

Lena Freeman
MMC 610 Winter 2014
Media Map/Draft Plan

In regards to the Hanson Howard Gallery, during the inventory process, it is clear that the Hanson Howard Gallery is lacking in its promotional and marketing efforts. As far as web and social media platforms are concerned, the gallery only uses their home website and a Facebook fan page. As of January 22, 2015, the Hanson Howard Gallery's last Facebook update was on July 25, 2014. It is my opinion that the gallery could use Facebook to a higher degree to market towards a younger audience and demographic.

Other than Facebook, I would recommend that the gallery use Instagram, Youtube, and Twitter for their promotional efforts.

- Instagram could be used in a number of creative ways. Not only could pictures be tagged with the participants (for example: a photo of an exhibited artist's work may be published on the account), but also various hashtags could be used to promote the artist's work, thus gaining exposure opportunities. A challenge that this platform could possess is the fact that photos can be altered through the use of various filters, thus not representing a truly accurate display of the artist's work.
- Youtube videos could be used to do small informational interviews with the artists, or even as a promotional effort of new exhibitions. These could be linked and posted to their Facebook site.
- Twitter could also be used to spread the word on upcoming exhibitions, or to highlight an artist and their work. It could be used as to give "shout-outs" to participating artists, or to other businesses that have a partnership with the gallery.

There may be other various Web 2.0 platforms that could be used, such as Pinterest, however, these platforms may not carry the same visibility or impact that the other aforementioned platforms may carry.