Final Presentation, Student K

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So in January of 2022 I was selected to take part in a project from MoDA, which was about improving their Instagram presence. And to achieve this goal I was put into a group with another person on the project called Alex. And we decided that one way to improve their presence was by targeting posts to the 18 to 25 demographic. And we carried this out in three different iterations and within each iteration we tested each time, we tested whether a certain variable would serve to benefit the page.

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So our first focus was on using bright colors and then for our second focus for the 2nd iteration we used different Instagram tools such as stories, and for our last one we used hashtags. And alongside working on these iterations. I was also shown a number of videos by MoDA which had which had people who worked in digital in cultural heritage sites and museums, and these videos explained how these people got into the field and how they found their job as well.

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And so for the first two iterations, my task was primarily doing the research of the collections that we chose for our post. And also another task that I was primarily doing was the captions and the text, but for the last iteration because we decided that we would just be refining our posts. This gave me an opportunity to actually take part in creating it as well, so we so we did this in my team. We did this by using Canva and by doing this we were able to even if we weren't meeting we could still work collaboratively and look at how the other person was doing a different section.

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And Umm from doing it this way and throughout the three iterations I was beginning to understand Instagram to a bigger extent. So I'm looking so looking at what and how many posts are suitable to post so that the audience wouldn't get bored? Or you know, what type of hashtags are good for reaching a wider audience?

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And by taking part in this project I have learnt a number of things. So the first one like I just mentioned would be understanding Instagram to a greater extent. So by doing these iterations and then looking at the insights after they're posted, I learned how to analyze analytics and then use these analytics to conclude what worked well in our iteration and what didn't. So, for example, in

our second iteration we concluded from the analytics that using stories probably isn't the best for the MoDA Instagram page. So we were able to use these analytics to infer what would work for the MoDA Instagram page as a whole and make, like broadly, recommendations to them. And also these iterations help to show how using specific tools on Instagram like hashtags or can help reach people who have similar interests but don't necessarily follow the page, that Instagram page.

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The second thing that I've learned is, UM, the process of creating these iterations. UM, because firstly, I was doing a lot of the writing and researching, it helped me to refine those skills, but in creating those captions and text as well for the posts, I learnt how I can adapt them for a different platform such as social media. So I learn for Instagram, it's better to use short text and short captions because it's easier for the audience to understand. And, UM, yeah, so that was another thing I learned,

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And then I also learned how accessible it can be to work in social media and digital in general. So one way that I learned this was by using Canva for the last iteration, because I mean I don't have like a graphic background, but using it I found it really easy and I really enjoyed using it as well. And this is something that I hope that I can implement beyond the project and use for my own Instagram posts as well

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And also looking at the videos and looking at the different types of people who work in digital across cultural heritage sites and museums showed how accessible it can be. Like there are so many roles within working within digital, it's not confined to one specific type of qualification

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And also as well looking at the MoDA Instagram and uh, looking at what the other groups have posted. That also showed, you know we might have used the same collection, but we've chosen to present it in a different way. So you know, regardless of what type of creative vision that you have, like presenting it on a digital platform, it's open to everyone.

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And I think like to conclude. Like you know, refining my writing skills and learning how to use Canva. It like it helped me learn how transferable gaining digital skills are and how you can use them across different professions, not just like on a professional level. When you're wanting to work, not like on

==a professional level when you're working, but also on a personal one. Because I know that I'll be using my digital skills on a personal level as well.==