

# Promoting the Museum of North Vancouver

Social Media Content Highlighting MONOVA Programs



### WHAT IS IT?

This project is focused on promoting the programs available at the Museum of North Vancouver through content created for the museum's social media accounts.

The museum offer a variety of great programs open for the community and they wanted to reach an audience of 18- to 24-year-olds using TikTok and Instagram. Our team researched the programs and prepared videos that talk to the target audience and provoke their curiosity, aiming to engage them and boost the museums attendance.

### BENEFITS

- Promote the museum and its programs.
- Talk to a new audience, gaining new followers.
- Inspire the community with relevant content.
- Cherish the specialized staff responsible for the programs.

### WHY IS IT NEEDED?

The Museum of North Vancouver is a precious institution for the surrounding community and its programs hold important knowledge. In order to help spread this wisdom, new strategies have to be created. By using social media to promote itself, the Museum can expand its reach and bring a new audience to attend its exhibits and programs.

### OUTCOMES

Our team was briefed with the projects objectives and went on the learn more about the museum and its programs. We then begin researching about them, talking to the staff and recording videos of the presentations and the museum, our team started to develop a script for the final videos. After that, we edited the footage we had and prepared final versions of the videos promoting the programs and the museum, following the social media trends and featuring the staff that present them. The content produced captivates the audience by providing them with useful information and leading to the museum's website. The information provided by the specialized staff and included in the videos is inspiring, helping MONOVA grow its audience.



Photo by [Alicia Smith](#) on Unsplash

