

BE MORE SOCIAL:
USING NEW MEDIA TO BUILD AUDIENCE

1040 Lounge
BRONX MUSEUM

Are you interested in using social media for more than looking at cat videos and posting selfies? Join the Bronx Museum's Social Media Manager Ron Kavanaugh as he reveals his tips for marketing yourself, your art work, and your business through new media platforms.

Kimberly Drew first experienced the art world as an intern in the Director's Office of the Studio Museum in Harlem. Her time at the Studio Museum inspired her to start the Tumblr blog Black Contemporary Art, sparking her interest in social media. She currently works as the Communications Assistant at Lehmann Maupin. Kimberly has previously worked at The Studio Museum in Harlem, Hyperallergic, and Creative Time. Drew received her B.A. from Smith College in Art History and African-American Studies, with a concentration in Museum Studies.

Black Contemporary Art

<http://blackcontemporaryart.tumblr.com>

<https://twitter.com/blackcontempart>

Museum Mammy

<https://twitter.com/museummammy>

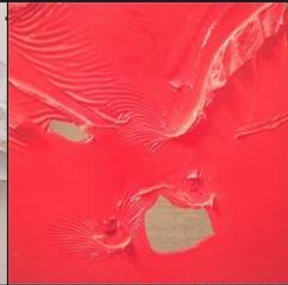
<http://instagram.com/museummammy/>

Lehmann Maupin

<https://twitter.com/lehmannmaupin>

<https://www.facebook.com/pages/Lehmann-Maupin-Gallery/59900411298>

<http://lehmannmaupin.tumblr.com>



Following

museummammy

kim drew @lehmannmaupin / i sell the shadow to support the substance.
<http://blackcontemporaryart.tumblr.com>

4,781
posts

54,481
followers

1,082
following

October 2014



Ron Kavanaugh is the social media coordinator for the Bronx Museum of the Arts as well as executive director of the Literary Freedom Project, a non-profit arts organization that supports the literary arts through education, creative thinking, and new media. At the Bronx Museum he manages the Facebook, Twitter, Instagram, Vine, Tumblr, & Pinterest accounts.

<http://instagram.com/bronxmuseum>

<http://bronxmuseum.tumblr.com/>

<https://vine.co/BronxMuseum>

<https://www.facebook.com/bronxmuseum>

<https://twitter.com/BronxMuseum>

<http://www.pinterest.com/bronxmuseum/pins/>



bronxmuseum

Bronx Museum of the Arts Candid moments from the only contemporary art museum in the Bronx, NY. Free Admission! <http://www.bronxmuseum.org>

301
posts

2,237
followers

252
following

October 2014



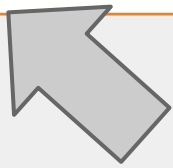
Points

1. Connect all platforms: social media, website, eblast using links and icons across platforms (addthis.com)
2. List website and social media platforms in as many places as you can: within institution, all printed materials
3. Post regularly: Daily, if your content and audience can handle it. If not then post several times per week. Nothing worse than a dead platform
4. Your social media audience may reflect to your physical audience. Low connectivity may relate to low social media use
5. Track your analytics: Google Analytics, Iconosquare for Instagram...
6. Be personable. Answer questions and respond positively
7. Use #Hashtags
8. Make sure your LinkedIn Institutional profile is up to date
9. Use TwitterFeed to automatically post from blogs to Twitter, Facebook, LinkedIn
10. Schedule tweets using Tweetdeck or Hootesuite
11. Auto post from FB to Twitter (<https://www.facebook.com/twitter/>) or Twitter to FB (<https://twitter.com/settings/profile>)
12. Facebook Promoted posts

BRONX MUSEUM

The Bronx Museum of the Arts

[VISIT](#) [EXHIBITIONS](#) [EVENTS](#) [EDUCATION](#) [SUPPORT](#)



Beyond the Supersquare



FREE ADMISSION

FREE ADMISSION to The Bronx Museum of the Arts is sponsored by Shelley and Donald Rubin

BRONX MUSEUM

On view: Beyond the Supersquare • Terence Gower: SuperPuesto • Rethinking the Garden Casita



EXHIBITIONS

EVENTS

VISIT

EDUCATION

SUPPORT



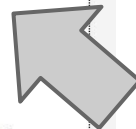
Sunday, October 19, 3:30pm to 6:00pm

4RTA Biental de Arte Latinoamericano del Bronx: Vanessa Hernandez Garcia



The Bronx Latinamerican Art Biennial continues with a **performance from multidisciplinary artist Vanessa Hernández Gracia**. "Imaginative trajectory" explores the possibilities of using theoretical and historical references to establish dialogues between the body, the object, the image, the site and the everyday. Her work concerns the body's fragility and ephemeral condition. [Read more >](#)

Free admission



Hashtags

A hashtag is a word or an unspaced phrase prefixed with the hash character, #, to form a label.



Bronx Museum @BronxMuseum · May 3
MT @vaearts: Join #VAEA tomorrow for BxMA's open house for Beyond the #Supersquare #vaearts bit.ly/1jr4B5



2 1

Bronx Museum @BronxMuseum · May 2
Beyond the #Supersquare La Perla Bowl #puertorico #sanjuan #LatinAmerica #bronxMuseum #architecture... instagram.com/p/ngmKk_n03k/

3

Bronx_PR @Bronx_PR · Apr 29
Check out this #Repost from @bronxmuseum --Beyond the #Supersquare #openhouse #Sunday May 4th 2pm #Free event... fb.me/1spXCyV6a

3

SFMOMA follows
DealsNear.Me @DNM_SF_Fun · Apr 29
RT @ Beyond the #Supersquare #openhouse #Sunday May 4th 2pm #Free event #architecture #building #design..... bit.ly/QZqT6I

3

CAPC BORDEAUX @CAPCmusee · Apr 29
RT @BronxMuseum "Beyond the #Supersquare Open House Sunday 5/4/2014 2-5pm #FreelnNYC bit.ly/1a1vpZF"



3 3

Results for #100reasonstogive

Top / All



MoCADA @MoCADA · Oct 22
You're welcome. Now help keep the party going. #100reasonstogive fb.me/2tIRYQTsb

3



MoCADA @MoCADA · Oct 16
Just having fun. #100reasonstogive fb.me/2wCsExvyc

Tumblr



By MoCADA @MoCADA

[View on web](#)

3

Expand



MoCADA @MoCADA · Aug 28
In times like these, we need spaces to heal. #100reasonstogive fb.me/2N8mg9YKd

2 3



BCA on Tumblr retweeted
kimberly drew @museummammy · Jun 3
Please RT! - @blackcontempart's fundraising page for @MoCADA's #100reasonstogive campaign: stayclassy.org/blackcontempart

13 4

Graphic created using PicMonkey.com

 **Bronx Museum** @BronxMuseum · Oct 23
Local **#seniorCitizens** enjoyed an afternoon of art tours, live entertainment, & lunch at BxMA on.fb.me/1wrqRnj



← ↻ 2 ★ 3 ⋮

[View more photos and videos](#)

Multiple images uploaded to one tweet using Twitter.com

 **Bronx Museum** @BronxMuseum · Oct 19
Today 11-6p: Beyond the **#Supersquare** Art, **#Architecture** **#Design**
bronxmuseum.org/exhibitions/
#FreeAdmission



← ↻ 3 ★ 2 ⋮

[View more photos and videos](#)

Twitter.com and Facebook.com Metrics: CrowdBooster.com

Social Media sharing: addthis.com

Instagram.com metrics: Iconosquare.com

website metrics: Google Analytics

LinkedIn for Business: business.linkedin.com

Post blog posts automatically to Facebook, Twitter or LinkedIn: TwitterFeed.com

Multiple social media accounts: Tweetdeck.com or Hootsuite.com

Apply to Google for Nonprofits to take advantage of \$10,000/month free Google Adwords account

