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Media Map

**Instagram**

Benefits:

* The activities occurring within OSLP Arts & Culture are easily documented through image and video
* Speaks to emotional marketing more because viewer is able to engage remotely with activities
* Visually more appealing than text
* Popular platform
* free

Downfalls

* Several use this platform for person uses, not professional. They often follow friends and specific interests, not as often as organizations
* Paid advertisement is expensive
* People have to follow feed so it may not attract new customers
* Feed

Method of Use

OSLP Arts & Culture does not currently use Instagram. If they were to add an Instagram account, it may be a higher maintenance platform than others. Whoever manages the account would have to be active in order for images to continuously feed throughout the day. This platform provides opportunities for emotional marketing because it is focused in images and video. This also provides the viewers with a chance to see what is exactly going on during the Arts & Culture programs. Imagery and video may be the best vehicle to gain the public’s attention as to what experience they will have when spending time with this organization. However, it may be difficult to gain followers as you have to follow someone to see their feed.

**Facebook**

Benefits:

* Track traffic and event participants
* Able to reach more people if paid for
* Several users of all ages
* Posts can appear without a follow, links to other pages are accessible
* Event calendar sends reminders
* Viewers are able to develop strong understanding of Arts & Culture

Downfalls:

* Inconsistent posting means less traffic/ high maintenance
* Very busy marketing platform, difficult to reach people
* Can be expensive if it’s not promoted properly
* Users can remove ads if they wish

Method of Use: OSLP currently uses Facebook as a means to promotes events and information. The home page is difficult to identify as OSLP and the Arts & Culture link is available but not apparent. The Arts & Culture page is inviting and helps the viewer grasp an understanding of what’s happening in the organization. With consistency it could be pushed even further.

**Periscope**

Benefits:

* Artistic community if familiar with this platform
* Pull in more local artists
* Able to bring in live video for participants to become more engaged from a distance
* Live feed provides interactions with people participating and those who are interested
* Connected to Twitter feed

Downfalls:

* There’s some very bazaar videos happening on Periscope
* Can seem unprofessional
* Live feed can be risky

Method of Use: Periscope would be used primarily to engage community members in events. You could do a live feed of a class or gallery opening to help engage audiences that are curious about OSLP. This platform is often used within the artistic community to show demonstrations or create live connections. This could be beneficial for reaching out to artists, but it may be difficult to engage those outside of this circle because Periscope is not too well known.