

Joliet Area Historical Museum



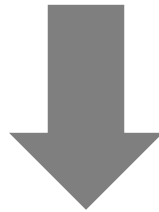
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Marketing Strategy
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Problem Identification

- Posting pre-generated flyers to promote events via Facebook
- Multiple employees contributing to the posting on social media outlets
- Promotion of events and exhibits via Instagram and Facebook
- Attracting an elderly audience and also an educational audience



- Flyers are copy heavy which creates distraction for readers; no direct “call to action”
- Overlapping of posts and lack of continuity; no organizational structure
- Readers/followers are not as engaged as they should be on each social media page
- Demographic is limited



Goal: Increase social media effectiveness and continuity among posts

Our Solution

Strategy #1:

- Approach a teaching style to maintain continuity and brand standards among the three main social media channels
- Continue to take professional photos of the exhibits and research historic facts and dates



Strategy #2:

- Create posting guidelines for Facebook, Twitter, and Instagram that can be referred to in the future



Facebook Structure

Below is a formatting tool for the social media outlet of Facebook. It is simply a guideline tool; one must formulate a post and add a unique picture. Many different fields will be outlined – follow these steps to make a Facebook post.

1. Pictures/Videos

- a. Choosing a picture or video that pertains to the content material is key. If it is a post regarding an event, the image or video must be of the event or the location where the event took place. If guest speakers or musicians are attending the event, their approval is needed before an image or video with their identity can be posted to social media. Photos and videos can be taken using a camera or smartphone.
- b. Since Facebook allows for the usage of filters, filters can be applied to images to enhance their appearance. Filters should only be used to add to the creativity of a post; there should be reasoning behind why a filter is being applied to an image. Please follow section 3 for guidelines on applying a filter.

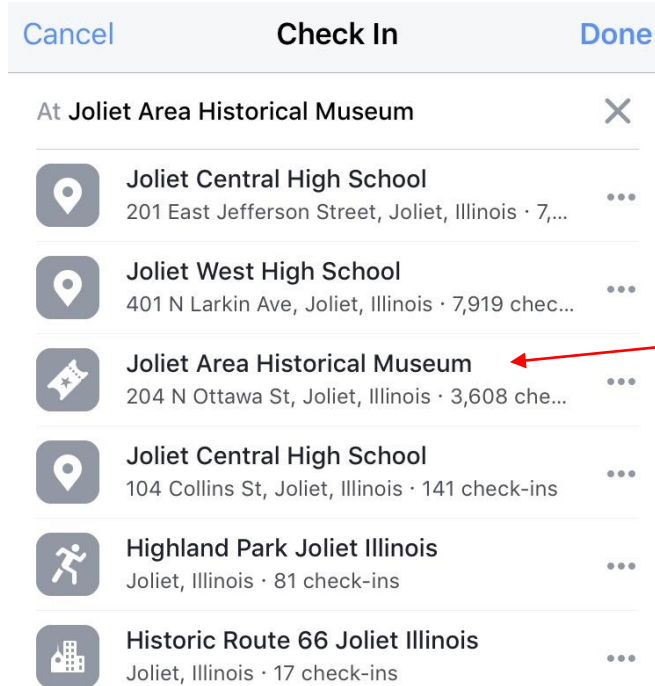
2. Posting & the Location Feature

- a. Before a post is “posted” to the timeline, Facebook allows for the location feature. This feature allows followers to see where an event took place, the location of a Joliet historical landmark, or simply using the location feature at the Joliet Historical Museum allows that specific location to gain popularity over time.

What's on your mind?

When crafting a post, select the location feature at the bottom to “check in” to your location.

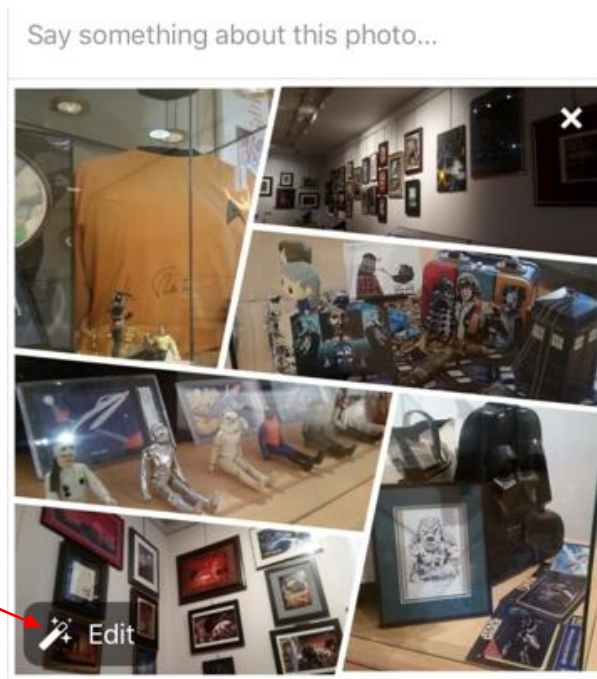




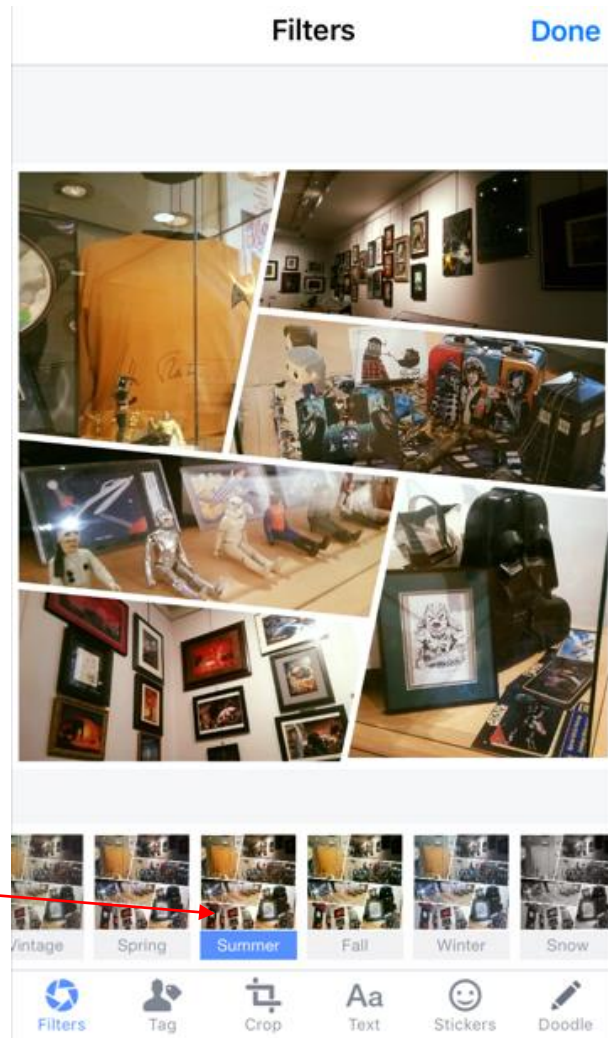
Nearby locations will populate. Select the location that fits the needs of the post.

3. Applying a Filter to an Image

a. As stated earlier, Facebook allows for the usage of filters on images. Similar to Instagram posts, filters should be used to effectively enhance the appearance of an image.



Once an image is uploaded to create the post, select the "edit" feature to populate the filters.



Select the most appropriate filter to enhance the color and appearance of the image.

3. Writing the Content

- a. Due to the followers on the museum’s current Facebook page and the millions of other brands/companies on Facebook, it’s important to provide value for the audience – content that they can learn from, share, and engage with.
 - Post images/videos of events that are happening at the museum or that are affiliated with the museum
 - Gain the specific interests of certain groups of people
 - Post historical facts when it pertains to that specific day or month
 - History buffs will find this information exciting and interesting
 - Post “reminder” content regarding upcoming events and include a “call to action” for those who wish to attend
 - The “call to action” creates engagement between the museum and the reader

Facebook Mock Posts



Joliet Historical Museum

Happy 4th of July! On this day 105 years ago, families and friends celebrated some of the same traditions we know and love today. What are some of your favorite traditions?



Joliet Historical Museum

Live music, summer, and a rooftop experience. Can it get any better than this? On May 19th, be inspired by music from South Side Exiles – a Chicago rock crew with a 1970's tradition performing originals and other rock covers from bands such as Chuck Berry, The Stones, and Lou Reed. Click [here](#) to register and check out our upcoming concerts!

ROOFTOP SUMMER CONCERT SERIES



SOUTH SIDE EXILES

DOORS OPEN AT 6:45 PM - SHOW BEINGS AT 7:00 PM

\$8 FOR MEMBERS & STUDENTS

\$10 FOR THE GENERAL PUBLIC

THURSDAY, MAY 19TH

Instagram Structure

Below is a formatting tool for the social media outlet of Instagram. It is simply a guideline tool; one must formulate a post and add a unique picture. Many different fields will be outlined – follow these steps to make an Instagram post.

1. Pictures/Videos

a. Choosing a picture/video that pertains to the subject is key. If it is a post pertaining to an event, the picture must be of the event. It can either be taken on camera or from a smartphone. Approval must be received from the band or those participating in a performance to make sure that any content captured can be shared among this social media platform.

b. Choose a filter – This must be a creative yet effective decision (similar to Facebook). Not too many filters but not plain. No major effects or borders should be used, just simple filters to enhance the appearance of an image and make it appear more professional.

2. Post Information + Hashtags*

a. The information underneath the picture should do several things:

1. Thank those who came out to any concert or performance + the organization they came from
2. Identify those who participated and what venue was used
 - a. Identify the museum's location if it was used
3. No more than 5 hashtags used on a post
4. #WayBackWednesday – Hashtag created for historical posts on Wednesdays
5. #TimeFliesTuesday – Hashtag created for historical posts on Tuesdays

***Example:** “Thank you to @band for playing last night on the rooftop! You guys/gals were awesome. #bandname #jolietmuseum #rooftop

3. Distribution Channels

Once steps 1 & 2 are complete, the last step is to decide what channel the image will be distributed on. Selecting among Facebook and Twitter, this should not be a normal event, posting to all 3.

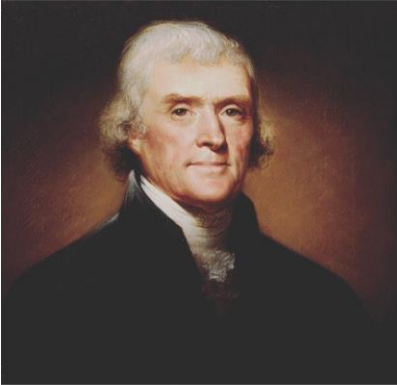
- a) Coordinate photos specifically for Instagram

- b) Less images for Twitter
- c) Occasionally for Facebook

The only time all 3 social media outlets can be utilized with 1 Instagram post is for a specific historical event such as Thomas Jefferson's birthday, Time Flies Tuesday, or Way Back Wednesday.

Instagram Mock Posts


jolietmuseum1
Joliet, Illinois



❤️ 💬 ➦

jolietmuseum1 @jolietmuseum1 would like to wish Thomas Jefferson, the writer of our Declaration of Independence, a Happy 273rd Birthday!
#joliethistoricalmuseum
#todayshistoryfacts#thomasjefferson

8 SECONDS AGO



jolietmuseum1
Joliet, Illinois



❤️ 💬 ➦

jolietmuseum1 Thank you to the South Side Exiles for the great performance last night at our Outdoor Balcony Theatre! #southsideexiles #joliethistoricalmuseum #concert

8 SECONDS AGO

jolietmuseum1
Joliet, Illinois



jolietmuseum1
Joliet, Illinois



❤️ 💬 ➦

jolietmuseum1 Thank you to Author & Professor David Masciotra for coming and speaking with us about Social Capital, using Joliet's own Chicago St. Pub. We hope to see you at the next event!
#joliethistoricalmuseum #chicagopub #event

10 SECONDS AGO



jolietmuseum1
Joliet, Illinois



❤️ 💬 ➦

jolietmuseum1 Way Back Wednesday to when the Joliet Correctional Facility first opened in 1858. It was built completely from Joliet limestone, similar to the stone used in the I & M canal. #waybackwednesday #jolietmuseum #prison



jolietmuseum1
Joliet, Illinois



❤️ 💬 ➦

jolietmuseum1 Time Flies Tuesday - The I & M canal, which was built in 1848, runs 96 miles in length, directly through Joliet and was built with lime stone directly from the Joliet area! #timefliestuesday #joliethistoricalmuseum #iandmcanal

7 SECONDS AGO

jolietmuseum1
Joliet, Illinois



Twitter Structure

Below is a formatting tool for the social media outlet of Twitter. It is simply a guideline tool; one must formulate a post and add a unique picture. Many different fields will be outlined – follow these steps to make a Twitter post.

1. Pictures/ Videos

- a. Choosing a picture/video that pertains to the subject is key. If it is a post pertaining to an event, the picture must be of the event. It can either be taken on a camera or from a smartphone. Approval must be received from the band or guest speaker prior to posting their photo or information to social media platforms such as Twitter.
- b. Choose a filter - Twitter has the capability to use filters on photos but *****only for the mobile app***** and not the desktop version. The use of filters must be creative and have reasoning behind it such as enhancing the photo's vintage appeal. No major effects or borders should be used; it will draw the viewer's attention away from the content of the photo.
- c. Refer to step 3 for guidelines on how to upload a photo and add a filter (if on the mobile app).

2. Post Information & Hashtags

- a. Twitter is a unique social media platform in that it only allows for 140 characters per posting. This includes punctuation, spacing, hashtags, and even links. The postings must utilize hashtags while also getting the most pertinent information about an event across to the followers within the limited text allowance.
- b. Since Twitter is a social media outlet that provides quick updates for followers, it is not always necessary to post a photo if the information can be communicated effectively within the 140 character limit.
 - i. Posting a reminder tweet about an upcoming event does not require a photo, provided a previous post already contained a photo with the pertinent information.
- c. If a concert or live performance has passed:
 - i. Thank the band or guest speaker for coming to the museum
 - ii. Identify those who performed and in what venue by utilizing hashtags

Example: Thanks to @band for coming out last night on the rooftop! You guys/gals rocked! #jolietmuseum #rooftop

d. Informational event

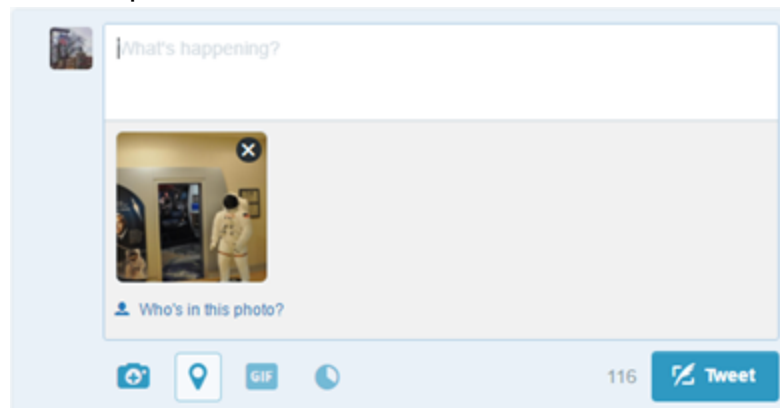
- i. Identify what was talked about at the event and what was the call to action

3. Step-by-Step Photo Uploading

- a. Select the photo



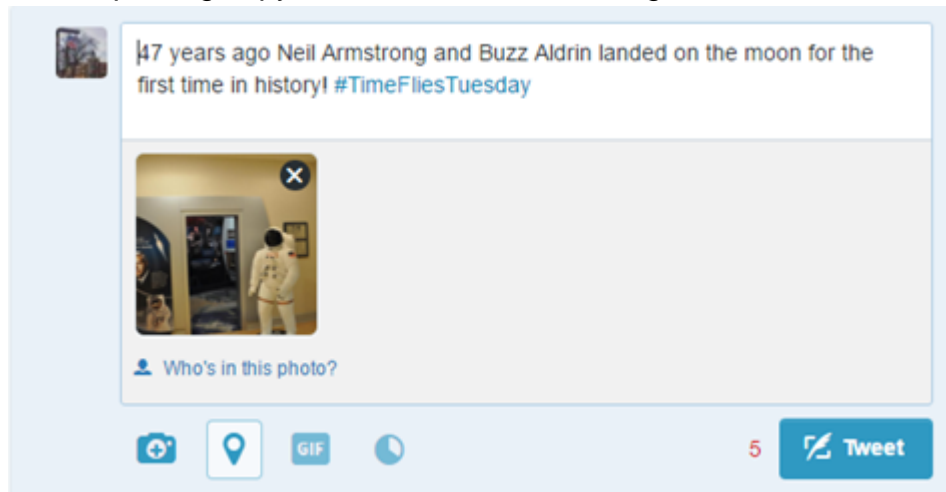
- b. Add the photo to the tweet



- c. Add filter (***only on mobile app***) and crop photo



d. Create posting copy and add relevant hashtags



e. Post!

Joliet Museum @jolietmuseum1 · 1h

47 years ago Neil Armstrong and Buzz Aldrin landed on the moon for the first time in history! [#TimeFliesTuesday](#)



← 🔄 ❤️ ⋮

Twitter Mock Posts

Joliet Museum
@joliethistorymuseum1

Ever wondered what it's like to collect historical artifacts? Join our Ask the Curator event on April 12th @ 3 p.m.! #joliethistoricalmuseum

2:47 PM - 10 Apr 2016



Reply to @joliethistorymuseum1

Joliet Museum
@joliethistorymuseum1

Wishing a happy 273rd birthday to one of our nation's founding fathers, Thomas Jefferson! #joliethistoryfacts



3:25 PM - 10 Apr 2016



Reply to @joliethistorymuseum1

Joliet Museum
@joliethistorymuseum1

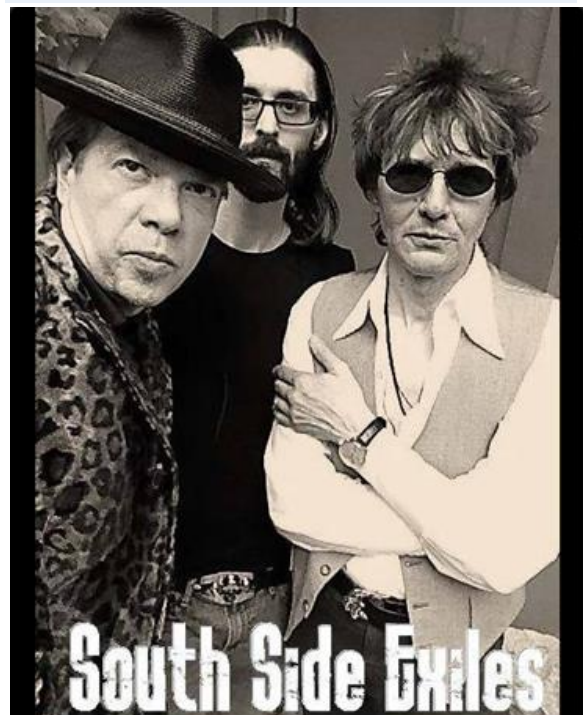
Join Author and Professor David Masciotra to learn all about Social Capital within the #ChicagoStPub Thursday @ 6 pm



3:08 PM - 10 Apr 2016



Reply to @joliethistorymuseum1



Joliet Museum @joliethistorymuseum1 · 37s
Love 70's rock'n'roll? Come watch @SouthSideExiles perform live on our beautiful outdoor rooftop terrace! #Rooftop



Google Calendar

Below is an example that encompasses the Google Calendar that was created to adhere to the museum’s goal of establishing an organizational structure. This calendar displays upcoming events, certain historical events and possible hashtags that can be used. The goal of this calendar is to be able to identify what events are coming up and how one should structure the social media posts for that specific week. One can view the calendar on Monday, for example, notice there is a Twitter posting, go to the *Twitter Structure* page, create a posting that is relevant to the event and post to that platform. This process is then repeated throughout each week, although it varies depending on the upcoming events.

4	5	6	7
11	12	13	14
Facebook Post #1 Twitter Post (#1) - Ask the Ci	Instagram Post (#1) Twitter Post (#2) - Chicago 5 3p ■ Ask The Curator	Facebook Post #2 Instagram Post (#2) Thomas Jefferson Twitter P Thomas Jefferson's Birthda	6p ■ Chicago St Pub and Soc
18	19	20	21
	#TimeFliesTuesday		
25	26	27	28
		#WayBackWednesday	

Reflective Thoughts

After all is said and done, this project was an absolute blast to work on with our group, not to mention our client Candice and her team at the Joliet Historical Museum. Among the early hiccups in communication, everything seemed to turn out quite nicely in the end.

Working with the Joliet Historical Museum was quite enjoyable, yet challenging at times while working with Twitter. The limited character count of 140 characters posed a challenge for including the essential event information with an effective call-to-action. Because of the limited character count, it was crucial to include only the most pertinent information about a specific event or exhibit while utilizing hashtags to the fullest extent. It was assumed that followers of the museum's Twitter page would acknowledge the other social media outlets and website in order to find more detailed information about an upcoming event that Twitter was unable to provide. Overall, our final project and post examples came out with a very high quality appearance that the Joliet Historical Museum can utilize very nicely to continue creating effective social media postings. Working with an outside community member provided valuable experience for the real world without the stressful work environment that a fast-paced corporate career might come along with.

All in all, it was a humbling experience to implement our skills and knowledge into a live project and act as assets in helping the museum achieve their social media marketing goals. Instagram, Facebook, and Twitter were the main social media channels we really wanted to "hit home" with due to the museum's target audience and flexibility in terms of what to post. With our creation of the mock posts and posting guidelines, we are confident that our client has the tools to succeed once we departure from Lewis University.