# #FacesofFS

Campaign Date: 7/15/19-8/2/19

F|S

About the Campaign:

The "Faces of Freer|Sackler" campaign focused on individuals who work behind the scenes to make the museum experience come to life for visitors of the Smithsonian's Freer|Sackler, the national museum of Asian art. The goals of the campaign were to increase follower count and encourage audience engagement on social media platforms (particularly on Instagram). In consultation with the social media manager, it was agreed that growth in engagement and followership were necessary to increase brand awareness.

By creating feature posts of docents, interns, and others heavily involved with the museum, the campaign was able to successfully highlight talented individuals, and simultaneously increase audience reach and impressions.

Working towards developing a more interactive brand profile was done by utilizing daily polls and quizzes via Instagram stories, and replying regularly to tagged posts and comments.

The overall goal was measured by tracking analytics for the duration of the campaign. Hashtags were also utilized: #facesofFS for the features and #FSMadness for the story competition.
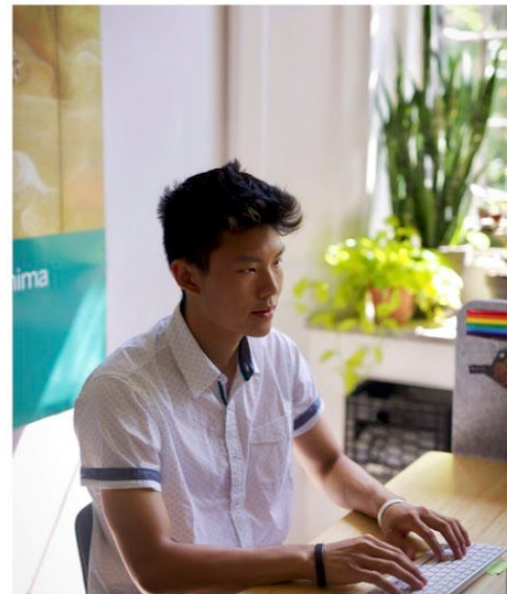
RESPONSES/FEEDBACK EXAMPLES:

"I reposted and already gotten 3 more people to join the [Young Professional Advisory Board]!! Woo hoo!"

"That was my pick also. Love that particular Buddha statue"

"Way to go Yuan! I have no doubt that your deep knowledge of Asian art and a gift of storytelling will mesmerize and inspire museum visitors."

"THANKS for an awesome experience"

"Thanks, social media team~❤ Dear visitor, when you are in DC, make Freer Sackler one of your stops. We always have walk-in tours!"

"How the museum heals you, opens your world, and ignites your creativity...and how you've shared that crazy way of seeing and connection with so many others, including me, is a beautiful gift. You are magical."

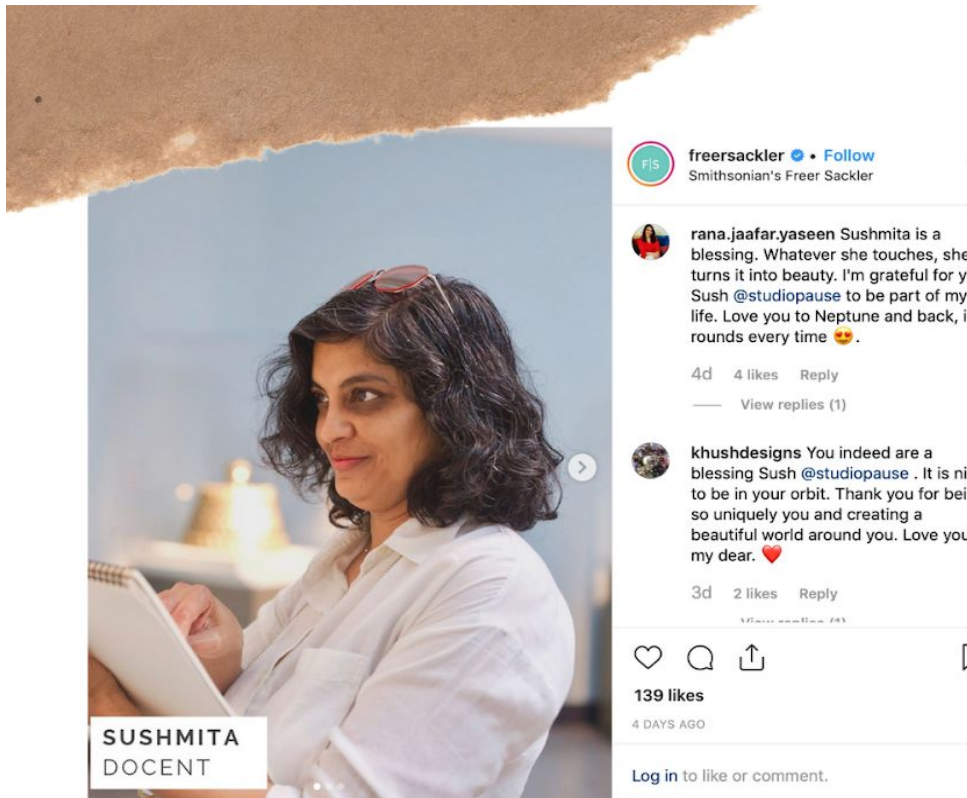| Platform:	Format:	Discovery: (Number of unique accounts that have seen any of our posts)	Impressions: (Total number of times all of our posts were seen)
Instagram	Posts (12)	29,934 accounts reached	57,233 impressions
Instagram	Stories (21)	On average, each story reached about 386 accounts. (I chose to track each story by reach instead of impressions, as they were more accurate to the amount of people, rather than amount of clicks.)	NA

By the Numbers:

Lessons Learned:

As the Smithsonian's Freer|Sackler is a smaller museum compared to others, a challenge in terms of choosing what kinds of people to feature arose. Although the previous concept surrounded photographing visitors of the museum and asking them what their favorite exhibition/piece was, it was eventually changed, due to the difficulty with legalities surrounding the concept. The major features were switched to using individuals involved with the museum, which was truly the best decision, as it evolved into a much more personal experience.

The stories were successful, as they were both entertaining for viewers and informative at the same time. The "food" polls were highly successful, along with the "FS Madness" (inspired by March Madness) competition.

When comparing the campaign's story reach to @freersackler's 'average stories', there wasn't a major change in numbers, due to the fact that the campaign's stories and traditional stories were interwoven, in terms of posting times.

freersackler ✓ • Follow
Smithsonian's Freer Sackler

rana.jaafar.yaseen Sushmita is a blessing. Whatever she touches, she turns it into beauty. I'm grateful for y' Sush @studiopause to be part of my life. Love you to Neptune and back, i rounds every time 😍.

4d   4 likes   Reply

— View replies (1)

khushdesigns You indeed are a blessing Sush @studiopause . It is ni to be in your orbit. Thank you for bei so uniquely you and creating a beautiful world around you. Love you my dear. ❤️

3d   2 likes   Reply

— View replies (1)

139 likes
4 DAYS AGO

Log in to like or comment.

SUSHMITA
DOCENT

Campaign Highlights:

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Tze Hsi (Cixi), of China" (#OpenFS: S2011.16.1-2a-ap)

1w

carole_leonor (I have to like this pos 😬) Thanks, social media team~ ❤️ 💛💚💙 Dear visitor, when you are DC, make Freer Sackler one of your stops. We always have walk-in tours!

1w   2 likes   Reply

— View replies (1)

xiurourou I wish to be a docent at Freer and Sackler one day too!

1w   1 like   Reply

— View replies (2)

162 likes
JULY 26

Log in to like or comment.

QING (王 勃)
DOCENT

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