

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.