



Digital Strategy Plan

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Executive Summary

The Digital Strategy Plan for the Southern Utah Museum of Art (SUMA) contains guidelines and measurements for improvement of the museum's online platforms. This includes all facets of online marketing such as the company's website, e-newsletter, Facebook, and Instagram. Each part of this strategy provides recommendations and action steps to further SUMA's online marketing and communications efforts.

This document begins with goals, strategies, and tactics to increase SUMA's brand awareness and website traffic. Specific action steps include generating and maintaining an online brand and voice, keeping track of social media and website analytics to monitor online traffic, and increasing social media followers and engagement with consistent and relevant posts on SUMA's Facebook and Instagram accounts. Other steps also involve re-designing SUMA's website and increasing website traffic with click-through-rates on the company's Facebook, Instagram, and monthly e-newsletter.

In order to guide online content, this digital marketing plan uses buyer personas of SUMA's target audiences: Southern Utah University (SUU) students, southern Utah educators, and young families. These personas guide keywords SUMA can utilize on their website to attract key audiences. Competitor research is also provided for SUMA to gain insights into how the museum matches up with the Frontier Homestead State Park Museum when gaining audiences' attention and suggestions with search engine optimization (SEO) for both museums to improve their websites and online presence.

This plan concludes with social media research, strategies, content ideas, and a social media calendar. SUMA's Facebook and Instagram accounts are analyzed with statistics for current posts regarding times, dates, and engagement. Specific recommendations for posting days, times, and content are shared to assist with improving SUMA's social media platforms. A final calendar combines these recommendations by organizing content for each platform with specific posting times.

Through these steps, a final set of recommendations will be summarized in a conclusion. This conclusion is a proposal of steps for SUMA to implement in order to improve the museum's online brand and presence.

Introduction

This Digital Strategy Plan begins with overall digital marketing goals, strategies, and tactics. These specific recommendations involve SUMA's website, social media platforms, monthly e-newsletter and online communications through Now Playing in Utah, Google My Business, KUER, Trip Advisor, and Facebook pages including What's Happening in Cedar City and Iron County and Southern Utah Classifieds. With each step proposed, specific analytics to monitor are proposed for SUMA to track and determine if the proposed strategies and tactics are assisting the museum with reaching key goals. Since digital marketing is continually changing, it is advisable SUMA evaluate and assess each process and adjust, as needed. If content type, date, times, and keywords need to be adjusted for the website and social media, the museum should conduct additional research to determine what needs to be rearranged.

Digital Marketing Goals, Strategies, and Tactics

Goal #1: Increase online brand awareness during FY 2019.

- Drive traffic from new unique visitors to SUMA's website, Facebook, and Instagram.
 - List social media handles, hashtags, and website address on all print marketing materials, e-newsletters, e-mails, and videos.
 - Encourage staff and volunteers to share social media posts and website pages with family and friends, when applicable, to generate interest and awareness.
 - Share website and social media links where appropriate when submitting listings to online event calendars including KUER and Now Playing in Utah.
 - Maintain content on company website, Facebook, Instagram, and monthly e-newsletter so it is up-to-date, accurate, and distributed in a timely manner.
- Increase social media activity.
 - Keep track of analytics on Facebook, Instagram, and SUMA's website to see if new unique users are becoming more familiar with SUMA and connecting with SUMA's content.
 - Keep Facebook, Instagram, Trip Advisor, and Google My Business accounts updated with consistent posts and respond frequently to comments.
 - Share SUMA's Facebook posts for future events and exhibits on What's Happening in Cedar City and Iron County, What's Happening in St. George and Surrounding Areas, Southern Utah Classifieds, and southern Utah parenting groups and pages.
 - Use editorial calendar to arrange enough time to communicate information about upcoming exhibits, events, and programs on Facebook, Instagram, Google My Business, Now Playing in Utah, e-newsletter, and company website.
 - Follow key press members and online news resources including Artists' 15 Bytes of Utah, Now Playing in Utah, and the Cedar City Arts Council on social media and engage with their content to build online relationships.
- Continue to expand followers and engagement on social media.
 - Monitor social media and track analytics to determine social media posts that are performing well and what followers are engaging with online.
 - Increase Facebook page likes by 50 each semester to reach a total of 1,670 by June 2018.
 - Decrease Facebook page unlikes to 1% or less each month.
 - Increase Facebook likes, comments, and shares to 50-70 total per post.
 - Increase reach on each Facebook post and event to at least 800 people.
 - Increase Instagram followers by 100 each semester to reach a total of 971 by June 2018.
 - Increase Instagram likes to 50-70 per post.
 - Increase the views on Instagram stories to 150-175 per story.
 - Increase weekly Instagram impressions to 5,000.

Goal #2: Increase traffic to SUMA's website by 2% each month during FY 2019.

- Update SUMA's website design and keep content current.
 - Redesign SUMA's website by June 2018 so it is engaging but still linked to SUU's website.

- Change web address to www.suma.suu.edu and track visitation with Google Analytics to determine which pages are performing well and which ones need updates or re-designs.
- Make sure the website's written content and images are quality, accurate, and current.
- Research, utilize, and monitor keywords in SUMA's website descriptions to increase visitation and ranking in search engine page results.
- Increase inbound links and organic click-through rates to SUMA's website.
 - Expand click-through-rate from monthly e-newsletter by 10% by end of FY 2019.
 - Continue to share information and website links on events calendars including KUER, What's Playing in Utah, Cedar City Arts Council, Visit Cedar City, and SUU portal and calendar.
 - Increase in-bound links to SUMA's website from other news sources, websites, and bloggers by 5% during FY 2019.
 - Share website links on Facebook and Instagram and create a call to action that encourages followers to click-through to SUMA's website.

Goal #3: Increase conversion rates for e-newsletter, event registration, and online memberships by 5% during FY 2018 and an additional 5% during FY 2019.

- Expand the number of e-newsletter recipients and engagement.
 - Host an e-newsletter drive with quarterly drawings for SUMA gift shop products and a yearly drawing for a Jimmie Jones giclee.
 - Place e-newsletter sign-up in a prominent location on SUMA's website and share link on Facebook and Instagram.
 - Decrease bounce rate on monthly e-newsletter by 2% each month during both the FY 2018 and FY 2019 by making sure e-mail addresses are correct and suspended e-mail accounts are deleted.
 - Increase open rates of e-newsletters by 5% in FY 2019 by providing catchy subject lines, quality text and images, and engaging content.
- Increase event registration and online memberships.
 - Place buttons and call to action in e-newsletter that link to event registration and Friends of SUMA memberships.
 - Share event registration information at least two weeks prior in Facebook events, Now Playing in Utah, KUER, and company e-newsletter.
 - If applicable, share website information for event sign-ups on SUU calendar, SUU portal, and flyers/posters displayed on campus.
 - Share photos and videos on Instagram and Facebook that showcase what funding supports during Giving Tuesday, International Museums Day, and other key holidays to encourage membership sign-up.
 - Display website links to memberships on all marketing materials for Friends of SUMA.
 - Increase click-through rate to website or event registration to 3-5% per promoted post or event on Facebook.

Buyer Personas

Buyer Persona: Mckynzlee (SUU Student)

Bio

Mckynzlee is an 18-year-old art student at Southern Utah University. She is a single, full-time student who has a work study position as a Graphic Designer for Tiny Tumblers Gym.

She attends classes throughout the day, studies at night, and works when she is not in class. Mckynzlee is considering a summer internship in photography to develop her skills. She eats out or makes quick meals because she is busy juggling her work study position and school. Mckynzlee is often looking for a place to decompress and unwind after a hectic week. She looks for new experiences to take a break from her busy week.



Annual Income: Less than \$10,000/year

Values and Goals

- Eager to learn and wants to share her artwork with the public.
- Strongly values studies in visual arts and the humanities.
- Explores many different subjects in the arts to determine her next steps for future studies and career path.
- Considers professional experience for future career.

Challenges

- Is concerned about student loans and finances while in school.
- Worries about balancing time with work study position, homework, and time with friends.
- Wonders what type of job she will have after school and if she is pursuing the right career path.

Sources and Influence

- Relies heavily on the internet and social media, especially Instagram, Snapchat, and Facebook, to find products, events, and activities both on and off campus.
- Occasionally consults SUU resources such as SUU Journal and Thunder 91.1.
- Strongly influenced by peers in the dorms and classmates about where to spend her time and energy.
- Is encouraged by art professors to attend events for Art Insights credits.

Purchasing Decisions

- When making decisions about paying for products or services, Mckynzlee is concerned about the cost and if it fits into her work, study, and socializing activities.
- Thinks about how purchases have long-term effects on student loans.
- Spends money on items and activities that help her escape her busy life and provide opportunities to socialize with her friends and peers.

Buyer Persona: Madilynn (southern Utah Educator)

Bio

Madilynn is a 35-year-old 4th grade teacher in Cedar City, Utah. She has two kids of her own, ages 10 and 13. Her husband also works full-time.

Madilynn’s day is always busy since she has to manage the classroom and life at home. Madilynn spends most of her day putting together lesson plans, working with students, and collaborating with other teachers for teaching ideas. She juggles Utah's growing class sizes and reaching each student with the required core curriculum.

When at home in the evenings or on the weekends, she wants to spend time with her family. She would love to have a date night.



Annual Income: \$42,000/year

Values and Goals

- Believes in the power of education and wants to make sure she reaches all of her students.
- Wants students to be exposed to a variety of areas and instruction.
- Would like to spend more time with family outside of work during the evenings and weekends.
- Works hard to make sure she follows through on all of the Utah core standards.

Challenges

- Worries about how she will reach all of her students with Utah core standards.
- Is concerned with how to work with larger class sizes and teach students at different levels.
- Struggles with low salary and commitments required for lesson planning, grading, and classroom management.
- Wants to find a balance between her personal and professional life.

Sources and Influence

- Finds teaching resources and ideas online through websites and social media platforms, especially Pinterest and Facebook.
- Searches for teaching materials and resources at community centers including the Cedar City Public Library and Aquatic Center.
- Attends Utah Education Association and Utah Education Network conferences.

Purchasing Decisions

- Makes decisions for her classroom based on how payments will be managed. Will she have to pay for additional supplies and/or other factors, or can the school cover her?
- Arranges activities for her students based on location, class schedule, and transportation schedules.
- Selects activities because they provide new experiences and opportunities for her students.

Buyer Persona: Brynlee (Stay-at-Home Mom)

Bio

Brynlee is a 27-year-old Stay-at-Home Mom in Cedar City, Utah. She is married with two kids, ages five and three.

She has a very hectic life overseeing her young children. Brynlee is very family-oriented and has concerns over the safety and health of her children. With only one income for the family, she wants to make sure rent and expenses are paid and that she has a reliable car to run errands and transport her kids to activities.

Brynlee is focused on spending time with her children. She wants to make sure they enjoy the activities she finds for them. On occasion, Brynlee would also like to have time for herself and time to spend with her husband.



Annual Family Income: \$40,000/year

Values and Goals

- Spending time socializing with her kids.
- Keep everything together while spending time at home with kids and taking them to activities.
- Make sure her kids are safe, healthy, and happy.
- Would like to have enough money for the family to eventually own their own home.
- Plans on having a part-time job when her kids are old enough to be in school.

Challenges

- Is concerned about what to do if her children are bored during activities she takes them to.
- Worries about how she will get both of her kids to activities, especially if parking is difficult or there are time constraints.
- Wants to make sure she can afford activities. Does not want to put a strain on the family budget.

Sources and Influence

- Relies heavily on the internet to find products, services, and activities quickly. This includes Facebook groups for southern Utah parents and What's Happening in Cedar City and Iron County.
- Looks for resources and materials at community centers including the Cedar City Public Library and Aquatic Center.
- Reads Utah Mom Blog online for ideas for family activities.

Purchasing Decisions

- Will pay for products, services, or activities that are affordable, convenient, and suitable for young children.
- Considers location since it may take a great deal of time to get both children ready to leave the house for activities and events.
- Evaluates time frame of activities and events to see if they are restricted. She desires flexibility in case she has challenges getting her children ready to leave the house.

Keyword Research

Keywords for SUMA:

1. Free things to do in Cedar City, Utah
2. Fun things to do in Cedar City, Utah
3. Things to do in Cedar City, Utah in winter
4. What to do in Cedar City, Utah
5. What to see in southern Utah
6. Southern Utah University art museum
7. Southern Utah Museum of Art hours
8. Southern Utah Museum of Art Cedar City

This list of keywords was started by brainstorming general ideas of what customers may potentially search for. The keywords began with terms like “Utah” and “museum,” but a more in depth search using Keyword Tool brought up “Southern Utah University art museum,” “Southern Utah Museum of Art Cedar City,” and “Southern Utah Museum of Art hours” as more specific suggestions.

Since many people may not think to use the terms “museum” when searching for activities or be aware of an art museum in Cedar City, the search was expanded to determine keywords that might be used if someone is looking for activities in Cedar City. Using Answer the Public, “Southern Utah Museum of Art,” “Museums in Utah” and “Museums in southern Utah” brought up very few results. Using terms focused on activities in Cedar City, Utah resulted in more ideas. This includes “Free things to do in Cedar City, Utah,” “Fun things to do in Cedar City, Utah,” and “What to do in Cedar City, Utah.” Going to Google and typing in the words “Things to do in Cedar City” yielded similar results in addition to “Things to do in Cedar City, Utah in winter.” All of these keywords are useful to SUMA since the museum is free, has fun activities for people of all ages, and is open during the winter.

Moz Keyword Explorer brought up additional terms for SUMA that focused on the museum’s ties to Southern Utah University and southern Utah. Similar to Answer the Public, it was determined that relying on keywords for museums in Utah were not effective. According to this keyword tool, terms like “Southern Utah University art museum,” “What to see in southern Utah,” “What to do in Cedar City, Utah” bring up more results in search engines and organic click-through rates.

Searching for the popularity of the specific name, Southern Utah Museum of Art, in Google Trends shows that the term has peaks in November and March, but terms like “Cedar City, Utah,” “southern Utah,” and “Southern Utah University” have more consistent trends throughout the year. Also using Google Trends was helpful to see where it might be possible to generate social media content. While the final results of this keyword research had many long-tail keywords, it is evident they are needed to yield more meaningful and effective results for SUMA to reach online audiences.

Competitor Research

Competitor: Frontier Homestead State Park Museum (<https://frontierhomestead.org/>)



Image Credit: [Frontier Homestead State Park Museum Website](https://frontierhomestead.org/)

The Frontier Homestead State Park Museum features the history of Cedar City during pioneer and industrial times. Originally founded in 1973 as Iron Mission State Park, the organization was created to preserve the history of the area. The museum has hands-on activities, a horse-drawn wagon collection, historic buildings, a sawmill, and a blast furnace. The company hosts many major local festivals including Christmas at the Homestead, Sheep to Shawl, and Frontier Folklife Festival. Local artists are also featured on occasion. All of the museum's efforts steer towards the tagline, "Where history becomes your story."

Website Grader Results

Frontier Homestead State Park Museum's website rates very well at 89. The website rates high for being able to transfer between mobile devices and security. Where some of the scores are slightly low are Performance (24/30) and SEO (25/30). According to the grader, the page loads very quickly and loads in about 3.2 seconds. Where it could use improvement is page requests, which could be improved through combining files so there are fewer requests and the site can load faster. In terms of SEO, the grader suggests improving Meta descriptions so they are more relevant to the website. Where Frontier Homestead State Park Museum's website excels is page titles, headings, and the site map. From these conclusions, it is shown the website could be even more effective through descriptions, keywords, and management of files uploaded to the website.

Search Engine Results Page (SERP) Test

Using the Chrome Incognito feature and the search term “Cedar City Museums,” websites for Frontier Homestead State Park Museum, a link to Brian Head Tourism Bureau webpage for Museums & Parks, a Trip Advisor rating of the Frontier Homestead State Park Museum, and a Trip Advisor page for Best Museums in Cedar City show up first. At the top of the Google Search page are Knowledge Graph Listings for Frontier Homestead State Park Museum along with other Cedar City museums on SUU’s campus including SUMA and the Garth & Jerri Frehner Museum of Natural History.

The terms “Southern Utah Museum” show SUMA at the top. The Frontier Homestead State Park Museum’s website does not show up until page five of the search results. In order to be more competitive, the Frontier Homestead State Park Museum may want to consider using more keywords on the website and Meta description centered on “Southern Utah” and “Museum.” It most likely won’t rank as high as SUMA since SUMA has the phrase already in its name, but it could get a higher listing than page five.

Using “Iron County Museums” yields very different results. At the top of the Google Knowledge Graph is the Iron County Historical Museum, a museum in Michigan. On the right hand side of the search is Frontier Homestead State Park Museum. Although the museum’s website is fourth on the list of webpages, a Wikipedia page for Iron County, Utah museums and the company’s listing on Utah’s State Parks website helps the museum appear prominently in the search.

Search terms such as “Utah Museums” and “Things to do in Cedar City” are evaluated and compared with SUMA in further detail in the section for SUMA’s SEO Research.

Open Site Explorer

The Frontier Homestead State Park Museum’s ranking on Open Site Explorer is 32. Even though Frontier Homestead State Park Museum’s website has a lower ranking on Open Site Explorer, the museum benefits from having more inbound links from The Salt Lake Tribune, Visit Cedar City, and Utah tourism websites. SUMA can learn from their success.

Online Presence

Overall, the Frontier Homestead State Park Museum’s website and social media have quality images, descriptions, and messaging. The website is easy to use and has images that display museum visitors, event attendees, and museum spaces in an engaging way. The website contains a great deal of information on road closures, upcoming events, and gallery exhibits. All of these materials are of great value to potential visitors wanting key information on where to park, hours, admission, and programs the museum offers for visitors to learn more about the history of Iron County. A blog on the website shares information on what life was like during the pioneer era in order to draw visitors into what the museum offers and its mission statement. The museum’s social media accounts on Twitter, Instagram, and Facebook are also frequently updated. Their social media features videos and photos of upcoming events and provides followers with a peek into Iron County and pioneer life.

SUMA Website Audit

First Impressions: 0

- The website looks clean, but it feels like a webpage on a website. The layout is attractive, but there isn't anything that stands out on the page. Photos of the building are nice, but they are all from summertime. It might be nice to switch them out as the seasons change.
- Information about hours and admission are displayed on the front page, which is nice for potential visitors so they don't have to go through the entire site to find the information. Description at the front describes SUMA's collection, ties to Jimmie F. Jones, and location at the Utah Shakespeare Festival. All of this information is helpful, but since SUMA is still new, it may not be as beneficial to people who are not as familiar with southern Utah.
- Slideshow photos of the building are nice, but it might be better to have updated photos of upcoming programs for adults and children. Having all of the slideshow photos connect to a page, like they do on the [Fred Jones Jr. Museum of Art](#), would be helpful for visitors so they can click on that photo and be redirected to the specific page.
- Descriptions of the exhibits and programs (current and upcoming) are well stated, but the website is very text heavy. It would be good to have more photos and/or logos for each Learn + Experience program and exhibit.
- If possible, it might look better to have a gallery of photos for each program with the program title underneath it. [University Art Museum at the University of Albany](#) groups past programs in a similar fashion, but instead of photos of past programs with dates, it would have photos of each current program with "Art Adventures" or "Family Days" written underneath it. From here, visitors could click on the photo and read about the individual program rather than seeing a full list to scroll through.
- The "Press & Media" section is very overwhelming with lots of information. There needs to be a drop down menu in this section for "Press Releases" and "Videos" so the information is easier to go through.
- "Past Exhibits" is also very full and it needs to have a drop down menu that divides exhibits up by year. This would help visitors see past exhibits from 2016 and 2017 without having to scroll through lots of information.

Clarity of Service: -1

- The initial description of SUMA explains what the museum has and what visitors can expect. The mission statement is in need of an update to clarify whom the museum serves.
- The "About" section of the website gets cluttered with information. It might be helpful to have drop-down sections underneath "About" with a page for "Visit Us," "Our Story," and "The Building." Information from the current "Archives" page could be incorporated into the "Our Story" section for visitors who want to learn more about SUMA's history. "The Building" isn't as intriguing for first-time visitors who have no idea what SUMA is, which is why it would be better to have it as a drop-down information for those who want to learn more about the architecture.
- The "Collections" and "Contact Information" needs some adjusting and updating. Adding drop-down options "Contact Information" and "Staff" to the "Contact" page would help separate and declutter information. It would be fun to have a [staff page like the BYU Museum of Art](#) that shows staff members working in their specific departments so the

photos are engaging and don't feel posed. Having the staff and collection pages updated can showcase the museum more and illustrate its purpose and mission to the public more effectively.

Navigation: -1

- The navigation bar on the left-hand side is easy to read and helpful when finding information. Having it in the specific location on the website makes it easy to find specific pages.
- Navigation needs to be re-ordered and some drop-down menus for specific pages would be helpful in clarifying where information is stored. Having the "Friends of SUMA" before "Learn + Experience," for example, seems out of place. Memberships and donations should be lower on the navigation so people can have a better understanding of what they can see and experience at the museum which entices them to purchase a membership.
- Possible navigation reorder with drop-down options:
 - About
 - Mission & Vision (Includes list of board members)
 - Visit Us (Maps, links to Learn + Experience programs, information about the Beverley Center, parking information, calendar of events etc.)
 - Our Story (Museum history and info from current Archives section)
 - The Building
 - Exhibits
 - Current
 - Upcoming
 - Past (Divided by years)
 - Collections
 - Learn + Experience
 - University Programs
 - K-12 Programs & School Bus Funding
 - Family Programs
 - Adult Programs
 - Gift Shop
 - Press & Media
 - Press Releases
 - Videos
 - Friends of SUMA
 - Memberships
 - Fundraisers
 - Contact Us
 - Contact Information
 - Staff and Volunteers

Visual Effects: 0

- While the photos on the website are nice, it would be effective to have some updated and seasonal ones. Showing photos of SUMA in fall or winter when the seasons change with

visitors in at different times of the year can show what the museum offers year-round programming for visitors.

- “Upcoming Exhibits,” “Adult Programs,” and “University Programs” need a few more photos to break up the text. Having updated photos from current events across the top of both “Adult Programs” and “University Programs” would help showcase the museum’s offerings.
- Photos on the “Gift Shop” section need to be updated and the placement of all of the small photos seems strange. Having a grouping of items photographed or a strip of photos might look nicer than individual smaller photos.

Conversion Abilities: 0

- Links to Support SUMA and sign up for the E-newsletter are displayed in a visible location on the left-hand side. Sign up for the E-newsletter is also on the “Contact Information” page for visitors to stay informed of the museum’s events.
- Sign-ups are needed for the Art Adventures and Spring Breakout events.
- “Friends of SUMA” has descriptions of all memberships and methods of signing up.
- “Fundraisers” is also available to show visitors upcoming events and the link to the Art Auction works.

Rankings & SEO: +1

- Using the Chrome Incognito feature and using the search term “Cedar City Museums,” SUMA shows up fifth in the search engine after Frontier Homestead State Park Museum and a link to Brian Head Tourism Bureau. Typing in “Southern Utah Museums” places SUMA at the top of the list, but using terms like “Iron County Museums” or “Utah Museums” places it further down in the Google Search below UMOCA and the Natural History Museum of Utah.
- Looking up “Things to do in Cedar City,” SUMA shows up in the top sites along with Frontier Homestead State Park and Discovery Park.
- Some more work on SEO would assist SUMA with showing up in broader searches for activities in Utah.

Usability: 0

- No broken links, but as mentioned above, there needs to be buttons to sign-up for some of SUMA’s adult programs.
- The website does not read well on iPhone, but looks OK on iPad. The small screen breaks up photos and text in a way that is not flattering.

Content Quality & Quantity: 0

- As mentioned before, there are sign ups and registration pages missing for some events.
- Although the images look good, the website isn’t as engaging as it could be. Some updated photos and logos would help spruce up the website.
- Re-organizing the navigation as mentioned previously will help visitors understand the museum better and assist them with finding information faster.
- There is now a monthly e-newsletter to assist museum visitors with staying informed and up-to-date with activities at SUMA.

Social Presence: 1

- Facebook is updated and posts are frequent, but the number of followers is still small. It's nice to see current photos of the staff and visitors at the latest exhibition opening. Seeing the updates of the museum before the Art & Design Faculty Exhibition opening helps open up the doors to SUMA. Posts about activities inside the museum, like the Rocki Alice Gallery or museum social media holidays, need to have people in them to give some personality to the posts. Past posts show a little too much artwork, and it would be more effective to have posts about what the museum values in addition to art (i.e. art education, staff, volunteers, etc.).
- Instagram has a nice variety of artwork, exhibits, staff, and programs. Some of the posts about areas such as the gift shop need to have more relevancy to museum visitors. Scrolling through the Instagram profile without looking at the messages, it is nice to see a mix of photos that connect to the museum. What the posts could benefit from is evaluating how each post is relevant to audiences and what it communicates about SUMA. More photos outside of SUMA throughout Cedar City and on the SUU campus would be nice to help mix up what is displayed on the platform and show audiences SUMA's connection to the community.

Conclusion: 0

- Overall, SUMA's website and social media aren't terrible, but it would benefit from some tweaking and sprucing with photos and reorganization. The website and social media have potential, and directions to move towards to make SUMA's online marketing effective. In terms of social media, making sure posts are relevant and resonate with audiences will be key in gaining followers and keeping them engaged with SUMA. Featuring more staff and SUMA behind-the-scenes will help Cedar City and the online community understand what SUMA does and how it benefits southern Utah. Updating the website with current photos, logos, and organizing the navigation will make the website engaging and reduce the appearance of clutter. Making sure sign-up and registration are current and active are also necessary so visitors can participate in SUMA's upcoming events and programs. SUMA's online platforms are good, but reworking some of the aspects mentioned and staying updated will assist the museum with reaching more potential visitors and engaging with current patrons.

SEO Research

Website Grader Results

SUMA's website does not work with the Website Grader. The grader selects Southern Utah University's website instead. Although this tool could not be used, from the ratings available, a few personal observations about SUMA's website are that the Performance is fast, but an area for improvement would be to delete or combine image files in SUMA's website. There are some photos on Cascade that are no longer being used on the website, and deleting or combining these files would assist the website with running faster since there will be fewer page requests.

Upgrading the website text and Meta descriptions with more keywords would help SUMA with better SEO. A note from Web Services also indicated that links on SUMA's page that connect to other pages on SUU's website should not open into a new window to help with accessibility and usability. Thus, although SUMA's website could not be used with the Website Grader, having managed SUMA's page, it could use some assistance with managing files, keywords, and updating links.

Search Engine Results Page (SERP) Test

Using the Chrome Incognito feature and the search term "Cedar City Museums," SUMA shows up fifth in the search engine. At the top of the Google Search page are Knowledge Graph Listings for Frontier Homestead State Park Museum, SUMA, Garth & Jerri Frehner Museum of Natural History, and a tab that reads "Southern Utah Museum of Art Museum." This final tab leads to articles about the architects Brooks + Scarpa. In order to be more competitive SUMA should consider adding "Cedar City" and "Museum" more throughout the website. The company also needs to investigate why there is an additional selection for "Southern Utah Museum of Art Museum."

Typing in "Southern Utah Museums" reveals SUMA to be at the top of search results with SUMA's Current Exhibits and About page as listings after the main website. A Museums webpage on Utah.com and SUMA's Trip Advisor page show up after these pages. Many articles about the building are found in other pages along with museums in St. George.

The search term "Utah Museums" places SUMA and the Frontier Homestead State Park Museum further down in the Google Search below Utah Museum of Contemporary Art and the Natural History Museum of Utah. This does not mean both museums disappear from the search results, however. A Google Map appears at the top of the search results below the listing for Natural History Museum of Utah. This map displays SUMA, the Frontier Homestead State Park Museum, and the Garth & Jerri Frehner Museum of Natural History as the top three selections.

Looking up "Things to do in Cedar City," SUMA shows up in the top results along with Frontier Homestead State Park Museum and Discovery Park. Lists of things to do from Trip Advisor, Visit Utah, Visit Cedar City, and a blog from the Salt Project include both museums along with the Utah Shakespeare Festival. Working on SEO to include broader search keywords like "Utah" and "Museums" would assist both SUMA and the Frontier Homestead State Park Museum with showing up in broader searches for activities in Utah.

Open Site Explorer

SUMA's Domain Authority ranking is at 67/100. A possible reason for this is the stronger links on SUMA's website as rated by the Open Site Explorer. Although SUMA's ranking in comparison to this competitor are promising, where SUMA's website could improve is by connecting with outside sources such as bloggers, tourism websites, and online resources to encourage them to use inbound links to SUMA's website and pages. Finding southern Utah bloggers, Utah bloggers, art/museum bloggers, and continuing to connect with Visit Cedar City and Visit Utah can assist SUMA with strengthening inbound links and appearing higher in search engine page results. SUMA should also continue to send press releases to online news resources like St. George News, the Daily Spectrum, Artists' 15 Bytes of Utah, and sharing information on Now Playing in Utah to continue to attract visitors to the website via URLs.

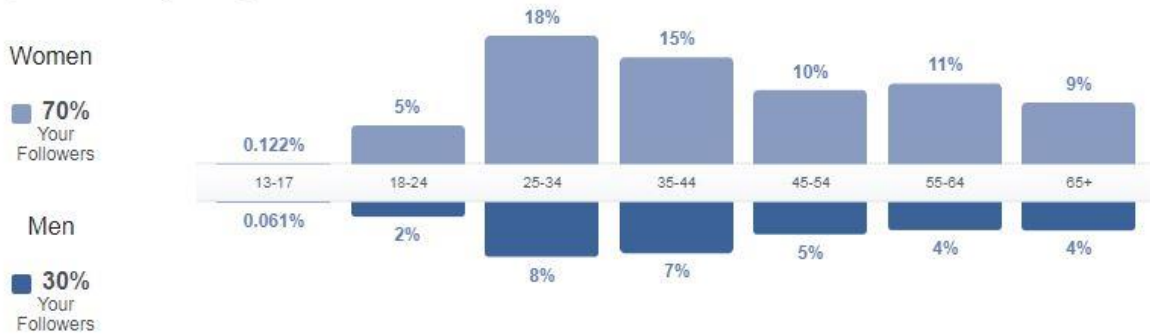
Social Media Research¹

Facebook

Audience Insights

According to SUMA’s Facebook analytics, most followers are women between the ages of 25-34. Most of the followers live in the United States in Utah. The majority of fans live in Cedar City, St. George, and Salt Lake City.

The people who follow your Page



Country	Your Followers	City	Your Followers	Language	Your Followers
United States of America	1,512	Cedar City, UT	580	English (US)	1,497
Georgia	25	Salt Lake City, UT	112	English (UK)	53
Mexico	7	Saint George, UT	66	Spanish	20
India	6	Las Vegas, NV	39	Georgian	15
Italy	6	Tbilisi, Georgia	23	Spanish (Spain)	7
South Korea	5	Enoch, UT	22	Italian	7
Spain	4	Los Angeles, CA	14	German	5
Egypt	4	Parowan, UT	13	French (France)	5
Mongolia	4	Provo, UT	12	Russian	4
Canada	3	Sandy, UT	10	Turkish	3

Times to Post

SUMA’s Facebook Insights indicate that the best days to post are Tuesday and Wednesday, specifically after 8 p.m. There is also a peak at 9 a.m. What can be concluded from this

¹ Complete social media research on specific posts can be found in the Appendix.

information is that people are checking Facebook before they go to bed, right after they get to work and are looking for a break, or after they have time before they spend time with kids in the morning.



Type of Posts

Top 10 Facebook Posts Mid-November 2017 to February 2018						
Date	Post	Type	Time Posted	Likes, Comments, Shares	Followers	Engagement
Tues. 12/12	Edvard Munch's Birthday	Photo	7:28 PM	93	1606	5.79%
Sat. 11/18	Holiday Gift Guide (Promoted)	Video	7:00 PM	78	1583	4.93%
Thurs. 2/15	A.L.F. contest	Photo	7:30 PM	66	1655	3.99%
Tues. 11/28	Wishing Tree (Promoted)	Video	9:00 AM	60	1588	3.78%
Sat. 12/2	Educational tours	Photo	7:00 PM	44	1594	2.76%
Sat. 12/16	ALA Citation Award	Article/link	7:00 PM	41	1607	2.55%
Thurs. 12/28	NACo article	Article/link	7:00 PM	32	1614	1.98%
Mon. 1/8	Exhibit deinstallation	Photos	7:29 PM	29	1621	1.79%
Thurs. 1/25	SUMA van at Rusty's	Photo	7:00 PM	27	1633	1.65%
Tues. 1/16	Faculty Exhibition	Photos	9:00 AM	25	1627	1.54%

In general, posts that do consistently well are those featuring staff and volunteers, holidays (depicted in a clever and entertaining way), museum achievements and announcements, deinstallation and installation of exhibits, and the announcement of new exhibits. These types of posts show SUMA behind-the-scenes and give SUMA a persona that people can connect with. They also involve audiences instead of promoting events, exhibits, or sales.

The 10 posts with the lowest engagement from the same period that did not perform well are shown below:

10 Lowest-Performing Facebook Posts Mid-November 2017 to January 2018						
Date	Post	Type	Time Posted	Likes, Comments, Shares	Followers	Engagement
Thurs. 12/21	First Day of Winter	Video	12:00 PM	3	1612	0.19%
Thurs. 11/30	Art Insights: Meri Page	Video	7:00 PM	3	1589	0.19%
Sat. 2/10	Art Adventures recap	Video	6:34 PM	2	1650	0.12%
Tues. 2/6	SUU News reshare	Article/link	4:51 PM	2	1646	0.12%
Wed. 1/3	National Trivia Day-Trivia wall	Photos	7:30 PM	2	1618	0.12%
Wed. 12/20	Gift shop sales	Photos	7:30 PM	2	1612	0.12%
Mon. 12/8	Art Insights: Melissa Delzio	Video	7:00 PM	2	1604	0.12%
Wed. 12/3	Cookie Decorating event	Reshare Event	7:43 PM	2	1597	0.13%
Thurs. 11/25	Reshare Holiday Gift Guide	Video	9:09 AM	2	1588	0.13%
Mon. 12/18	Ornaments on sale	Video	4:44 PM	0	1607	0.00%

Posts to avoid include repeated posts of upcoming events and museum hours. Over Christmas break, some days had three posts repeating SUMA’s hours and inviting people to come in. These posts did not do well. Gift shop posts and Art Insights videos of artists’ full speeches need to be reworked. These posts do not do well because people do not want to watch an hour long video on Facebook or want something sold to them. Possible solutions include incorporating staff into gift shop posts to suggest their favorites for museum visitors and not using phrases like, “On sale in our gift shop.” For Art Insights videos, having a brief trailer of the full video on Facebook with a link to a You Tube channel with the full lecture would help these posts perform better.

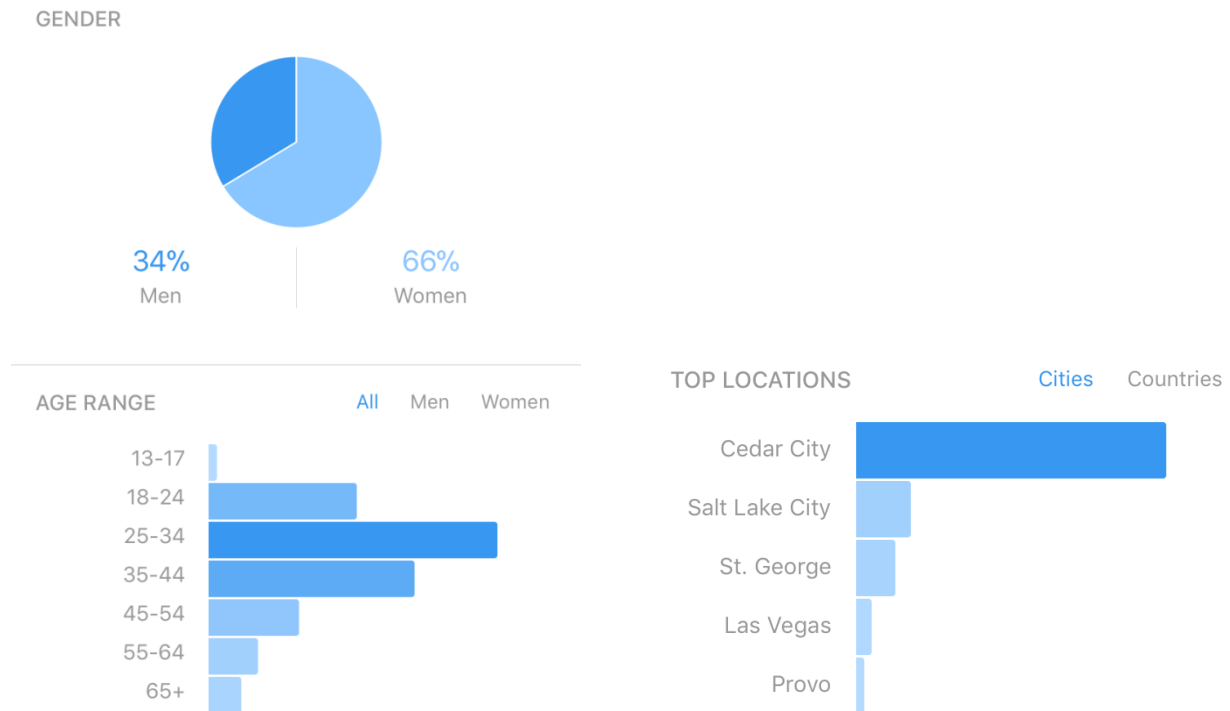
Since Fall semester, certain tactics have been taken to improve engagement in the Spring semester. Instead of posting event reminders in Facebook, the reminders are posted in the Facebook events followers are asked to invite people through the event. Upcoming hours are also

announced two weeks beforehand and are not repeated. Staff Q&A on Facebook have been used and will be considered to assist with information about gift shop items.

Instagram

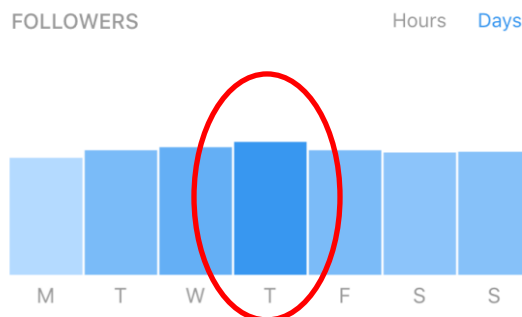
Audience Insights

In terms of audiences, SUMA’s Instagram shows audiences that are similar to Facebook. Instagram audiences are mostly composed of women between the ages of 25-34 and are located in Cedar City, St. George, and Salt Lake City, Utah. How this audience responds to posts, however are very different.



Times to Post

In general, most audiences are on Instagram at noon or between 6-9 p.m. and on this social media account on Thursdays.



This means people are checking Instagram during their lunch breaks, after dinner, and before bedtime. According to SUMA's Instagram analytics, audiences are on Instagram the most on Thursdays. More specific days and times are shown below:



Type of Posts

From mid-November 2017-mid February 2018, the 10 posts with the most engagement are shown below:

Top 10 Instagram Posts Mid-November 2017 to January 2018							
Date	Post	Type	Hours	Likes	Comments	Followers	Engagement
Sun. 12/24	Christmas Eve-Michelle Condrat	Photo	8:04 PM	122	8	785	16.56%
Tues. 12/19	Changing weather-Jimmie Jones Cottonwood in Autumn	Photo	6:12 PM	93	1	785	11.97%
Tues. 1/30	SUU Career Center Hand-carousel photos	Photos	6:33 PM	76	3	799	9.89%
Wed. 1/3	Repost-Newsletter	Repost	6:44 AM	79		799	9.89%
Sat. 1/20	Snow at SUMA-carousel photos	Photos	7:03 PM	77		799	9.64%
Tues. 12/12	Edvard Munch's Birthday-MFA photo with Scream	Photo	6:03 PM	70		785	8.92%
Mon. 1/15	MLK Jr Day-Lynn Gaines	Photo	5:13 PM	69	2	799	8.89%
Thurs. 1/4	Repost-Culture Themes	Repost	6:08 PM	65	1	799	8.26%
Fri. 12/29	Best Nine	Photo	6:37 PM	64		785	8.15%
Mon. 1/8	Deinstallation-carousel photos	Photos	3:59 PM	63	1	799	8.01%

Post that perform consistently well include deinstallation and installation videos/time lapses of exhibits, artwork in SUMA's collections (not necessarily what is currently on display), holidays (depicted in clever and entertaining ways), features and Instagram takeovers of staff members and volunteers, announcements of new exhibits, and photos of the interior and exterior of the building from interesting angles and perspectives. All of these posts succeed for the same reason as the higher engaged Facebook posts—they open the door to SUMA and present more than the museum's art, programs, and gift shop products.

A few other ideas to experiment with include SUMA's staff at other galleries such as Artworks and Artisans as well as time at conferences and other events. Reposts of photos featuring Cedar City and the surrounding areas would also be good to incorporate more often to show how close SUMA is to downtown Cedar City and other things to do nearby the museum. A couple of reposts from Bryce Canyon National Park have been performed well, so it would be good to continue this with Cedar Breaks National Monument, Visit Cedar City, and Brianhead Resort. Posts showing activities outside of SUMA can help illustrate that SUMA cares about being an active part of the community and is in close proximity to other experiences in Cedar City.

10 Lowest Performing Instagram Posts Mid-November 2017 to January 2018							
Date	Post	Type	Time Posted	Likes	Comments	Followers	Engagement
Tues. 1/2	Closed January 8- Image from winter exhibit with text on top	Photo	6:05 PM	25		799	3.13%
Thurs. 12/21	First Day of Winter- Images and trivia in museum	Photo	5:40 PM	23		785	2.93%
Thurs. 12/7	Art Insights: Melissa Delzio-Image of illustrated book	Photo	3:05 PM	21	2	785	2.93%
Sat. 11/30	Gift shop jewelry Flipagram	Video	6:51 PM	21		731	2.87%
Mon. 11/25	Mystery Sales products Flipagram	Video	8:25 PM	21		731	2.87%
Mon. 2/12	Art Auction Flipagram	Video	4:29 PM	22		823	2.67%
Thurs. 11/23	Thanksgiving- NOVICA ornaments and postcards	Photo	5:01 PM	19		731	2.60%
Sun. 12/10	Trivia wall-carousel photos	Photos	6:06 PM	20		785	2.55%
Wed. 2/14	#HeartsForArt video	Video	11:41 AM	20		823	2.43%
Fri. 11/24	Mystery Sales Event- Bath sets	Photo	6:25 PM	13	2	731	2.05%

Posts to avoid include repeated posts of upcoming events and museum hours. Posting announcements for events two weeks prior perform better since it gives people enough time to arrange their schedules and they are not continually shown reminders to attend or visit the museum. Gift shop posts, videos, and information about family activities typically do not perform well and need to be reworked. These posts do not do well because people do not want to be sold something and the audience on Instagram consists mostly of fellow artists, art galleries, local southern Utah businesses, and SUU students and organizations. Posts about family activities should remain on Facebook instead of Instagram since the audiences on Facebook are more likely those with families. Using features like Boomerangs and Instagram stories/trivia may also help make information about the gift shop, family programs, and videos more engaging.

Social Media Strategy

Social media goals and KPIs

Goal #1: SUMA will increase followers on Facebook and Instagram each semester

Goal #2: SUMA will increase engagement on each Facebook and Instagram post

Goal #3: SUMA will increase brand awareness and visibility

KPIs for Facebook:

- Page likes
- Followers
- Likes, comments, and shares on posts and events
- Reach
- Click-through on posts to website
- Unlikes/unfollows

KPIs for Instagram:

- Followers
- Likes, comments, and reposts
- Click-through on profile links to website
- Views on Instagram stories
- Impressions

Brand Voice

SUMA's brand voice is educational and passionate about all art forms, especially the visual arts. Eager to share information and knowledge, SUMA is inviting audiences to see how they can experience the arts with one another. Witty and inspirational, SUMA's voice shows audiences that the arts have a place in their life no matter their background or artistic taste.

On Facebook, SUMA's voice maintains this welcoming persona and focuses a great deal on the importance of arts education, the staff members and volunteers behind-the-scenes at the museum, and illustrating how art is all around us both in and outside of the museum.

On Instagram, SUMA's voice carries out a witty and inspirational tone by keeping messages short, direct, and somewhat playful. The voice expresses the celebration of art through holidays, art in SUMA's collections, and images of both SUMA and around southern Utah.

Content Ideas

- Sharing staff, volunteer, and artist Q&As and videos that introduce audiences to SUMA's personnel and exhibits.
- Images of items in collections that can tie to specific holidays, birthdays, and hashtag days (i.e. #inktober, #motivationmonday, #flashbackfriday, etc.).
- Posts that celebrate SUMA's history and recent achievements.
- Videos and photos of exhibit installation and deinstallation and any scenarios that show the process of how an exhibit is planned and arranged.

- Links to posts about the power and impact of art education.
- Posts that educate audiences about art terms and information in an engaging way (i.e. Instagram story with art terms cleverly tied into a greeting or message).
- Staff and volunteer favorite gift shop items.
- Photos and information of the surrounding southern Utah area (i.e. reposts from Brianhead, Visit Cedar City, Bryce Canyon National Park, etc. that showcase Cedar City and surrounding areas).
- Images of visits to other events in town.
- Images of projects from family and children's art activities at the museum.

Social Media Calendar

Color Key					
General	Exhibitions	Gift Shop	Holiday/Birthday	Staff/Volunteers	Events

April 2018														
Week 1	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday 4/1	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook													Easter--Iron County Today coloring book page	8 am
Facebook Event														
Instagram													Flowers around SUMA	8 am
Instagram Story														
Week 2	Monday 4/2		Tuesday 4/3		Wednesday 4/4		Thursday 4/5		Friday 4/6		Saturday 4/7		Sunday 4/8	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook	Video recap of Spring Breakout	7 pm	Photo recap of Spring Breakout	7 pm	Photo recap of Spring Breakout	7 pm	Photo recap of projects from Spring Breakout	7 pm	Video recap of Spring Breakout	5 pm			Q&A Suzanne Aw	8 am
Facebook Event			Reminder in Stuart Robinson event	12 pm							Art Insights-April 19	12 pm		
Instagram	#aprilshower -100 Days of Plants pg. 1	8 pm			#Wisdom Wednesday Valerie Gow	12 pm			David Emitt Adams exhibit tour	12 pm	Art Insights-April 19	8 pm	#SUMAStaff Sundays--Q&A Suzanne Aw	6 pm
Instagram Story			#Shoesday Tuesday--A walk around the Beverley Center	12:00 p.m.					David Emitt Adams exhibit tour	12 pm			#SUMAStaff Sundays--Q&A Suzanne Aw	6 pm

Color Key					
General	Exhibitions	Gift Shop	Holiday/Birthday	Staff/Volunteers	Events

April 2018 (Continued)														
Week 3	Monday 4/9		Tuesday 4/10		Wednesday 4/11		Thursday 4/12		Friday 4/13		Saturday 4/14		Sunday 4/15	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook			#Transformation Tuesday--photos of SUMA throughout the seasons	7 pm					Video of Mallory teaching framing techniques	5 pm			#SUMAStaff Sundays--Q&A with Michaela	8 am
Facebook Event	Reminders in Lunch and Learn/ Gallery Talk events	12 pm			Melody in the Museum April 24	12 pm	Reminder in Art Adventures event-- photos of Snow Canyon	12 pm						
Instagram			#Trivia Tuesday--Trivia about the Beverley center and logos	12 pm			Recap photos of Gallery Talk	8 pm			Recap of Art Adventures	8 pm	Thomas Hart Benton's Birthday- Artwork in collections	6 pm
Instagram Story			#TriviaTuesday-Trivia about the Beverley center and logos	12 pm							Photos of Art Adventures	8 pm		

Color Key					
General	Exhibitions	Gift Shop	Holiday/Birthday	Staff/Volunteers	Events

April 2018 (Continued)														
Week 4	Monday 4/16		Tuesday 4/17		Wednesday 4/18		Thursday 4/19		Friday 4/20		Saturday 4/21		Sunday 4/22	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook			Parents Article-- How to Introduce Art to Your Kids	7 pm			Graduation hours-- Photos of graduating staff	7 pm	#FlashbackFriday-- Exhibits from the past year, ask followers for their favorite	5 pm			#SUMAStaff Sundays-- Q&A Rowland Gow	8 am
Facebook Event	Family Days April 28	12 pm	Reminder in David Emitt Adams event	12 pm					Reminder in Melody in the Museum event	12 pm				
Instagram			National Poem in Your Pocket Day-Sugar House Review	12 pm			Graduation hours-- Photos of graduating staff	8 pm	Weekend greetings using art terms and art in exhibitions	3 pm			#SUMAStaff Sundays-- Q&A Rowland Gow	6 pm
Instagram Story			National Poem in Your Pocket Day-Sugar House Review	12 pm					Weekend greetings using art terms and art in exhibitions	3 pm			#SUMAStaff Sundays-- Q&A Rowland Gow	6 pm

Color Key

General	Exhibitions	Gift Shop	Holiday/Birthday	Staff/Volunteers	Events
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April 2018 (Continued)

Week 5	Monday 4/23		Tuesday 4/24		Wednesday 4/25		Thursday 4/26		Friday 4/27		Saturday 4/28		Sunday 4/29	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook	National Talk Like Shakespeare Day-- Shakespeare quotes about art	7 pm					The House, The Hand, & The Hatchett Trailer-- Upcoming James Surls exhibit	7 pm			Recap video Family Days	7 pm	#SUMAStaff Sundays-- Q&A Education Volunteer	8 am
Facebook Event			Live video of Melody in the Museum	12 pm	Reminder in Family Days event	12 pm								
Instagram			Trivia Tuesday-- Guess the artist from the BFA Exhibition	6 pm	#Wisdom Wednesday —Roland Gow	12 pm			Tour of downtown Cedar City	3 pm	Staff picks of favorite gift shop products	9 am	#SUMAStaff Sundays-- Q&A Education Volunteer	6 pm
Instagram Story			Trivia Tuesday-- Guess the artist from the BFA Exhibition poll	6 pm					Photos of shops, restaurants, and galleries in downtown Cedar City	3 pm	Staff picks of favorite gift shop products	9 am	#SUMAStaff Sundays-- Q&A Education Volunteer	6 pm

Color Key					
General	Exhibitions	Gift Shop	Holiday/Birthday	Staff/Volunteers	Events

May 2018														
Week 1	Monday		Tuesday 5/1		Wednesday 5/2		Thursday 5/3		Friday 5/4		Saturday 5/5		Sunday 5/6	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook			Mother's Day Gift Guide Video	7 pm					Graduating MFA/BFA student staff	5 pm				
Facebook Event														
Instagram			Staff picks of gift shop products for Mother's Day	12 pm					Graduating MFA/BFA student staff	5 pm			National Beverage Day-- SUMA mugs	8 am
Instagram Story			Staff picks of gift shop products for Mother's Day	12 pm					Information about graduating staff	5 pm				
Week 2	Monday 5/7		Tuesday 5/8		Wednesday 5/9		Thursday 5/10		Friday 5/11		Saturday 5/12		Sunday 5/13	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook			19 Instagram-Worthy Spots in Southern Utah	7 pm					George Smith Dibble exhibit opening tomorrow-- installation video	5 pm			Mother's Day-- video of Moms and kids at museum activities	8 am
Facebook Event														
Instagram			#TransformationTuesday-- compilation of installation videos and photos	12 pm					George Smith Dibble exhibit opening tomorrow-- installation photos	12 pm			Mother's Day-- Photos of Moms and kids visiting museum	8 am
Instagram Story														

Color Key

General	Exhibitions	Gift Shop	Holiday/Birthday	Staff/Volunteers	Events
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May 2018 (Continued)

Week 3	Monday 5/14		Tuesday 5/15		Wednesday 5/16		Thursday 5/17		Friday 5/18		Saturday 5/19		Sunday 5/20	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook					#WisdomWednesday--Gift shop items with insightful quotes	7 pm			International Museum Day--Photos and facts about SUMA's programs	8 am			#SUMAStaffSundays --Whitney Staheli Q&A	8 am
Facebook Event														
Instagram					Guess the Jimmie Jones painting--up close photo	12 pm			Statistics about SUMA's exhibits and programs	8 am			#SUMAStaffSundays --Whitney Staheli Q&A	6 pm
Instagram Story														
Week 4	Monday 5/21		Tuesday 5/22		Wednesday 5/23		Thursday 5/24		Friday 5/25		Saturday 5/26		Sunday 5/27	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook					Cedar Breaks National Monument Wildflower Festival	7 pm							#SUMAStaffSundays --Kelly Chuning Q&A	8 am
Facebook Event														
Instagram					#MerMay--Hokusai puzzle	12 pm							#SUMAStaffSundays --Kelly Chuning Q&A	6 pm
Instagram Story														

Color Key

General	Exhibitions	Gift Shop	Holiday/Birthday	Staff/Volunteers	Events
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May 2018 (Continued)

Week 5	Monday 5/28		Tuesday 5/29		Wednesday 5/30		Thursday 5/31		Friday		Saturday		Sunday	
Channel	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Facebook	Memorial Day--7 Patriotic Kids Crafts for Memorial Day	8 am					#ThrowbackThursday--Photos of past exhibitions, ask followers for their favorite	7 pm						
Facebook Event														
Instagram	Memorial Day-- Artwork in Collections	8 am			#WisdomWednesday--quote about art education	12 pm								
Instagram Story														

Overall Recommendations

The main takeaway regarding SUMA's online marketing is relevancy, consistency, and quality. Whether action steps are taken to improve the website or generate social media content, SUMA needs to make sure all efforts and results are relevant to audiences, consistent and up-to-date, and quality imagery and writing. As an arts organization in its infancy stage, focus on this is essential to SUMA attracting, keeping, and engaging online audiences.

The first step for SUMA to take is redesigning the company's website so it is still included in SUU's website, but has its own web address and is prominent online. The website's current state in connection to the College of Visual and Performing Arts makes the website difficult to find. Redesigning the website, updating the web address, and incorporating keywords will assist SUMA with standing out and establishing its brand online.

The next step to focus on is continuing to maintain and update SUMA's social media on Facebook and Instagram. In order to reach more potential audiences, SUMA should continue to share posts on Facebook groups including What's Happening in Cedar City and Iron County, What's Happening in St. George and Surrounding Areas, Southern Utah Classifieds, and pages for southern Utah parents and families. SUMA should also consider encouraging staff members to share photos and posts online featuring the museum so more of their friends and family become aware of the museum and what it has to offer. Tracking analytics, monitoring audience comments, and the performance of social media posts can assist SUMA with determining content to continue and which content needs to be reworked.

In general, the more SUMA can share behind-the-scenes, the more effective the museum's digital content will be. As seen in the social media research, posts about staff and volunteers, videos showcasing deinstallation and installation of exhibitions, and highlights of events perform better and welcome audiences into the organization's programs.

A final step to make is for SUMA to research online resources outside of Iron County and out-of-state to promote the museum in surrounding areas. When the museum has an updated website and quality social media, the company should consider reaching out to online news resources and bloggers to find more online marketing opportunities. These resources can not only increase inbound links to SUMA's website, but it can also improve SUMA's presence online and contribute to the museum's success and sustainability.

Conclusion

Overall, SUMA's current website and social media are not in poor shape, but they could use improvements to help the company grow and establish itself. The main recommendations listed will require many resources and will take time to complete, but they are important to further SUMA's progress. Once SUMA has strengthened its online platforms, both the website and social media, it can expand even further by reaching out to other online news resources and bloggers. As the museum continues through its beginning stage, digital marketing will become more crucial to SUMA's success and growth. This Digital Strategy Plan is effective for SUMA in its current state, but it will need to be revised as social media platforms change and online marketing evolves.

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Appendix

Social Media Research

Mid-November 2017 to Mid-January 2018

Facebook Posts Mid-November 2017-Mid-January 2018

Date	Post	Type	Time Posted	Likes, Comments, Shares	Followers	Engagement
12/12/2017	Edvard Munch's Birthday	Photo	7:28 PM	93	1606	5.79%
11/18/2017	Holiday Gift Guide (Promoted)	Video	7:00 PM	78	1583	4.93%
2/15/2018	A.L.F. contest	Photo	7:30 PM	66	1655	3.99%
11/28/2017	Wishing Tree (Promoted)	Video	9:00 AM	60	1588	3.78%
12/2/2017	Educational tours	Photo w/link	7:00 PM	44	1594	2.76%
12/16/2017	ALA Citation Award	Article/link	7:00 PM	41	1607	2.55%
12/28/2017	NACo article	Article/link	7:00 PM	32	1614	1.98%
1/8/2018	Exhibit deinstallation	Photos	7:29 PM	29	1621	1.79%
1/25/2018	SUMA van at Rusty's	Photo	7:00 PM	27	1633	1.65%
1/16/2018	Faculty Exhibition open	Photos	9:00 AM	25	1627	1.54%
12/25/2017	Happy Holidays	Image from winter exhibit	8:00 AM	24	1613	1.49%
11/23/2017	Macy's Thanksgiving Day Parade	Olympic lithograph from exhibit	7:00 PM	24	1588	1.51%
12/4/2017	December events (Cookies and FANS)	Video	7:57 PM	22	1600	1.38%
12/1/2017	Chalk Advertisement for SUMA Happenings	Video	7:30 PM	22	1592	1.38%
12/28/2017	SUMA open	Images in exhibit	12:02 PM	21	1614	1.30%
2/4/2018	Mallory #SUMAStaffSundays	Photos w/Q&A	6:00 PM	19	1642	1.16%
1/20/2018	Winter at the Beverley Center	Photos	7:30 PM	19	1631	1.16%
12/29/2017	Newsletter sign-up	Link	10:00 AM	19	1615	1.18%
12/11/2017	Wishing Tree Thank You	Photo	8:00 PM	19	1606	1.18%
1/18/2018	Opening reception	Photos	8:15 PM	18	1629	1.10%
1/1/2018	New Year	Video	6:00 PM	18	1616	1.11%
12/21/2017	SUMA in the snow	Photos	10:50 AM	18	1612	1.12%
2/17/2018	Art Insights: Kimberly Shelby	Video	9:00 AM	16	1655	0.97%
1/27/2018	Family Days recap	Video	7:45 PM	16	1637	0.98%
1/17/2018	Museum Selfie Day	Photos	9:00 AM	16	1629	0.98%
1/13/2018	Faculty Exhibition	Photos	8:00 PM	15	1626	0.92%
1/9/2018	Painting walls	Video	7:30 PM	15	1622	0.92%

Facebook Posts Mid-November 2017-Mid-January 2018 (Continued)

Date	Post	Type	Time Posted	Likes, Comments, Shares	Followers	Engagement
11/27/2017	Family Art Nights Series recap	Video	8:16 PM	15	1587	0.95%
12/14/2017	National Christmas Tree	Article/link	7:15 PM	13	1607	0.81%
2/8/2018	#HeartsForArt-Valentine's Day Promo	Video	7:00 PM	12	1649	0.73%
2/1/2018	Follow a Museum Day	Link to Instagram	6:00 PM	11	1641	0.67%
1/22/2018	Jimmie Jones studio	Photos	6:30 PM	11	1633	0.67%
12/10/2017	Winter hours	Photos	8:00 PM	10	1605	0.62%
12/6/2017	Art Insights reminder	Photos	7:31 PM	10	1604	0.62%
11/22/2017	Thanksgiving Hours	"Deer" Image from exhibit	7:30 PM	10	1588	0.63%
2/2/2018	Gallery talk recap	Video	7:00 PM	9	1641	0.55%
1/11/2018	Hanging art	Photos	7:30 PM	9	1625	0.55%
12/31/2017	New Year's Eve	Image from collections	6:46 PM	9	1616	0.56%
12/21/2017	SUMA Open	Photos	2:00 PM	9	1612	0.56%
2/12/2018	Michael on "surfboard"	Photo	7:00 PM	8	1652	0.48%
2/9/2018	Staff Winter Olympics	Photos	6:00 PM	8	1650	0.48%
1/17/2018	Museum Selfie Day	Photos	12:30 PM	8	1629	0.49%
1/4/2018	SUMA hours	Photos	6:00 PM	8	1619	0.49%
12/19/2017	Trivia Wall	Photos	7:30 PM	8	1611	0.50%
11/20/2017	Small Business Saturday Sale	Reshare Event	7:59 PM	8	1588	0.50%
11/17/2017	Thanksgiving Hours	Photos of Building	7:00 PM	8	1583	0.51%
1/29/2018	Guess the painting	Photo	7:30 PM	7	1640	0.43%
1/2/2018	Reshare Sally Strand trailer	Video	7:00 PM	7	1618	0.43%
11/21/2017	Family Art Night Series recap	Video	7:15 PM	7	1588	0.44%
1/30/2018	Art Insights: Sam Chung	Video	7:00 PM	6	1642	0.37%
12/27/2017	Winter art	Article/link	8:00 PM	6	1613	0.37%
12/15/2017	Mary Poppins, #FlashbackFriday	Photo	6:03 PM	6	1607	0.37%
12/13/2017	#MusHoliday	Photos	9:00 AM	6	1606	0.37%
2/16/2018	SUMA Happenings recap	Video	2:30 PM	5	1655	0.30%

Facebook Posts Mid-November 2017-Mid-January 2018 (Continued)

Date	Post	Type	Time Posted	Likes, Comments, Shares	Followers	Engagement
2/14/2018	Valentine's Day-#HeartsForArt	Photos	12:00 PM	5	1654	0.30%
1/15/2018	MLK Jr Day street and mural art	Article/link	9:00 AM	5	1626	0.31%
12/30/2017	Walter Askin's lithographs	Photos	7:00 PM	5	1615	0.31%
12/24/2017	Christmas Eve	Image from winter exhibit	6:00 PM	5	1613	0.31%
12/9/2017	Thunderbird in Winter Exhibit	Photo	8:00 PM	5	1604	0.31%
12/5/2017	Iron County Coloring Book page	Photos	8:00 PM	5	1602	0.31%
11/29/2017	Sally Strand extended	Photos of exhibit	7:15 PM	5	1588	0.31%
1/24/2018	Reshare of SUU-Dr. Rivera	Article/link	7:21 PM	4	1634	0.24%
1/12/2018	Art Insights: Becca Clason video	Video	7:00 PM	4	1627	0.25%
12/22/2017	January hours	Photo	7:45 PM	4	1612	0.25%
12/21/2017	First Day of Winter	Video	12:00 PM	3	1612	0.19%
11/30/2017	Art Insights: Meri Page	Video	7:00 PM	3	1589	0.19%
2/10/2018	Art Adventures recap	Video	6:34 PM	2	1650	0.12%
2/6/2018	SUU News reshare	Article/link	4:51 PM	2	1646	0.12%
1/3/2018	National Trivia Day-Trivia wall	Photos	7:30 PM	2	1618	0.12%
12/20/2017	Gift shop sales	Photos	7:30 PM	2	1612	0.12%
12/8/2017	Art Insights: Melissa Delzio	Video	7:00 PM	2	1604	0.12%
12/3/2017	Cookie Decorating event	Reshare Event	7:43 PM	2	1597	0.13%
11/25/2017	Reshare Holiday Gift Guide	Video	9:09 AM	2	1588	0.13%
12/18/2017	Ornaments on sale	Video	4:44 PM	0	1607	0.00%

Followers November 17	1,589
Followers February 17	1,655

Instagram Posts Mid-November 2017-January 2018 (Continued)							
Date	Post	Type	Hours	Likes	Comments	Followers	Engagement
12/24/2017	Christmas Eve-Michelle Condrat	Photo	8:04 PM	122	8	785	16.56%
12/19/2017	Changing weather-Jimmie Jones Cottonwood in Autumn	Photo	6:12 PM	93	1	785	11.97%
1/30/2018	SUU Career Center Hand-carousel photos	Photos	6:33 PM	76	3	799	9.89%
1/3/2018	Repost-Newsletter	Repost	6:44 AM	79		799	9.89%
1/20/2018	Snow at SUMA-carousel photos	Photos	7:03 PM	77		799	9.64%
12/12/2017	Edvard Munch's Birthday-MFA photo with Scream	Photo	6:03 PM	70		785	8.92%
1/15/2018	MLK Jr Day-Lynn Gaines	Photo	5:13 PM	69	2	799	8.89%
1/4/2018	Repost-Culture Themes	Repost	6:08 PM	65	1	799	8.26%
12/29/2017	Best Nine	Photo	6:37 PM	64		785	8.15%
1/8/2018	Deinstallation-carousel photos	Photos	3:59 PM	63	1	799	8.01%
12/27/2017	Deer in Native American exhibit	Photo	7:21 PM	58	3	785	7.77%
12/1/2017	Chalk advertising-carousel photos	Photos	5:12 PM	55	5	785	7.64%
1/18/2018	Faculty exhibition reception	Photo	6:55 PM	61		799	7.63%
1/9/2018	Painting walls video	Video	5:08 PM	56	4	799	7.51%
2/4/2018	Mallory #SUMAStaffSundays	Photo	5:53 PM	57	2	823	7.17%
2/10/2018	Art Adventures recap group photo	Photo	5:47 PM	57	1	823	7.05%
2/2/2018	Gallery Talk-Faculty Exhibition	Photo	1:54 PM	57		823	6.93%
12/11/2017	Wishing Tree results-tree with presents	Photo	6:23 PM	54		785	6.88%
1/25/2018	Art Adventures-carousel photos	Photos	5:14 PM	54		799	6.76%
12/20/2017	SUU News repost-Gina's book	Repost	6:11 PM	53		785	6.75%
1/27/2018	Repost Bryce Canyon	Repost	2:22 PM	53		799	6.63%
1/22/2018	Motivation Monday-100 Days of Plants	Photo	4:46 PM	49	1	799	6.26%
1/3/2018	Repost-SUMA in snow	Repost	6:44 PM	50		799	6.26%
2/1/2018	Follow a Museum Day-admiring painting	Photo	6:47 PM	49		823	5.95%
1/11/2018	Hanging art-tools and Roland measuring	Photo	4:20 PM	47		799	5.88%
2/3/2018	#Faebbruary-Hala's fairy notecards	Photo	4:37 PM	46	2	823	5.83%
1/19/2018	Art Insights: Sam Chung-vase image	Photo	4:05 PM	43	3	799	5.76%
1/12/2018	Faculty exhibit installation-Suzanne and Tanner	Photo	5:14 PM	46		799	5.76%

Instagram Posts Mid-November 2017-January 2018 (Continued)							
Date	Post	Type	Hours	Likes	Comments	Followers	Engagement
12/14/2017	Flashback Friday-Mary Poppins in museum	Photo	5:01 PM	44	1	785	5.73%
2/16/2018	Stillman Sculpture Court-carousel photos	Photos	2:19 PM	46	1	823	5.71%
2/15/2018	SUMA Happenings recap	Photo	8:48 PM	47		823	5.71%
12/25/2017	Christmas-Ornaments in tree shape	Photo	7:56 AM	44		785	5.61%
1/7/2018	#Creatury Sugar House Review	Photo	7:03 PM	41	3	799	5.51%
12/9/2017	Winter break hours-Olympic lithographs in winter exhibit	Photo	6:41 PM	43		785	5.48%
12/28/2017	Art Insights: Becca Clason-bacon image	Photo	6:15 PM	42		785	5.35%
12/15/2017	Repost Cedar City Arts Council-Rowland and Valerie Gow	Photo	6:00 PM	35	7	785	5.35%
12/4/2017	Cookie Decorating and FANS-carousel photos	Photos	7:01 PM	42		785	5.35%
11/25/2017	Sally Strand extended-Pear painting	Photo	6:23 PM	39		731	5.34%
1/29/2018	Repost SUU	Repost	6:29 PM	42		799	5.26%
1/24/2018	Wisdom Wednesday-#artsed quote	Photo	11:30 AM	41	1	799	5.26%
1/17/2018	Museum Selfie Day-Jessica with headphones	Photo	10:02 PM	41	1	799	5.26%
1/13/2018	Family Days announcement	Photo	2:35 PM	41	1	799	5.26%
12/21/2017	Navajo Mother in Native American exhibit	Photo	6:33 PM	41		785	5.22%
2/7/2018	Art Auction-4 images from auction items	Photo	11:12 AM	40		823	4.86%
2/6/2018	Guess the artist-close-up of Meri Page photo	Photo	6:09 PM	37	3	823	4.86%
12/30/2017	Last week of exhibits-Winter, Sally Strand, Native American	Photo	5:02 PM	38		785	4.84%
11/20/2017	Mystery Sales Event-Fair trade items	Photo	6:56 PM	33	2	731	4.79%
11/17/2017	Hours-SUMA building	Photo	6:31 PM	35		731	4.79%
2/11/2018	Hearts-Sugar House Review	Photo	8:25 AM	37		823	4.50%
12/13/2017	Wisdom Wednesday-Olympic lithographs image	Photo	6:05 PM	34	1	785	4.46%
12/26/2017	Changing hours-Snowflakes on Collections windows	Photo	5:32 PM	34		785	4.33%
1/1/2018	New Year's Video	Video	6:06 PM	33		799	4.13%
11/22/2017	Hours-Image from Exhibit	Photo	5:01 PM	30		731	4.10%
11/18/2017	Holiday Gift Guide	Video	6:52 PM	28		731	3.83%
12/31/2017	New Year's Eve-art in Collections	Photo	5:46 PM	30		785	3.82%
12/2/2017	Mailing Christmas cards-Mailbox painting in winter exhibit	Photo	5:29 PM	30		785	3.82%

Instagram Posts Mid-November 2017-January 2018 (Continued)							
Date	Post	Type	Hours	Likes	Comments	Followers	Engagement
1/31/2018	Art Insights: Kimberly Shelby-Hunger Games photo	Photo	7:03 PM	29		799	3.63%
11/28/2017	Wishing Tree	Video	5:00 PM	25	1	731	3.56%
1/16/2018	Faculty exhibition opening	Video	4:53 PM	28		799	3.50%
11/27/2017	Family Art Nights Series recap	Photo	6:21 PM	25		731	3.42%
11/21/2017	Family Art Nights Series	Photo	7:26 PM	24		731	3.28%
2/17/2018	Art Auction-4 images from auction items	Photos	8:14 PM	27		823	3.28%
2/1/2018	Sketchbook event poster	Photo	2:00 PM	27		823	3.28%
12/18/2017	Ornaments on sale Flipagram	Video	3:48 PM	25		785	3.18%
1/2/2018	Closed January 8-Image from winter exhibit with text on top	Photo	6:05 PM	25		799	3.13%
12/21/2017	First Day of Winter-Images and trivia in museum	Photo	5:40 PM	23		785	2.93%
12/7/2017	Art Insights: Melissa Delzio-Image of illustrated book	Photo	3:05 PM	21	2	785	2.93%
11/30/2017	Gift shop jewelry Flipagram	Video	6:51 PM	21		731	2.87%
11/25/2017	Mystery Sales products Flipagram	Video	8:25 PM	21		731	2.87%
2/12/2018	Art Auction Flipagram	Video	4:29 PM	22		823	2.67%
11/23/2017	Thanksgiving-NOVICA ornaments and postcards	Photo	5:01 PM	19		731	2.60%
12/10/2017	Trivia wall-carousel photos	Photos	6:06 PM	20		785	2.55%
2/14/2018	#HeartsForArt video	Video	11:41 AM	20		823	2.43%
11/24/2017	Mystery Sales Event-Bath sets	Photo	6:25 PM	13	2	731	2.05%

Followers November 17	731
Followers February 17	816