**Periscope**

*Benefits*

* multiple viewers can engage in an experience in real time
* higher sense of inclusion and atmosphere than a normal video
* attaches with Twitter so the follower base does not have to be rebuilt
* opportunity to produce creative promotional materials for the organization rather than uploading a simple image to Facebook

*Downfalls*

* could have poor quality sound or video
* copyright/privacy issues of filming individuals and art
* content is removed within 24 hours, so there is a short viewing period

*Method of Use*

Periscope is not currently being used by SteamPlant Arts. This could be used weekly to Periscope segments of a class to generate interest for next week, broadcast a gallery opening to their followers with a preview of the artwork to gain interest and future gallery attendees, or to video an art-making process as a preview for an upcoming show or event. One organizational Periscope would be used, but Periscope broadcasts by resident artists or people attending a class or workshop can be shared (with their permission) to the organizational Periscope. One person should be in charge of the Periscope account, but the content should be generated collaboratively.

**Meetup**

*Benefits*

* people can search by their interests to find events/classes/workshops to attend locally
* profiles show event information, amount of people attending, reviews/comments, as well as past meetups and a link to a calendar for other activities
* local-centric app to engage in relationships with similar groups and interested individuals
* can attract new interest for potential donors, members, or supporters

*Downfalls*

* monthly fee for use
* advertises other similar events that can compete
* should not be the sole social media platform an organization uses because of the inability to bring a personal brand to their website, especially in methods of mass messaging through the site

*Method of Use*

SteamPlant Arts currently does not use Meetup. Because SPA has so many different classes and workshops, Meetup would be an excellent place to advertise for these. Someone could be bored on a Tuesday and search for “collage” and see that SPA is offering a collage class in an hour and attend. The Meetup profile for SPA should include organizational information and the full calendar so that people browsing the Meetup site can discover SPA and one of the many methods of involvement available. This could also be a means of getting community feedback through the message boards. Interaction between Meetup members and SPA can help them evaluate the needs and wants of the people interested to make changes for the future.

**Tumblr**

*Benefits*

* sharing network that extends beyond the region, a great way for local artists and the organization itself to gain notoriety and interest
* blogs and photos are sorted by tags which can show up in searches
* easily accommodates a variety of photo styles and content
* blog site itself can be sorted and updated by category

*Downfalls*

* can be difficult to consistently update and gain likes/reblogs if not a lot of content is generated for the site
* blog names and personal information is (usually) anonymous which makes it difficult to gather demographic statistics

*Method of Use*

SteamPlant Arts currently uses a Tumblr. As of now the blog is fairly bare. A branding update to the blog itself by use of customized HTML or a different theme is needed to maintain continuity across all social media platforms. In addition, the blog should be updated to include pages. These can highlight the artists renting studio spaces, past, current, and upcoming gallery shows, as well as images from classes, workshops, and artists at work. SteamPlant Arts will now seem like an organization rather than an art blog. Tumblr is also a great interface for videos, links, and text posts but these are not being utilized to their full potential. A donation button should also be added so that supporters from across the country can easily contribute to the mission.

**Instagram**

*Benefits*

* repost/hashtag competitions are easy to create and participate in, and these will garner a lot of promotional interest and visibility
* photos can be sorted by tag and location
* can be a more “casual” social media atmosphere, showing day-to-day activities and process work in addition to the large events and products
* can tag/link to an artist’s personal Instagram as well as to local businesses and sponsors

*Downfalls*

* consistency of photo style/editing could be difficult to achieve
* size of content is small, not good for images with a lot of text
* difficult to update daily with new images/information

*Method of Use*

SteamPlant Arts currently uses Instagram but more posts need to be added. Users scroll by pictures so fast that to make your presence known you need to post more often to allow for more opportunities for likes and comments. Pictures posted on Instagram could also become slightly more personable so that people want to come and interact with SPA in an informal environment. SPA is about highlighting and helping local artists, so they should become a focus as much as their art. SPA has already implemented social media competitions involving Instagram, but more cross-platform competitions should be used to gain Instagram followers. More work can be done to tag and support other local businesses on Instagram in exchange for a donation, because SteamPlant Arts works with many local businesses and they are missing out on opportunities to strengthen those relationships.