2022 Final Presentation, Student N

So since January I've been working on a social media experiment with Moda to develop ideas for how MoDA can best utilize their Instagram presence so it can be used as a standalone resource for 18 to 25 year olds.

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So through this experience at MoDA, my main take away is that I now understand how to interpret a museum collection and how to communicate that on social media for the specific target demographic of 18 to 25 year olds so that alone has improved my. Interpretation skills and my visual and written communication skills.

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And so furthermore, by using the social media platform, that's already quite popular with that target demographic, I was able to explore what kind of content and what social media tools boost engagement the most, and this was done in a very critical and calculated approach, which I've never done before.

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So by setting up the goals of each iteration of the experiments, we could identify like key markers of success. So something important I've taken away from that is that that doesn't always equate to likes when we're looking at engagement. And by doing this iteration process where we set out different goals, we could take a step back at the end of each iteration and actually examine what it is that's actually going well and also cross examine iterations to see if the application of certain tools is consistently successful, because we found that sometimes that wasn't always the case.

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And by doing that I also now have evidence that I can show to employers of my confidence my competency in digital design and online collaborative tools such as Canva and teams.

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And this project at Moda has also given me great insight into how I can apply these skills to roles in the job market right now and through Zoe's Q&A sessions with people in the industry I'm also aware of what jobs are available to me with my background and for a few years I've kind of always known that I want to work within museums, but I wasn't really sure how.

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Like all I really knew was the only role I really knew of in the museum was curation, but I think as of recently, museums are realizing the importance of curating a social media presence, especially with smaller museums, as you're more likely to get your biggest outreach from your social media channels as opposed to museum footfall.

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And I also really enjoyed the multidisciplinary nature of the roles that we explored throughout this project, and thankfully, this project has also contributed to a portfolio of work that I can now present to potential employers if I want to do jobs within that field.

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And it was also a really nice opportunity to work with people across like different degrees and universities.

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And although I've done student projects before, this project in particular like stripped me of that safety blanket of working with people that you already know quite well. Which is much more reflective of what the work, what the actual working world is like.

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So as we got to know each other, we started to learn each other's strong suits and how that can benefit us as a group. And that also meant that we had to really like actually utilize these collaborative tools, such as the teams function on Canva and OneNote, because we didn't actually know each other, so we needed some sort of system going to kind of track our progress.

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And I don't know about the project overall, but my group in particular we were all exclusively final years, so we're all thinking of how we're going to break into the early stages of our careers, so this really sympathetic work environment that was constructed over the length of this project, I think it's been really helpful bridging that gap between university and the working world,

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so it kind of mirrors that transitional period that we're going through right now as well.

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That's everything I've learned.