

A photograph of a social gathering. In the foreground, a woman with long dark hair and glasses is smiling and holding a white cup. To her right, another woman with short dark hair and glasses is drinking from a white cup. In the background, several other people are visible, including a man in a plaid shirt and glasses on the left, and a woman in a blue dress on the right. The setting appears to be an indoor event space with white walls and acoustic panels.

# **SOCIAL MEDIA EVENT PROMOTION**

**Social @ Michigan State, Dec. 19**

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# PLANNING



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# Get everyone together

- Gain additional insight about upcoming programs + events
- Provides important face-to-face time
- Gives social media a seat at the table



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# IMPLEMENTATION

<a href="#">Social Drafting</a>	Exhibition Openings	Exhibition Closings	Events	Holidays	Hashtags	Facebook (1-2)	Art Lab Facebook (2)	Facebook Events	Twitter (3)	Instagram (1 or every other)	Instagram Stories	Website
Tuesday, Dec 31			MUSEUM + ART LAB CLOSED	New Year's Eve	#NYE	New Year's Eve - UG Image, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned	Open Call: The Sound Around, Membership		New Year's Eve - UG Image, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned	New Year's Eve - UG Image		MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned
Wednesday, Jan 1			MUSEUM + ART LAB CLOSED	New Year's Day		New year, new you, new exhibitions at the #MSUBroad. - New Year's Day, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned			New year, new you, new exhibitions at the #MSUBroad. - New Year's Day, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned	New year, new you, new exhibitions at the #MSUBroad. - New Year's Day		MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned
Thursday, Jan 2			Studio (in)Process; MUSEUM HOLIDAY HOURS, ART LAB CLOSED			MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Open Call: Schrodinger's Cat is in Town, Embroidery Workshop	New year, new you, new exhibitions at the #MSUBroad.		MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Open Call: Schrodinger's Cat is in Town, Embroidery Workshop	Collection Highlight -		MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned
Friday, Jan 3			MUSEUM HOLIDAY HOURS, ART LAB CLOSED			MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Studio (in)Process, Family Day: Chance	Open Call: Schrodinger's Cat is in Town, Embroidery Workshop		MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Free Public Tours, Studio (in)Process, Family Day: Chance	Current Exhibitions - Field Station: Beatriz Santiago Muñoz		MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned
Saturday, Jan 4			Free Public Tours, Family Day: Chance, MUSEUM HOLIDAY HOURS, ART			The Edge of Things: Dissident Art Under Repressive Regimes - ONE DAY LEFT, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned,	Studio (in)Process		The Edge of Things: Dissident Art Under Repressive Regimes - ONE DAY LEFT, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned,	The Edge of Things: Dissident Art Under Repressive Regimes - ONE DAY LEFT		MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned

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# Editorial Calendar

- Excellent way to schedule posts
- Ensures a variety of posts

	A	B	C	D	E	F	G	H	J	K
1	Social Drafting	Exhibition Openings	Exhibition Closings	Events	Holidays	Hashtags	Facebook (1-2)	Art Lab Facebook (2)	Twitter (3)	Instagram (1 or every other)
265	Tuesday, Dec 31			MUSEUM + ART LAB CLOSED	New Year's Eve	#NYE	New Year's Eve - Collection Image, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned.		New Year's Eve - Collection Image, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned	New Year's Eve - Collection Image
266	Wednesday, Jan			MUSEUM + ART LAB CLOSED	New Year's Day		New year, new you, new exhibitions at the #MSUBroad. - New Year's Day, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned		New year, new you, new exhibitions at the #MSUBroad. - New Year's Day, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned	New year, new you, new exhibitions at the #MSUBroad. - New Year's Day
267	Thursday, Jan 2			Studio (in)Process - MUSEUM HOLIDAY HOURS, ART LAB CLOSED			MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Open Call: Schrodinger's Cat is in Town, Embroidery Workshop	New year, new you, new exhibitions at the #MSUBroad.	MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Open Call: Schrodinger's Cat is in Town, Embroidery Workshop	Collection Highlight -
268	Friday, Jan 3			MUSEUM HOLIDAY HOURS, ART LAB CLOSED			MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Studio (in)Process, Family Day: Chance	Open Call: Schrodinger's Cat is in Town, Embroidery Workshop	MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Free Public Tours, Studio (in)Process, Family Day: Chance	Current Exhibitions - Field Station: Beatriz Santiago Muñoz
269	Saturday, Jan 4			Free Public Tours, Family Day: Chance, MUSEUM HOLIDAY HOURS, ART LAB CLOSED			The Edge of Things: Dissident Art Under Repressive Regimes - ONE DAY LEFT, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Never Spoken Again Opening Reception	Studio (in)Process	The Edge of Things: Dissident Art Under Repressive Regimes - ONE DAY LEFT, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Never Spoken Again Opening Reception	The Edge of Things: Dissident Art Under Repressive Regimes - ONE DAY LEFT
270	Sunday, Jan 5		The Edge of Things: Dissident Art Under Repressive Regimes, The Vault	Free Public Tours, MUSEUM HOLIDAY HOURS, ART LAB CLOSED			MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Open Call: The Sound Around, Open Call: BeauTIEful Launch Party	Art Lab - Hours	MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Pinned, Open Call: The Sound Around, Open Call: BeauTIEful Launch Party	The Vault - OPENS TOMORROW
271	Monday, Jan 6	The Vault					The Vault - OPENS TODAY, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Unpin, Embroidery Workshop, 5 Great Art-Making Opportunities This Week	Open Call: The Sound Around, Open Call: BeauTIEful Launch Party	The Vault - OPENS TODAY, MUSEUM HOLIDAY HOURS, ART LAB CLOSED - Unpin, Embroidery Workshop, 5 Great Art-Making Opportunities This Week	#MetamorphicMondays Overall Exhibition
272	Tuesday, Jan 7						Bookworms at the Broad, Open Call: Watch + Make: Mel Chin	Embroidery Workshop	Bookworms at the Broad, Open Call: Watch + Make: Mel Chin	The Scholar's Garden - ONE MONTH LEFT
273	Wednesday, Jan			Bookworms at the Broad			John Lucas and Claudia Rankine: Situations - ONE MONTH UNTIL, Studio (in)Process	Open Call: Watch + Make: Mel Chin	John Lucas and Claudia Rankine: Situations - ONE MONTH UNTIL, Studio (in)Process	John Lucas and Claudia Rankine: Situations - ONE MONTH UNTIL
274	Thursday, Jan 9			Studio (in)Process			Never Spoken Again Opening Reception, Open Call: BeauTIEful Launch Party	John Lucas and Claudia Rankine: Situations - ONE MONTH UNTIL	The Scholar's Garden - ONE MONTH LEFT, Never Spoken Again Opening Reception, Open Call: BeauTIEful Launch Party	Collection Highlight -

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# Social Drafting

- Helps diversify content
- Reminds you of your own best practices...
- ...while also looking at the big picture

TUESDAY, DECEMBER 10, 2019

[Study Smart - Food/Coffee - 12pm](#)

Facebook

This finals week, forget trekking through the snow! We've got everything you need to **Study Smart** right at the MSU Broad + **MSU Broad Art Lab**.

Open from 12–7pm today, we'll have coffee available from 12–2pm, snacks from 4–6pm, and making activities all day!

**Study Smart** is Tuesday, December 10 + Wednesday, December 11 → [bit.ly/389us2V](https://bit.ly/389us2V)

 (via Instagram): @sometimesarthouse



Twitter

This finals week, forget trekking through the snow! We've got everything you need to Study Smart right at the #MSUBroad + #MSUArtLab.

Open from 12–7pm today, we'll have coffee available from 12–2pm, snacks from 4–6pm, and making activities all day → [bit.ly/389us2V](https://bit.ly/389us2V)

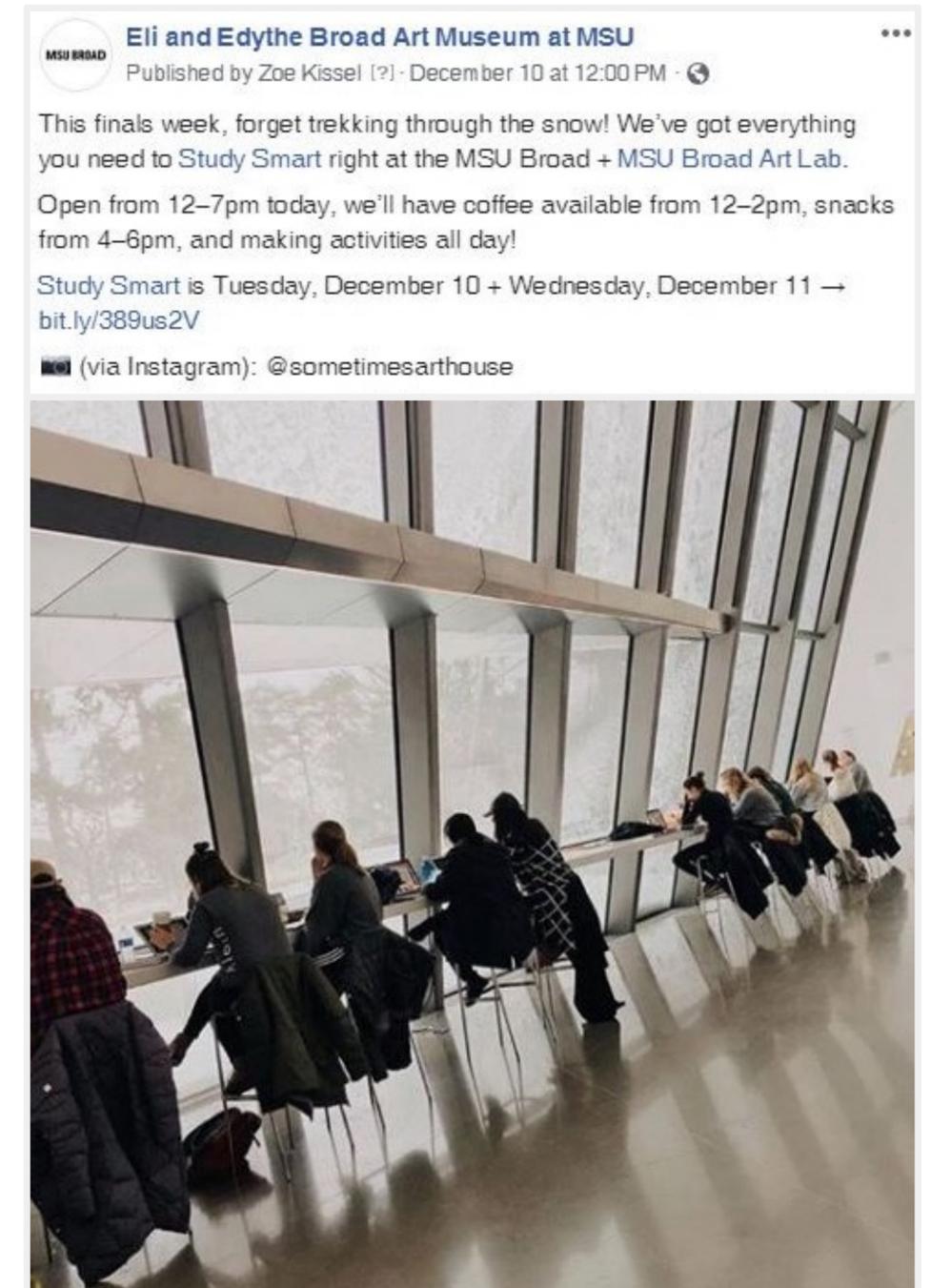


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# Testing Strategies

- Which strategy fits you and your audience best?
- Follow the metrics
- Stay flexible



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# PAID PROMOTION



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# Campaign

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	



## Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

- Post engagement
- Page likes
- Event responses

← We love using the engagement bid for event responses!

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**Eli and Edythe Broad Art Museum at MSU**

Sponsored ·

...

Join us for a special FREE edition of our weekly Studio (in)Process, sponsored by the Community Open Call! We're [...See More](#)



THU, JUN 27

**Studio (in)Process - Sponsored by Open Call**

111 people interested · 20 going

46
4 Comments

Like
 Comment

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# Ad set

Create New Audience

Use Saved Audience ▾

Custom Audiences ⓘ

Customer List

**Newsletter Subscribers**

Engagement - Page

**Lookalike Facebook Engagement**

Add a previously created Custom or Lookalike Audience

All Lookalike Audience Custom Audience

Lookalike (US, 1%) - Newsletter Subscribers Lookalike

Lookalike (US, 2%) - FAB Club Lookalike

FAB Club Customer List

Lookalike (US, 3%) - Instagram Engagement Lookalike

Instagram Engagement Engagement - Instagram

Facebook Engagement Engagement - Page

Locations ⓘ

Age ⓘ

Gender ⓘ

Detailed Targeting ⓘ

Locations ⓘ

Everyone in this location ▾

United States

✓ Michigan State University

✓ Include ▾ | Type to add more locations

Browse

ⓘ Your audience location has been changed from United States to Michigan State University. Undo Change ✕



Add Locations in Bulk

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# Creative

**MSU BROAD** Eli and Edythe Broad Art Museum at MSU  
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Hey Spartans! We missed you over the summer—wanna hang out? Stop by the MSU Broad and the Art Lab across the ...See More



WED, AUG 28  
**Celebrate Fall Welcome with the MSU Broad**

INTERESTED

👤 181 people interested

**MSU BROAD** Eli and Edythe Broad Art Museum at MSU  
Sponsored · 🌐

Gift boldly this season with a little help from the MSU Broad. Shop an eclectic mix of goods at our museum store this Sunday, ...See More



**MSU BROAD** Eli and Edythe Broad Art Museum at MSU  
Sponsored · 🌐

Katrín Sigurðardóttir's exhibition explores the way distance and time transform our memories of home, drawing together three ...See More



BROADMUSEUM.MSU.EDU  
**Katrín Sigurðardóttir**  
On view through Mar. 1, 2020

LEARN MORE

**MSU BROAD** Eli and Edythe Broad Art Museum at MSU  
Sponsored · 🌐

In this era of hypermedia production, whose stories are considered newsworthy? And whose voices are represented? In ...See More



FRI, NOV 8  
**The Broadcast Exhibition Opening Preview**

INTERESTED

👤 43 people interested · 10 going

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# FOLLOW-UP



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# The event happened—now what?

- Keep your audience engaged
- Post within the event
- Take advantage of likes



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# QUICK TIPS + TRICKS

- Share the ticket link in the event description, as well as in the designated ticket link location.
- Within each post about an event, be sure to tag the event as well as provide a direct link to either the event page or ticketing page.
- Posting inside the event is super important!
- Try to ensure that someone takes ownership of making the event if it is a partnership—it's important to have only one central event that everyone shares. You can always add multiple hosts to have the event show up on everyone's pages.
- Look at the pros and cons of who will host the event—is one page's audience more likely to participate than another?
- Pay attention to the audiences you're reaching with your paid promotions. You don't want to compete with yourself by targeting the same group too many times within a date range.

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