

MEDIA MAP / MKTG PLAN DRAFT

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CURRENT MEDIA INVENTORY @ MNCH

Website: News & Media section, Photo Gallery, Social Media icons for sharing across many platforms (but little SM presence otherwise)

Social Media Presence on **Facebook**

Publications: Program Guide, Field Notes Newsletter, Bulletin Series

Signage on campus and in Eugene, on occasion, usually advertising events at MNCH

MEDIA MAP / STRATEGIES

>>TWITTER

Benefits

Twitter offers an excellent platform for news flashes, event updates, friendly reminders, trivia, and even jokes. According to Mediabistro.com, Twitter is used primarily by 18-29 year olds, which is one of the main demographics that MNCH wants to expand. The limitation of characters serves as both a challenge and a benefit: it allows for readers to quickly absorb pertinent or memorable information.

Challenges

The 40-character limit also requires a concise and witty writer to boil down information into something relevant and attention grabbing. Twitter is so popular these days, it may be oversaturated with tweets, and therefore you risk getting lost in the chatter/twitter.

@MNCH

I can see MNCH using this to announce events, programs, tours, special hours, and sales at the store. It could also use Twitter to deliver "breaking news" such as findings in the field by anthropologists, or recent acquisitions from donors (permission granted, of course). And who doesn't love a good dino joke? (What do you get when you cross a pig with a dinosaur? -- Jurassic Pork!)

>>E-NEWSLETTER

Benefits

Brings the publications and news already published in print and on the MNCH website directly to subscribers. Up-to-date announcements and programs will be delivered promptly and directly, rather than hoping that potential visitors happen to find it on the website, or through other media channels. I believe this would be an excellent channel to reach 20- and 30-somethings who actually subscribe to e-news.

Challenges

Compiling information into an e-news format does require time and basic expertise. As with many e-newsletters, it risks becoming an annoyance to subscribers, and competes with all the various other email subscriptions that people have to tackle on a daily basis.

@MNCH

Luckily, MNCH already has a large amount of content to include in such a publication, and the content already exists in other, less accessible outlets. Utilizing this information in an e-newsletter will bring repeated and direct contact with MNCH news. Additionally, subscribers could choose which updates they receive and how often: programming, events, archaeological findings, recent acquisitions, staff news, and

more on a weekly, bi-weekly, monthly, or quarterly basis. It could also highlight new store items and publications available for purchase, especially those produced by MNCH, such as their Bulletin Series. It would be great to include some kind of interactive element within the e-newsletter, such as surveys, quizzes, contests, fun activities, coloring pages (as downloadable pdfs), and more.

>>YOUTUBE

Benefits

YouTube provides a platform for multimedia insight into museum, allows for live action documentation, strengthens online presence, and has potential to gain a following beyond physical visitorship to the museum site. With the right content and production, a MNCH YouTube channel could serve as an excellent Edu-tainment marketing tool.

Challenges

Videos take time and expertise to produce; sometimes do not translate to all devices/ dependent on solid internet connection; content could be produced “just because” rather than sticking to quality content

@MNCH

A video outlet provides opportunity to document a wide range of activities associated with MNCH, including, but not limited to: field research, paleontology digs, onsite programming, family days, school trips, docent tours, behind the scenes captures of exhibition planning and production, interviews with educators and experts, and so much more. Researchers could utilize GoPro cameras in the field, or simply take pictures of the places they explore and exciting findings. MNCH could start small with monthly or bi-weekly videos to establish comfort with the medium, then move to more frequent posts, possibly even a consistently updated YouTube Channel Series. In fact, MNCH already produced a really nice, informative [video to celebrate it's 75th Anniversary](#) in 2010, yet it is poorly circulated. As a museum employee, I hadn't even seen it until I did a little digging.

>>INSTAGRAM

Benefits

Reaches a different, more visual, and most likely younger audience than mainstream Facebook; allows an intimate look into the museum; Strategic use of hashtags, @MNCH, and other handles will increase visibility, especially among UO campus and within Eugene community.

Challenges

Encouraging staff members to capture their own work and submit it to the appropriate marketing staff member who manages social media. Sometimes Instagram is cheesy (would need to have standards and training on which filters are acceptable to use and how).

@MNCH

The MNCH has an amazing collection of artifacts and objects, ranging from really really old fossils to beaded works by contemporary native americans. Instagram would be an excellent platform to highlight pieces from the collection and “romance the visitor” with the stories attached to the objects. Additionally, Posts to Instagram can give followers a peek at field researchers in action, new acquisitions, exhibit development in progress, items in the store, events and programming, and so much more.