics to measure engagement and interaction with posts about the app, and use Facebook page analytics and moderators to measure how the app Facebook page is doing. In regards to the influencer involvement we will monitor the engagement on their posts as well as providing the influencers with a link to the app download store that can be used to track how many of their followers used that link.

These tactics will assist us in accomplishing our goals and allow our audience to discover a wonderful app that can supplement their love of art and the Met itself.

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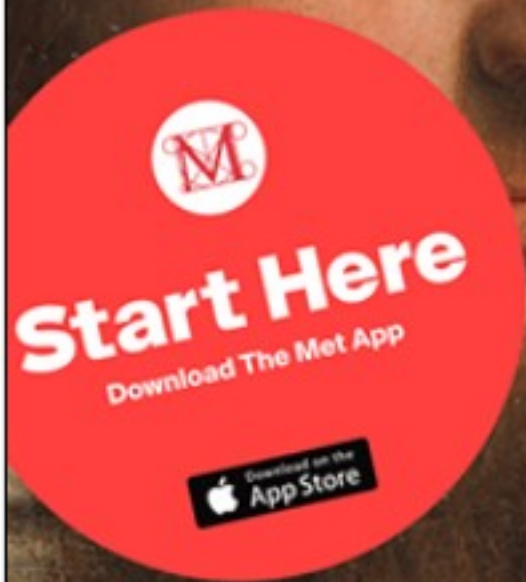
The Metropolitan Museum of Art
Sponsored

Like Page

Whether you're new to the Met or a passionate Member, coming as a family or just looking for something different, start here. The app is the easiest way to see what's happening at the Met every day—wherever you are.

The Met App

Visit the Met anytime, anywhere.

ITUNES.APPLE.COM/US/APP/METAPP

Download

5K   562 Comments   311 Shares

Like   Comment   Share

<u>Community Policies and Guidelines Draft</u>

To increase awareness of The Metropolitan Museum of Art's Met app I will be creating a Facebook group for app users where they can go to find answers to questions, connect with other museum and art lovers, and possibly even share their own creations. Community policies and guidelines would include:

- Be respectful
    - With people who are passionate about art discussions may become a bit angry because people truly care a lot about the topics. In order to have worthwhile discussions there can be no personal attacks. Hateful, harassing, or otherwise purposefully inflammatory content may be removed.
- No repeat content
    - Browse through some of the discussions and content if you are new to the community in order to make sure that your post adds value to the community and that there is not already a post about that topic. Repeat posts will be removed.
- This group is for app users, app questions, and app discussions only
    - Do not post content that is off-topic and would be better served on the main Met Facebook group, and do not post the same thing to both groups.
- No self-promotion
    - If you post a link to your blog, an article you wrote, or a product you are trying to sell it will be removed. This differs from relevant content you create in that you are not trying to sell that content; you also may not post links to you art shows, they will be removed.

- Fake news
  - If you have a relevant article you would like to share please read it and investigate its truthfulness before posting. If you are unsure you can ask the moderators for help in reviewing it. Fake news often causes much alarm and many arguments and should be avoided at all costs.

In regards to employee policies:

- Employees must put an "opinions are my own" disclaimer on their personal social media profiles. They are still representing the brand even on their personal accounts.
- They must sign each post they make on the Facebook group as the specific employee who posted it.
- They must keep the tone and message consistent when on company social media.
- They must respond to complaints or issues quickly and appropriately.
- They must follow plans for reacting to negative engagement.
- The brand will only be spoken about or used to talk to social media followers from the company's accounts. Not the personal accounts of employees.

<u>Influencer Pitch</u>

The influencer that I would reach out to would be @Artsy, along with Mark Rosen (@markatthemuseum) and Susi Kenna (@susikenna) who both curate the Artsy Instagram page. Artsy is a NYC based initiative that describes themselves as a resource for art collecting and education and their goal is "Making the art world accessible to anyone with an internet connection." They would be an ideal influencer to partner with to spread awareness of the Met app as they can promote the app and it's features to their audience which includes 500,000 Instagram followers, 913,000 Twitter followers, 405,000 Facebook followers, and a Snapchat following. Our target audience overlaps: NYC based millenials, and therefore it would be a mutually beneficial relationship because we could allow them exclusive access to the museum and cross promote in order to assist them in their goals as they assist us in ours. An ideal relationship with them would be to have them come to an event and post about their experience and how they used the app to find out about the event, schedule it on their calendar, and buy tickets, as well as have them post about other app features such as collection highlights, museum maps, and being able to visit the museum via the app anytime or any place.

Dear Mark & Susi,

I hope this email finds you well! Congratulations on hitting the 500,000-follower milestone on Instagram last month! I have been a follower and fan for a long time and know that your content has been bringing art lovers together around the globe.

The Metropolitan Museum of Art is launching a campaign to increase awareness of their Met app. The app has many wonderful benefits for art lovers and can bring the Met to them when they can't come to us. Artworks of the day, collection highlights, background on art works, and event calendars are just some of the many features users will enjoy.

Both the Met and Artsy want to bring the art world online and to those who may not be able to visit in person. This shared philosophy is why I am reaching out to you with a partnership offer. The Met would love to work with you to help us make art lovers aware of our app and in return can offer you exclusive access to collections and exhibits before the public. This access will allow you to showcase our extensive collection to your audience and provide inside, first person looks into exhibitions.

If this sounds like an interesting offer I would be happy to speak with you at your earliest convenience and answer any questions you may have.

I look forward to speaking with you both and to our potential successful partnership!

Best,

Lauren Reich