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Social Media Tech Assignment
LIS 258

Link to Article: https://www.nytimes.com/2016/10/30/arts/design/museums-the-new-social-media-darlings.html?_r=0

The Social Media implementation I have chosen to use, for this assignment, deals with the use of Snapchat and ‘Meme Culture’ in the Los Angeles County Museum of Art. Snapchat is a Social Media app that allows users to take photos and videos that last up to 10 seconds before they are automatically deleted (or deleted after 24 hours if they are apart of MyStory). Using this technology, the LACMA is utilizing Snapchat, along with pop culture references such as lyrics and movie quotes, to reach a variety of audiences. By creating 10-second clips of their objects, accompanied by appropriate lyrics/quotes, they are creating content using a social media phenomenon, affectionately called a “Meme.”



via Los Angeles County Museum of Art

Memes are found in almost every corner of the Internet, and over the years, have taken a variety of forms. Essentially, they are images, videos, and audio clips that are mashed together to reflect pop culture/internet culture. Snapchat has provided an outlet for these memes to be created and then disseminated to virtually anyone at any time; all it requires is someone to ‘follow’ a Snapchat account to see what they’re posting. What the

LACMA has done is create a social media presence, on one of the largest social media platforms, and promote their collection in a way that is easily absorbed, and relatable across many demographics.

Using intellect, humor, and their collection, the LACMA figured they would be able to drum up interest for their museum, and reach potential groups who wouldn't have thought twice about their museum. "Our strategy is to appeal to the younger audience to get the word out there about Lacma... These are people who may not be interested in art right away, but might find a connection through something that we post" (Hannon, 2016). By using platforms like Snapchat, the museum is taking their content directly to these younger audiences, utilizing some of their most frequented forms of communication.

The Heckscher Museum could use this same type of approach to help create exposure for their organization and their collection. Blending education with humor and pop culture is certainly not easy. Hiring the right Social Media expert would be a boon for their organization because in 2017, we are starting to see the type of impact social media can have on business, if executed well. The reach that comes with creating a stellar social media post can be monumental for a small organization like The Heckscher Museum. By having a savvy social media team, Wendy's has recently created pandemonium on Twitter by flipping a simple Tweet about chicken nuggets into a worldwide challenge, which amounts to worldwide *exposure*. This type of exposure can be made possible for The Heckscher Museum by using a platform like Snapchat. They can successfully promote their collection in an intellectually funny way, and reach more audiences than ever thought possible.

I think this could be a great tool for The Heckscher Museum to reach the same type of audience as the LACMA. Snapchat is a social media platform that is used by a variety of people of all ages. It is especially common with the Under 18, and 18-34 demographics, and could be used to attract those types of patrons into the museum. I could also see The Heckscher Museum utilizing Snapchat and hash-tags in a contest of sorts, to see who could create the best Meme from the current exhibits. I see this as a way for the museum to engage the patrons who are physically present at the museum, while at the same time tapping into the 'contact list' of those patrons without being invasive (patrons would be snapping out their entries to their friends or on Twitter). In turn, patrons would be more engaged with the collections, developing an appreciation for, and an understanding of the artwork on display.

Hannon, K. (2016, October 28). Museums, the New Social Media Darlings. *The New York Times*. Retrieved from <https://www.nytimes.com/2016/10/30/arts/design/museums-the-new-social-media-darlings.html>

