

## Instagram Idea's

**\*These can all be saved as highlights under specific # titles\***

### Go Live

- Going live would give viewers the chance to see certain event going on at the Dali, including exhibits (maybe opening day), curator events, speakers, etc.
- This also allows an opportunity for users to interact with our online presence, possibly have a question-and-answer session?
- Staying consistent with the live sessions can help generate viewers and create a following.
- Stream a peek at exclusive happenings at the Dali, try and give viewers something to get really excited about, or just leave them pondering/questioning what they just saw.

### Call to Action

- Add links that can take viewers to specific pages such as linking up to the museums ticket purchasing page.
- Promote future events or exhibits, post content that gets the viewers excited and engaged.
- Including “count down days” leading up to an exhibit can also be a crucial element to our strategy.
- Encourage our audience to interact with our pages! Having discussions, commenting back, or just reaching out can generate positive feedback and will also show our authenticity.

### Behind the Scenes \*Title

- Showing viewers what goes on behind the scenes at The Dali will add more personality to our online presence.
- Just as important as the art and events we put on are the ones who make it all happen! Showing the employees and possibly showing viewers a little bit of what the different branches of our organization are up to could be a great way to get people excited about events and add a little personal value.

### Instagram Take-Over/Cross-Posting

- Allow a social media influencer to take over our page and post content/go live at museum events or exhibits. This allows the opportunity to expand our viewers and also connect to an audience that we might not potentially have been able to reach.
- Possibly partnering up with **another museum** and switching post for a day could be another great way to generate followers from a different audience pool while keeping the theme consistent. Cross promotion goes both ways!

- Can even go as far as sharing another museums story.

### User Interact Content

- Giving followers the opportunity to create content that can potentially be published onto our story can help create a strong relationship with our viewers.
- Adding a #hashtag can help us organize the specific user content being posted.
- One idea could be to allow users to send in their own take on Dali's art through their own drawing, paintings, clothing, or anything that appropriately correlates with our brand.

### POLLS

- Asking questions through Instagram's polling can not only help us figure out what's popular or what our audience likes or dislikes, but again another opportunity for community engagement.
- Not all polls have to be serious or directed towards events or exhibits, keep it fun and fresh.
- Another correlating idea will polls/questionnaires could evolve in to prize giveaways? Some free merch from the museums store. This will bring in more viewers who might look forward to some free merchandise.

### Interacting with Art

- Some museums have taken a not so serious approach to promoting their art but saw great results. For example: Taking a photo from one of our paintings and adding a funny comment to it. In other words, turning an art piece into a meme can offer a laugh and act as a promotional tool. Keep things a little light hearted!



### Art Tutorials

- Another fun highlight idea could involve showing tutorials on painting or sketching surrealist art. This does not have to be technical or extensive, maybe just snippets or tips.
- We can also work children's education room into these highlights, show viewers the arts & crafts little kids work on. This will not only push awareness for our education program but also act as a “cute” segment for our viewers. Post involving adorable little kids can always generate positive up-votes on social media!

### **Updates**

- Keep viewers in the loop by keeping them updated on events or happenings at the museum as they progress.
- You can also link other social media platforms through the story/highlights that might correlate with similar content.

### **Highlight Museum Info**

- This is geared towards content that we want our followers to always have access to.
- This can be, but not limited to: ticket links, event pages, shipping information, info pertinent to our brand, and products.