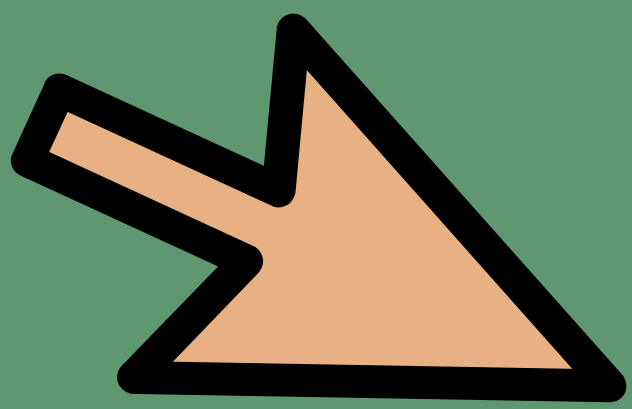


# Marketing & Communication Internship

Yi Ren, 23'. History of Art and Fine Arts

Faculty Advisor: Monique Scott, Sylvia Houghteling, Nell Anderson

Field Supervisor: Clothilde Schmidt O'Hare, Alisa Wong



## Social Media

- Assisted with content creation and maintaining the museum's social media editorial calendar.
- Used DAMS and Canva to Instagram stories.

## TikTok Research

- looked at a list of cultural organizations' TikTok accounts and measured specific data. With my research, I've identified the tactics and strategies to create a successful TikTok account.

### Themes Overview

- > Length of Video
- > Awareness of Pop culture and trends
- > Series of videos.
- > Research on TikTok targeting viewers
- > Viewers accessibility (su
- > Spokesperson/ influenc
- > Interaction and engagement in communities
- > Consistency in posting videos

### Main Competitors

- > Bay Area Art Museum
  - de Young museum
  - Monterey Bay Aquarium
  - Asian Art Museum
- > Non-Bay Area Art Museums
  - SACRAMENTO HISTORY MUSEUM
  - RUKS MUSEUM
  - BARNES
  - MONA
  - THE MET

### #1: Length of Video

> Take Barnes Foundation for example, long videos like 3 minutes may not work in TikTok. Especially long lecture format video.

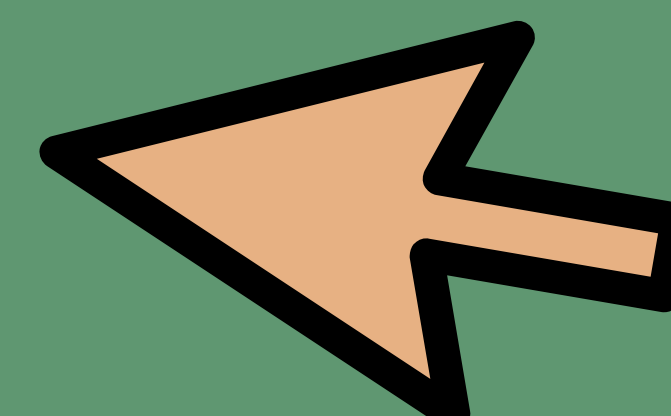
### #2 Awareness of Pop culture and trends

> Videos that touch on pop culture and/or trends can help make art and collections more relatable and accessible.

### #4: Research on TikTok targeting viewers

> Use tag #LearnonTikTok# #MuseumTok# to better identify targeting viewers.

> Ages and genders could be potential elements to look at so we can create more intriguing content on TikTok specifically.



Let's take a closer look at three different blouses to learn more about the various materials and techniques used in textiles.

This blouse was made by a Mandaya woman in southwest Mindanao and is made of abaca, banana plant fibers that are native to the Philippines.

The threads are so delicate, even a skilled weaver can produce only about a half a meter of cloth in a day!

Blaan women were renowned for their embroidery skills. Blouses were often decorated with multicolored embroidery.

Can you spot the stylized human forms?

Ask me anything about museum marketing!

