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 Marketing Strategy 25-470
 Update 2

Client: Joliet Historical Museum
Contact: Candice Quinerly

Throughout the last few weeks, our team has been communicating with Candice primarily via email. After our first on site meeting, we created a plan for the museum to implement as part of their social media marketing strategy. Currently, the museum utilizes three main social media platforms - Facebook, Instagram, and Twitter. Our initial goals were to maintain continuity throughout the social media postings, showcase more of the spaces offered to host events at the museum, and develop an organizational structure in terms of what and when to post. We have also decided to avoid the use of Pinterest, as suggested and implemented by the Museum because its communication form is not ideal for the setting and functions of the museum. It would be much better utilized to share posts from the museums other social media sites or websites rather than internally from other Pinterest boards. We are still keeping an open mind to the concept but trying to figure out ways to structure the boards to a more worthwhile presentation.

Our plan includes the creation of a Google calendar for their events that will occur within the next 30-60 days, social media posts for the events based on each platform, and guidelines on how to post for each platform. This will allow the museum to avoid overlapping of social media posts and have more brand standards and continuity throughout their messaging, even when we are finished with this semester and no longer work with the museum. Also, the use of our own photography from prior visits will be implemented into some of the social media posts. The main goal is to create a so called “bible” for their social media posts, identifying what hashtags to use and what basic format. Also, we want notifications and a simple time structure to follow to allow them to input their creative aspects without straying from an uncommon form. Take for example the table below. The event will be on that Thursday yet the promotions via twitter will start that Monday. The calendar will alert the one that logs in on that day that a Twitter post will need to be sent out today. Once they see that, they can go into the “bible” to find the area of Twitter posts and be able to copy that format and tailor it to the event. This process would continue throughout the week, over multiple types of social media platforms.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Twitter	Twitter (#TFT) Facebook		EVENT Twitter	Instagram	Instagram Re-post	

Monday, **Twitter** - short simple post notifying followers event is coming up.

- “Come check out EVENT* this Thursday @8* p.m. Don’t miss out! #EVENT* #jolietmuseum”

Tuesday, [Twitter](#) - #TimeFliesTuesday a throwback to the history of Joliet and area.

- “#TFT to 1912 when the first speakeasy @TinRoof was established #prohibition #histroylessoninpartyng

[Facebook](#) - Copy heavy post entailing more details on the who, what, where, when and why of the event.

Thursday, [Twitter](#) - Another brief recap on the event

- “Don’t forget the EVENT* tonight @8* p.m. See you there? #EVENT* #tonight #jolietmuseum

Friday, [Instagram](#) - Photo post from event

- “Thank you to *people who came out** for that great performance last night, If you missed it, here’s a shot of the fun! #EVENT* #instafun #jolietmuseum

Saturday, [Instagram](#) - Photo post from someone who went to the event and posted their personal photos using the hashtag (#EVENT) and giving a shoutout

- “Awesome photo! @lovelyuser* thank you for coming out to the EVENT* and having fun with us! #EVENT* #jolietmuseum #fanlove

Insert the specific event, user name and/or time for each individual event.

During the month of March, it was a challenge getting in touch with Candice in order to move forward with our strategy. After 3 weeks of email communication, our second on site meeting occurred on Wednesday, March 30th at 1 PM. We discussed our plan for the upcoming weeks and addressed any questions she had. Moving forward, our goal is to finalize the Google calendar, create posts they can build from, and finalize the guidelines for Facebook, Instagram, and Twitter.