Arts Administration Promotional Intern

Caitlin Duncan

Hootsuite

Hootsuite is a social media management platform. We use Hootsuite to schedule all of the Arts Admin social media content. Hootsuite is paired with the Elon AAD Instagram, Twitter, and Facebook account. Hootsuite has a publisher feature, which allows us to schedule posts for a specific day and time in the future. David also uses the publishing feature as a means to preview new content.

Hootsuite also provides important analytics regarding interactions with individual posts on particular platforms. Knowing the amount of likes each post receives helps us cater our content to what is being most well received.

Hootsuite has a short training video to help you understand how it works.

Hootsuite Tips

Hootsuite will only allow one photo for Instagram posts. So I have been posting any post that has more than one image (senior spotlights) directly from the Instagram app.

Hootsuite will allow multiple photos for Facebook posts. So I scheduled all Facebook posts through Hootsuite.

As a general rule of thumb, anything that you post on Instagram you can also share on the Facebook page.

Canva

Canva is a graphic design website that has tons of free pre-made Instagram/Facebook graphics that an be edited. Canva also has features that animate Instagram stories, filter photos, and add texts to graphics. With a social media platform that is utilized to disperse a lot of information, Canva has been a very useful tool this semester. It allows for consistency throughout the feed, as I have the ability to copy previous posts and input new information. Canva has a free platform, which provided me with everything I needed to be successful.

Canva is very user friendly and allows me to make any changes quickly and easily. I have used Canva to generate all content for this semester. I have learned my favorite templates and how to best adapt them to my needs.

Canva Tips

I just created a personal Canva account to build content on.

Canva uses up a lot of your computer battery and storage space, so just keep that in mind when you are working.

Make sure to completely exit out of Canva before closing your computer or it keeps running!

I typically prepare 2-3 options on Canva for David to choose from before scheduling a post.

Canva Examples

Elon Student Website

The Elon Arts Admin student website is elonaad.com. This is a student generated and run site. Over the past semester I have worked to make the site more user friendly to prospective majors. After conducting lots of research on other popular arts administration programs, I developed a key list of new features that our page needed. Working with student quotes and videos adds a personal and student centered approach.

Weebly is the website builder that is utilized to update the student site. Weebly has lots of build options and might seem overwhelming at first. However, the major overhaul of the website happened this semester, so only minor updates should be needed in the future.

Elon Student Website Tips

I modeled some of the student site off of other popular arts admin programs who had solid websites.

Some of my favorites were
https://millikin.edu/artsadmin

https://www.dean.edu/academics/majors-degrees/arts-and-entertainment-management/

https://www.rider.edu/academics/colleges-schools/westminster-college-arts/sfpa/programs/arts-management

Elon Student Website Example

Elon Instagram

This semester I have worked to increase @ElonArtsAdmin Instagram profile followers. I took the approach of following all of the other majors in the musical theatre, dance, acting, and theatrical design and technology accounts. I simply took the approach of hoping they would follow the account back if I followed them first. This can be a bit of a time consuming process, but one that needs to be carefully maintained each semester.

I also used my personal Instagram to tag important Arts Admin posts in order to drive more traffic to the page. This is not required, but I found posts I shared on my personal story as well received more feedback overall.

Instagram Live Takeover

In an attempt to gain more followers and engage more followers, I went live on the Elon Arts Admin Instagram page once this semester. I covered topics such as what is arts admin, why elon, what are great AAD classes, and the internship requirement.

I tried to balance between stories they had to watch and stories with buttons for them to interact with. I also tried to incorporate some aspects of my day that went particular arts admin central to provide variety.

I captioned each video with a paid captioning app. The app was extremely user friendly and made it super easy!

Instagram Live Examples

Senior Spotlight

One major aspect of the Arts Admin social media campaign is the Senior Spotlight series. At the beginning of the semester David provided me with a list of AAD Seniors. I then developed a google form with questions to send out to each of the seniors. I found it helpful to ask things such as "Majors, Minors, Why Elon AAD?,What are your favorite AAD accomplishments?What were your internships?" I also made sure to ask for multiple photos.

I developed a schedule and posted one senior spotlight each Saturday for each week of the semester. I developed the post on Canva using a similar styling, font, and color pallete on each post to connect them all together.
Basic Canva Template: Black Travel Plain Collage Instagram

Senior Spotlight Blurb

Hello Arts Admin Seniors,

My name is Caitlin Duncan and I am serving as the Arts Administration Promotional Intern for Fall 2020. I am a Junior Theatrical Design & Technology and Arts Administration double major. To spotlight each of you and your accomplishments within the Arts Administration major, I have attached below a google form to be completed, sharing some of your best photos and program highlights. Please share up to 10 images/videos including a favorite headshot, internship photos, and/or images featuring your double major. Each week I will develop a post that will highlight one of you to share on the Arts Administration Instagram and Facebook pages. To truly emphasize all the different opportunities this program has to offer, we want you to focus on specific Arts Admin accomplishments to share. Please complete the short form as soon as possible so that we have plenty of time to highlight each of you before the semester is up! Feel free to help us promote these posts through sharing on your own social media pages if you feel comfortable. If you don't already follow @elonartsadmin on Instagram, Facebook, and Twitter, now is the time! We are so very excited to reflect on all of your many accomplishments together! Please let me know if you have any questions or need assistance accessing the google form.

Link to google form: Senior Spotlight Form

Thank you,
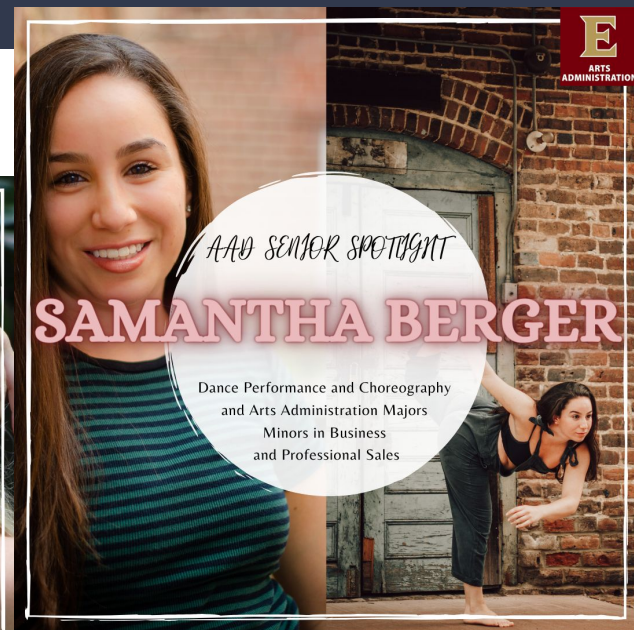
Senior Spotlight Examples

AAD SENIOR SPOTLIGHT
MAGGIE FAIRLEY
Dance Performance and Choreography
and Arts Administration Majors

"I wanted to major in both dance and business, and Arts Administration fused the two in a way that was relevant and interesting for me."

"There are so many possibilities of career paths I can take with the major."

"My internship with New Jersey Dance Theatre Ensemble allowed me to directly apply what I had been learning in my classes to what I was doing."

AAD SENIOR SPOTLIGHT
SAMANTHA BERGER
Dance Performance and Choreography
and Arts Administration Majors
Minors in Business
and Professional Sales

Arts Admin Department Gatherings

Department gatherings are a great time to take photos of the entire group of majors together. These photos will come in handy for promotion, the website, etc. Even if the gatherings are held over Zoom...TAKE MANY PICTURES

These images will come in handy when you are building posts on Canva!

Department Gathering Examples

Working with the Student Advisory Committee

The Student Advisory Committee may request digital content to be created to help promote an initiative they are working on.

For example this semester I worked to create graphics for the merchandise sale, the student question night, and others.

They typically provide all the textual information needed and I develop the graphic from any text and photos provided. I provided them with a couple of different options and let them choose their favorite!

Google Analytics

Google Analytics is a new tool that we use to monitor the traffic to the student website. It provides metrics for number of new visits, location of users, pages viewed, etc.