REAL OR VIRTUAL: A CLICKS AND MORTAR STRATEGY OF MUSEUMS MARKETING VIA SOCIAL MEDIA

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An overview: the use of social media in public museums in Taiwan

<table>
<thead>
<tr>
<th>Social media</th>
<th>Facebook</th>
<th>Blog</th>
<th>Plurk</th>
<th>YouTube</th>
<th>Flickr</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPM</td>
<td>✓</td>
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<tr>
<td>NMH</td>
<td>✓</td>
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<tr>
<td>NMP</td>
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<tr>
<td>NMTH</td>
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<td>NMTL</td>
<td>✓</td>
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<td>NTM</td>
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<td>NMNS</td>
<td>✓</td>
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<td>NMST</td>
<td>✓</td>
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<tr>
<td>NMMBA</td>
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<tr>
<td>NMFA</td>
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<tr>
<td>TFAM</td>
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<tr>
<td>KMFA</td>
<td>✓</td>
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<td>✓</td>
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</tr>
<tr>
<td>MOCA</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>YCM</td>
<td>✓</td>
<td></td>
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</tr>
</tbody>
</table>

NPM=National Palace Museum;       NMH=National Museum of History;
NMP=National Museum of Prehistory; NMTH=National Museum of Taiwan History
NMTL=National Museum of Taiwan Literature; NTM=National Taiwan Museum
NMNS=National Museum of Natural Science; NMST=National Museum of Science and Technology
NMMBA=National Museum of Marine Biology and Aquarium
NMFA=National Museum of Fine Arts;   TFAM=Taipei Fine Arts Museum
KMFA=Kaohsiung Museum of Fine Arts;   MOCA=Museum of Contemporary Art
YCM=Yingge Ceramics Museum
Issues and Methodology

- **Issues**
  - What is the strategic thinking and the expectation of its outcomes?
  - How do museums manage their virtual community?
  - What is the relationship or relevance between virtual fans and real visitors?
  - What is the key role and value of social media as a creative means for museums to communicate both with their real and virtual users?

- **Methodology**
  - 5 multiple cases
  - secondary data from literature review and online research
  - primary data by interviews
National Palace Museum (NPM)
National Museum of History (NMH)
Museum of Contemporary Modern Art (MOCA)
Yingge Ceramics Museum (YCM)
## Profile: the use of Facebook (FB)

<table>
<thead>
<tr>
<th>Case Museums Management</th>
<th>NPM</th>
<th>NMH</th>
<th>NTM</th>
<th>YCM</th>
<th>MOCA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department in charge</strong></td>
<td>Education &amp; Technology</td>
<td>Technology</td>
<td>Education</td>
<td>Marketing</td>
<td>Education &amp; Marketing</td>
</tr>
<tr>
<td><strong>Staffs involved</strong></td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>1-5</td>
<td>1-18</td>
</tr>
<tr>
<td><strong>Updates</strong></td>
<td>real time</td>
<td>daily</td>
<td>daily</td>
<td>daily</td>
<td>real time</td>
</tr>
</tbody>
</table>

Data collected by August 8, 2012
## The page insights of FB

<table>
<thead>
<tr>
<th>Case Museums</th>
<th>NPM</th>
<th>NMH</th>
<th>NTM</th>
<th>YCM</th>
<th>MOCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insights</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Likes</td>
<td>19,145</td>
<td>10,677</td>
<td>8,720</td>
<td>7,248</td>
<td>180,607</td>
</tr>
<tr>
<td>People Talking About This</td>
<td>4,470</td>
<td>435</td>
<td>630</td>
<td>2,492</td>
<td>1,355</td>
</tr>
<tr>
<td>People Were Here</td>
<td>90,891</td>
<td>-</td>
<td>15,348</td>
<td>52,144</td>
<td>-</td>
</tr>
<tr>
<td>Most Popular City</td>
<td>Taipei</td>
<td>Taipei</td>
<td>Taipei</td>
<td>Taipei</td>
<td>Taipei</td>
</tr>
<tr>
<td>Most Popular Age group</td>
<td>25-34</td>
<td>25-34</td>
<td>25-34</td>
<td>25-34</td>
<td>25-34</td>
</tr>
<tr>
<td>Total Attendants of 2011</td>
<td>3,849,577</td>
<td>741,310</td>
<td>422,590</td>
<td>906,274</td>
<td>202,834</td>
</tr>
</tbody>
</table>

Data collected by August 16, 2012
The objectives

- **To improve the way of communications**
  
  “The museum can more listen to the voices of audiences, and that makes the MPN better!” (NPM)
  
  “Museums can provide the information and interactively communicate with audiences in free, easy, interesting, and even funny way through their FB in order to get rid of the ‘solemn’ image of museums.” (YCM)

- **To promote the variety of marketing**
  
  “There is almost little chance to compete with big museums with more resources. The museum started to think any free resources to use for marketing. The new media is the answer.” (MOCA)
The objectives (cont.)

- **To maintain the relationship with audiences**
  - Awareness → Consideration → Preference → Action
  
  “Museums do hope to extend their services to their actual audiences with good visit experiences to receive information and messages from the museum, to maintain the relationship, then to enhance their preference.” (NTM)

- **An “anticipative” one: To highly increase the outcomes of performance**
  
  “Taking the museum’s 10,500 like for example, it is of networking with 2,628,915 friends. This makes the possibility to ‘redouble’ the museum outcomes.” (NMH)
The strategies

- Fans View
  - more photos, less words, streamline but powerful sentences

- Be Social
  - MOCA: “I dropped a tear in MOCA today.”
  - Fans: “Why?”, “What happened?”..., “Maybe it is because....”
  - MOCA: “I saw a remarkable piece of art work, and it really touched my heart.”
  - Then, thousands of likes, post comments, and shares of their own stories.....

- With Variety
  - blog, photo album, YouTube etc. in one platform

- Plan and Analysis
  - the influence of FB virality
Virtue community

Collection-related

Bronze collection with poem interpretation, NMH

Private donation to NPM and explain the collection sources of a museum
Exhibition-related

Exhibition announcement for young people attracts 1164 prompt likes, MOCA

Opening of *Royal Style* exhibition with renowned movie stars, NPM
Hands-on activity held in the museum, many responses & shares by FB fans, YCM

George Poonkhin Khut’s The Mind Library project attracted more than one thousand visitors to participate, MOCA
Services-related

Cousin & new products of the museum restaurant and shop, NPM

Complex messages of exhibition, shop & food, YCM
The botany garden always attracts FB fans big responses, especially after a thunder storm, NMH

Reminding of a blossom fruit tree in the 228 Park surrounded by the museum and calling for visits, NTM
The natural history museum introducing a plant for its daily life use easily attracted more than one hundred likes and shares, NTM

A photo showing museum staff washing her hands with an "art work" together, and attracted 4632 likes and 566 shares, MOCA
Real (Mortar) engagement

- Special events for FB fans to “Reunion“

FB fans’ special night for *Her Story* exhibition on Friday night, NMH
Real (Mortar) engagement (cont.)

- Exhibition promotion events

“yī máo qu rén”, judging people by “hats” and get free, “Parody” exhibition in 2009, MOCA
Real (Mortar) engagement (cont.)

- Issue-oriented program for online discussion and offline participation

A memory of the NTM: Storytelling by fans, 87 stories shared, 2005

Green for X’ mas 2011, 6,019 total likes
Amphibious reptile animals: Name your super star + Voting + Caring Ambassador + museum funfest

2,036 total likes, 2011
Real (Mortar) engagement (cont.)

Museum made sweet Taiwanese rice dumplings on the Neighbors Day, YCM

1,792 real likes at X’ mas 2010, NTM
“Get in line before too crowd!”

*David LaChapelle* exhibition held by MOCA, 2010
Summaries

- **Management is the essence**
  - Not just open account, it needs persisting attention & action
  - Leader’s support for the use of new media,
  - Empowerment for prompt reaction & responses
  - Young people’s perspectives

- **It is all about people**
  - “power media” to “power people”
  - current issues & daily life
  - interaction & networking
  - trust & value
Summaries (cont.)

- **Performance & outcomes do count**
  - fans gain, growth, loyalty, repeat traffic etc.
  - total likes, friends of fans, people talking about this, weekly total reach
  - precious assets, latent & potential audiences, significant advantage

- **Future research**
  - ROI of the social media
  - causal relationship or the interrelation between online fans & offline audiences
Thanks for listening.

😊