



# EVENT PROMOTION & SOCIAL MEDIA

Sarah Pearson  
Museum Manager  
Deepwood Museum & Gardens



# ABOUT DEEPWOOD

- 3-4 Full Time Staff
- 50+ events per year
  - Generating over 20% of Income
- Organizational goal of reaching out to families and millennials
  - Many long time supporters over the age of 60
- New Website – MOBILE OPTIMIZED
  - Thanks in part to a grant of Transient Occupancy Tax from the City of Salem

# SOME OF OUR EVENTS



# Heritage

TALKS

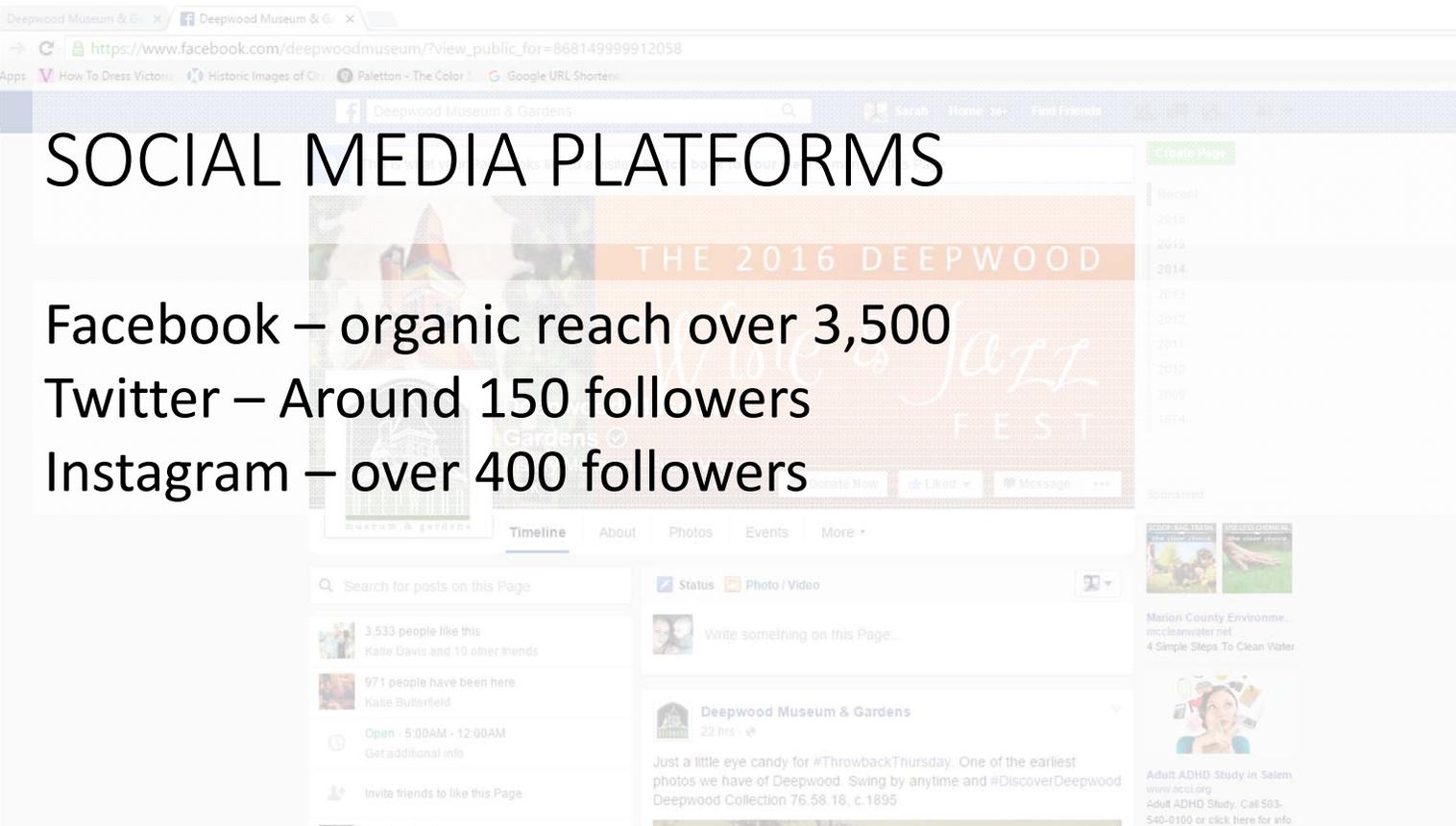


# SOCIAL MEDIA PLATFORMS

Facebook – organic reach over 3,500

Twitter – Around 150 followers

Instagram – over 400 followers





# GOALS

- Increase Attendance (i.e. Ticket Sales)
- Build our social media following (Outreach & Awareness)
- Increase profitability
  - Cut expenses like postage, printing, advertising
  - Reduce staff time spent on ticket sales & registration
- Improve Planning
- Promote all events

# EVENT TICKETING PLATFORMS



<https://www.eventbrite.com/>

<https://www.universe.com/>



# ENGAGING THE AUDIENCE

- PICTURES, PICTURES, PICTURES
- Variety of Posts
- Hashtags – connect to larger topics
  - #DiscoverDeepwood
  - #SalemORHeritage
  - #OregonHeritage
- Paid Promotion

This is what your Page looks like to a visitor. Switch back to your view to manage this Page.

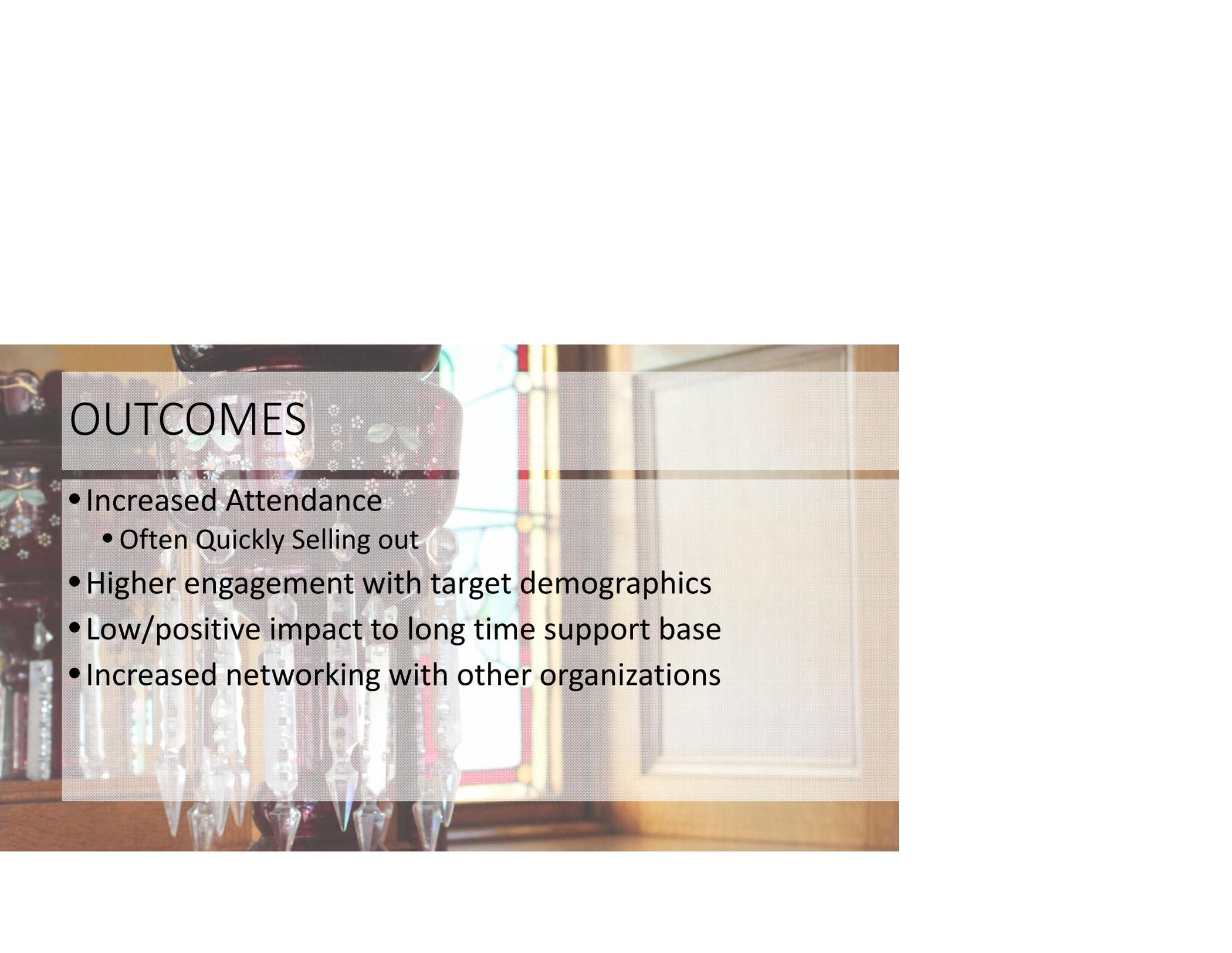
Recent

- 2016
- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 1974

Sponsored

Marion County Environme...  
mccleanwater.net  
4 Simple Steps To Clean Water

Adult ADHD Study in Salem  
www.occi.org  
Adult ADHD Study. Call 503-540-0100 or click here for info



## OUTCOMES

- Increased Attendance
  - Often Quickly Selling out
- Higher engagement with target demographics
- Low/positive impact to long time support base
- Increased networking with other organizations

Thank You!

Sarah Pearson  
Museum Manager  
Deepwood Museum & Gardens  
[Sarah@deepwoodmuseum.org](mailto:Sarah@deepwoodmuseum.org)  
503-363-1825

