

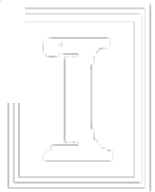
THE ART OF CONVERSATION

USING SOCIAL MEDIA TO SPEAK (AND LISTEN)

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KRANNERT ART MUSEUM



WE'RE COMMUNICATORS. WE SAY A LOT.



SOCIAL MEDIA LISTENING

- Learn positive (negative) perceptions
- Capture user-created content
- Spark interest in a field of inquiry, research area, future event
- Stay in touch with target audiences

(social media focus group)

- Prospective and current students
- Peers (individuals and institutions)
- Alumni/Young Alumni
- Donors
- Community groups



LISTENING AND RESPONDING



**What We Hear: Art Museums are daunting.
You have to be an expert to “get art”.**



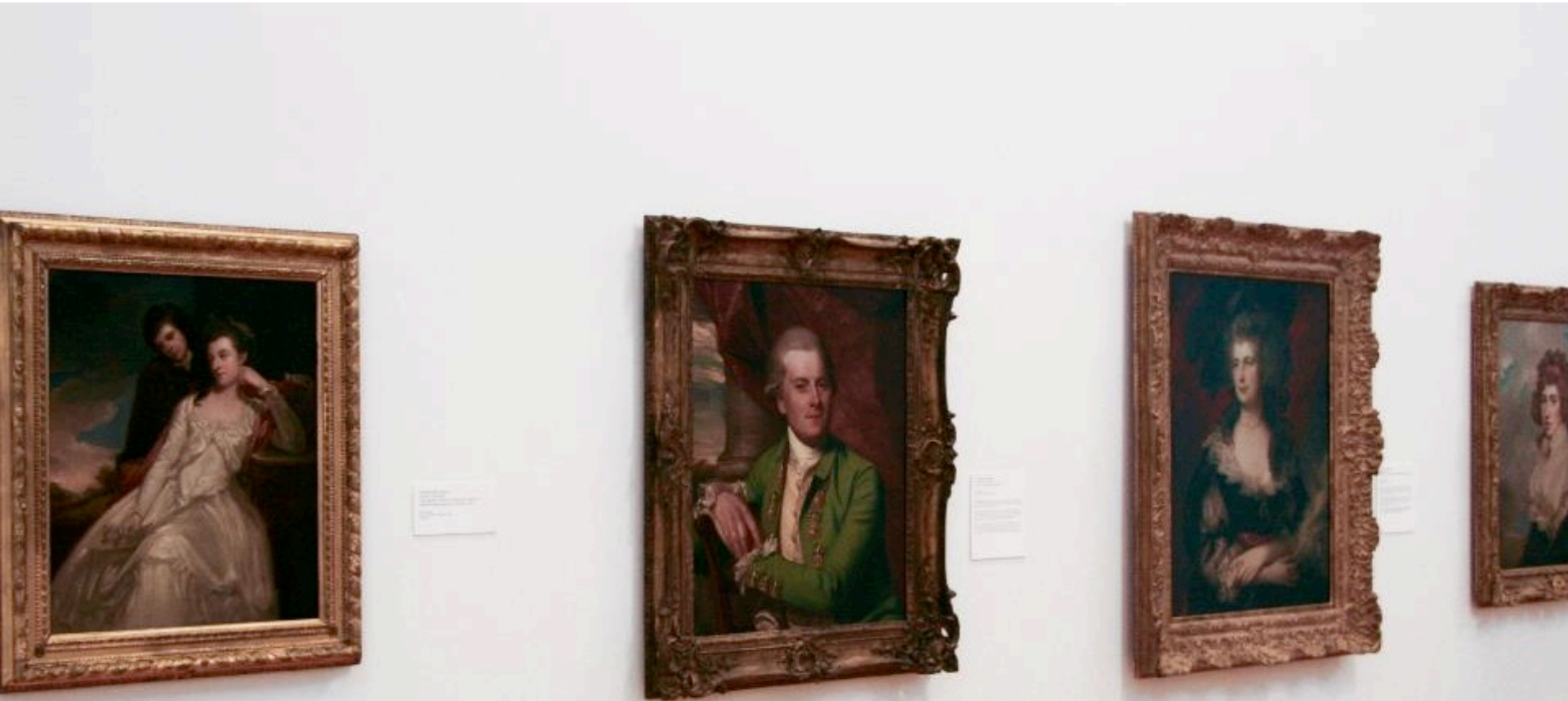
OUR RESPONSE: GENERATE ART EXPERIENCES



Twitter response: “We had so much fun!
Thanks for inviting us to draw in the gallery!”



LISTENING AND RESPONDING



What We Hear: Art Museums are conservative and elitist (white walls with old paintings).



OUR RESPONSE: A FRESH PERSPECTIVE



Instagram & Twitter: International #museumselfie day



LISTENING AND RESPONDING



What We Hear: You're just a Big, Impersonal Institution.



OUR RESPONSE: CONNECT, WELCOME, INSPIRE



Twitter & FB: William Wegman spends the day with local school children in the KAM–WAM program.



COMMUNICATOR TOOLBOX

FACEBOOK INSIGHTS:

Free tool that enables you to track performance of individual posts, performance compared to peers and partners, and user demographics. Create a custom welcome message via the About tab. Choose About>Welcome Note

TWITTER ANALYTICS:

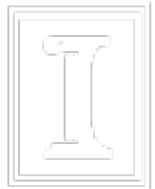
Free utility that gives a month-by-month snapshot of twitter performance, including tweet volume, impressions, profile visits, mentions, and followers.

GOOGLE ALERTS PLUS HOOTSUITE SEARCH/PUBLISHER:

Great combination of free tools to mine content on the web and social. Develop a user base interested in the same content as your unit or spark interest in a future event by searching terms, names, and hashtags that relate to your field. After the groundwork has been laid, tag partner accounts and use the search terminology in your outbound messaging.

UNFOLLOWERS.COM:

We use their Mention Tracker because it provides profile stats for Twitter followers. This free utility also allows automated messaging to new followers. Use that wisely. An open-ended welcome message can lead to rich conversations.



QUESTIONS TO ASK: HOW WILL YOU LISTEN?

- Who are your target audiences?
- What tools/search terms can you use to listen & connect?
- What open-ended questions can you use to spark conversation?
- Should your interaction be public or private?
- How can you integrate social media “listening” into your strategic discussions and fundamental messaging?



THANKS | QUESTIONS? TALK TO ME



Instagram | [#krannertartmuseum](https://www.instagram.com/krannertartmuseum)

Twitter | [@KAMillinois](https://twitter.com/KAMillinois)

