

## 2022 Final Presentation, Student Q

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OK, so, uh, I was in Instagram Team member for the Museum of Domestic Design and Architecture for our project that spanned over the course of three months. And during this time I got to work on designing, scheduling and writing copy for content that was posted on a MoDA's Instagram profile about the collection and about things related to MODIS collection.

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So throughout the course of this project, I gained some new skills and strengthened others that I already had. I kind of divided this into hard, more technical, more like specific skills and then soft skills were more general ones and for the hard skills.

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So the content that I mostly focus on was infographic carousels. And so I was able to learn to kind of play around with this very popular format. UM, a format that's resonating mostly with younger audiences. So I was, UM, I kind of learned how to like do research for social media and then kind of narrow it down that research so that it fit the format and it becomes something kind of short, concise, but also catchy to capture the audience's attention.

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I also learned how to kind of make use of analytics because I didn't know that there was an inbuilt feature in Instagram to kind of look back at the performance of your post. But I had never really used it. I had never really understood how to interpret it and how to kind of make use of it to make informed decisions for future posts to make like a strategy to schedule new content,

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UM also something a bit more specific, maybe to MoDA or in general, like cultural institutions by museums, galleries. I learned about copyright considerations that have to be made at that have to be made to when thinking about creating content for these kind of institutions.

So the fact that a museum, gallery or similar might own certain pieces in their collection does not necessarily translate to them being able to share this content online, just without any like there are things that need to be looked at, like kind of dates. The items have to be put into context before creating content for them

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And then also throughout the project we were able to listen to a few people from the industry and so people that work for cultural institutions, museums and work as social media managers or digital marketers, which was interesting to kind of see what the opportunities are in this field. But also how the cultural sector is kind of adapting to this fast paced environment.

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As for the soft skills, I have strengthened my teamwork and communication skills. I had to work with people that I hadn't met before for a project that really didn't take that long because three months is not a long time. Also, the whole project was kind of was happening online, which meant that we the work had to be organized across different platforms. So I learned how to use Teams which I hadn't used before, and that was used to kind of schedule, like prepare the content shared with the rest of the group members and like look at analytics and kind of store every file and every content that was relevant to the project.

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But then also zoom for Zoom meetings when a kind of like more Active when person like face to face conversation was needed and Canva for the kind of visual design side of the project,

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so Canva was used to create templates and create designs in a way that could be collaborative so that the designs would eventually be coherent stylistically, and then also just like brainstorming, uh, with people that have different backgrounds, different interests, kind of coming together, coming to a solution, and pitching ideas together and also pitching content.

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I learned how to like pitch content and kind of justify the decisions that have been made. Looking back at social media analytics. Came back at like what things have worked in the past? What kind of things haven't and just kind of make an informed decision based on numbers.

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And then in general time management, which is also important. I learned every new project that I have to take on, obviously needs some hours of the week to be dedicated to it. And with MoDA I had to dedicate a few hours to research a few hours to creating content a few hours to looking at analytics and kind of fill in the documents.

Thank you.