

**From the Getty's Social Media Wiki, intranet
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Edited to remove staff names**

The Getty on Facebook

As of March 2011 these are the Getty-run Facebook pages:

- [The Getty Museum, Los Angeles](#) - used by Communications to promote the Getty
- [Getty Publications](#) - used by Getty Publications to promote books and related activities
- [Getty Teacher Programs](#) - used by Museum Education to promote workshops, resources, and programs for teachers
- Multicultural Undergraduate Interns - used by the Getty Foundation to coordinate events for MUI interns
- The Getty Conservation Institute – used by the GCI to promote their programs at the Getty and around the world

The Getty Museum, Los Angeles

Admins: [a team of 6 staff members]

The Getty is on Facebook as [The Getty Museum, Los Angeles](#). It has more than 27,000 fans (as of February, 2010). Although the page is named "The Getty Museum," it is the primary promotional page on Facebook for all four programs of the Getty Trust. This name was chosen because the name "The Getty" was already taken, and because the Getty Museum is the institute within the Trust that is most identifiable with the entire Trust, and which has the most public-facing content and programming.

Facebook has proved to be a new and exciting way for fans of the Getty and its collections to connect with us. Getty posts always elicit "likes" and comments: the most visited works of art from the Getty's online collections had 231 likes and 32 comments; a snapshot of visitors using Getty umbrellas in the rain had 105 likes and 31 comments.

Demographics

Facebook makes some demographic information about an organization's fans available to the administrators of the page (see Cautions about Facebook, above). From this information, we've learned that many fans of the Getty reside in other cities or countries. Below are some basic demographics for the page, recorded in February 2010 (See more stats collected on our [Getty Facebook Tracking](#) page):

Of 25,067 fans on Feb 9, 2010:

61% of the fans are women; 36% are men

59% are between the ages of 25 and 44

Only 5,597 of them are in Los Angeles (22%)

2,099 are in Irvine (8%)

Aside from the United States, the top countries our fans come from are Canada (728 fans), then Italy (679 fans)

After English, the language most spoken by our fans is Italian (Spanish is a close third). (Brett Nicely, Web Manager at MOCA, reports similar demographic on their FB page.)

While the Getty's presence on Facebook is large, it has room to grow. The Smithsonian Institution has 34,000 fans (42,692 in Feb. 2010); the Solomon R. Guggenheim Museum has almost 38,000 fans (49,752 in Feb. 2010); the Metropolitan Museum of Art has 87,000 fans (125,257 in Feb. 2010).

Posting Policy

Frequency: 2-3 times per week, minimum. There are currently 5 Admins for the Getty Museum page (see below). All posts are e-mailed to the group for daily review before posting.

Targeted audience: A general audience, not necessarily located in Los Angeles, interested in art, art history, and the Los Angeles art scene.

Content: Posts have included a quizzes about works of art from the collection with images, questions, postings of items in the news about the Getty, photos of the current environment at our locations (e.g. "It's raining today", "Check out the view of the mountains from the Getty Center today."), notices of upcoming events, and giveaways only for Facebook users to events at the Getty. Below are guidelines followed by the Facebook admins, as of February 18, 2010.

- Maximum of one event listing per week
- Include an image whenever possible
- Make an effort to cover content across all of the Getty's programs and departments
- Include posts that connect Getty content to holidays and current news
- It's ok to re-post content from the Getty Museum's Twitter feed, if the content is rephrased for the FB audience
- Don't post every blog post - only do so when it makes sense for our audience, or in order to solicit feedback to the blog for a specific purpose
- Posting of articles in the news should be kept to a minimum. Such postings should include a contextual comment that adds some value for the FB audience.
Reasons to include links to such articles include:
 - The article features enhanced content, such as an online interactive, or video
 - The article features news of particular interest to our FB audience
 - The article is extraordinary in that it covers a unique/unusual Getty story, or is written in a unique way
- We will do cross-promotion for other organizations only when content is relevant to us, or our FB audience, and there is a reciprocal agreement to share postings.

Tone: The goal is to provide information about the Getty and its activities to fans in a fun, informative way, and avoid using marketing or advertising language. Non-institutional language, with casual syntax and using the first person is encouraged. Admins sign their names when making and responding to comments in the news feed.

Comments:

- encourage comments of all kinds on our posts.
- delete comments only if there is an obvious promotion for commercial activity, such as a link to a gallery or business where something is for sale
- We do not allow fans to post their own comments on our Fan page.

Events

The Getty does not use the Facebook event-invitation-rsvp tool, because both the Villa and the Center have a separate ticketing and reservation system. We are cautious about posting events on Facebook using the event tab because we do not want users to think they have a ticket to the Villa or the Center simply because they rsvp'd to an event on Facebook. The preferred method for promoting events is to post a link to getty.edu in the news feed. Users can then click over to our ticketing/reservation system on getty.edu.

The Getty hosted one event that was exclusively for Facebook fans in November, 2009 - screening of an episode of Project Runway that had been filmed at the Getty Center. Promotion for the event and the rsmps were handled solely through Facebook. The event was overbooked in just a few days.

Getty Publications on Facebook

Admins: [redacted]

Description TK

Demographics

Posting Policy

- Frequency
- Audience
- Content guidelines
- Tone
- Handling of Comments

Other concerns/guidelines

Getty Teacher Programs on Facebook

Admins: [redacted]

Getty Teacher Programs is on Facebook as a way to inform teachers about the Museum's programs, curricula, and events of interests for teachers (such as new acquisitions and exhibitions). Facebook has provided a new and exciting way to keep teachers updated on our professional development programs at both the Center and Villa by posting daily pictures and descriptions of talks, seminars, and demonstrations by Getty staff and outside scholars/consultants.

We have also used our Facebook page to show our appreciation for teachers by posting on National Teacher Appreciation week on May 4th. We invited teachers to share their favorite Getty artwork, and the first fifteen respondents received a poster.

Demographics

Facebook makes some demographic information about an organization's fans available to the administrators of the page (see Cautions about Facebook, above). From this information, we've learned that many fans of the Getty reside in other cities or countries. Below are some basic demographics for the page, recorded as of September 2, 2010:

We have 351 fans on September 2, 2010:

82% of fans are women; 16% are men

38% are between the ages of 35-44 years of age; 33% are between the ages of 25-34 (at 71% for ages 25-44, this is higher than 59% for ages 25-44 for the main Getty Facebook page)

53 of the fans live in Los Angeles, with Irvine at 23 fans coming in as the second highest city of fans

The majority of fans live in the United States (279 fans), Spain (17 fans) and Mexico (6 fans) a distant second and third place, respectively.

English is the most spoken language (292 fans) and Spanish (at 28 fans) is the second most spoken language by our fans.

Posting Policy

Frequency: Posting is done seasonally. We try to post at least once a week throughout the year. However, during our week-long professional development programs that take place in the summer at both the Center and the Villa, we try to post daily. These posts often include pictures of the participants participating in lectures, hands-on art-making activities, or demonstrations by Getty staff and outside consultants.

There are currently five administrators (see above) for the Getty Teacher Programs page.

Targeted Audience: K-12 teachers and teachers of adult ESL students. However, a general audience interested in art, art history and the Los Angeles art scene is welcomed.

Content:

Facebook wall posts include content about current or upcoming programs for teachers at both the Center and Villa. Below are guidelines followed by the Facebook admins:

- Include an image whenever possible
- Include links with post, which can feature:
 - enhanced content, such as an online interactive, or video
 - news of particular interest to other teachers
 - programming for teachers
 - Other organization events are promoted on the group as long as they are relevant to the interest of teachers

Tone: The goal is to provide information about the Getty and its activities to fans in a fun, informative way, and avoid using marketing or advertising language. Non-institutional language, with casual syntax and using the first person is encouraged. Admins sign their names when making and responding to comments in the news feed.

Comments:

- We encourage comments of all kinds on our posts.
- We delete comments only if there is profanity or an obvious promotion for commercial activity, such as a link to a gallery or business where something is for sale.
- We do not allow fans to post their own comments on our Fan page.

Other concerns/guidelines

Multicultural Undergraduate Interns on Facebook

Admins: [redacted]

The Getty Foundation has created the Getty Multicultural Undergraduate Interns Facebook group for current interns in Getty Multicultural Internship (MUI) Program. As of now, this year's group has 105 members (there are 120 interns participating in the program). The group was created as a means for the Foundation to communicate with current interns and also provide them with a forum to network and communicate with each other online.

Facebook has allowed the Foundation to disseminate information quickly and efficiently to all interns regarding MUI program events as well as events at interns' own organizations, which include the Getty.

Demographics

N/A

Posting Policy

Frequency: Admins post information to the group an average of 1-2 times a week as needed and interns are welcomed to post as often as they like to the group wall.

Targeted audience: The Getty Multicultural Undergraduate Intern Group is private and only accessible to members that are approved by the Foundation admins. The majority of the members are interns in the program, with the exception of staff in the Foundation. The intent is to limit the group to active interns each summer. So while the general audience stays the same year to year, the specific members will change.

Content: Facebook wall posts include content about events at intern organizations. Discussions have been started about learning community events, carpooling, and any other experience or topics interns would like to discuss. Photos from intern events are also uploaded to the Facebook group. Below are guidelines followed by the Facebook admins:

- Include an image whenever possible
- Include links with post, which can feature:
 - enhanced content, such as an online interactive, or video
 - news of particular interest to other interns
 - organization or event website
- Other organization events are promoted on the group as long as they are relevant to the interest of the interns and the program. To promote community building and networking, interns are encouraged to share about art events they know of at their own organizations and others throughout the Los Angeles area.

Tone: The goal is to develop a community amongst the participating interns and build camaraderie. Use of language is casual but appropriate. Non-institutional language, with casual syntax and using the first person is encouraged.

Comments:

- encourage comments of all kinds on our posts as long as they are relevant to the content posted on the group

Events

An event page was created for an official intern event, Arts Summit at the Getty Center. Members of the Facebook group were messaged to update them on any information in regards to the event.

Future Use

At this point in time, the Foundation intends to keep this group active and use the same format and identity for next summer. What *will* change are the members. Once the final week of the 2010 internship period has passed, current members of the group will be disassociated and the group will be dormant until the 2011 class of interns is in place. At that time, the group will become active again as the next group of current interns is invited to join. It is also our intention to set up a separate group for program alumni, so current members will be invited to join this alumni group each year as the summer comes to a close.

Goals in Using Facebook

Facebook has a huge user base, and interacting there allows us to connect with an enormous audience. Like other social media platforms, the Getty's presence on Facebook has several interrelated, mutually reinforcing goals:

- generate conversation and engage with our audience directly
- community building
- dissemination of knowledge
- audience development and outreach
- trust-building

Policy for Getty Participation in Facebook

Facebook can be used on many levels, for any audience. The Getty Museum Fan page has a very wide, general audience and content posted to the news feed is tailored to the those fans. Other Getty Facebook pages could serve more focused audiences, interested in various aspects of the Getty's mission, from conservation to art history, philanthropy, exhibitions, education, etc. If you're interested in starting your own Facebook page, please contact one of the following members of the Social Media Committee, who can help you coordinate the page with other social media efforts at the Getty: Mara Naiditch, Susan Edwards, Annelisa Stephan, Antonio Campos, Rebecca Taylor.

Before starting your own Facebook fan page, consider the following:

- Read the [Getting Started](#) and [Content Guidelines](#) sections of this wiki
- Do you have enough content to keep a steady pace of posting news every week? Without frequent posting, you will not gain new fans.
- Can your message be distributed through the Getty Museum, Los Angeles Facebook page?
- Do you have at least 2 or 3 staff who can devote time to the page? We suggest a group of Admins manage each Facebook page. This helps distribute the work, create a sense of community around the postings, and provides back-up when staff are on out of the office.
- Defining your audience and goals for the page will help shape decisions about news postings.
- Please follow the guidelines for use of the Getty wordmark--the wordmark should not be tilted or distorted, and should always include the registration mark ®. More guidelines about the use of the wordmark can be found on GO.

How Do I Recommend a Post To One of the Getty's FB Pages?

We invite all departments to participate in the Getty's work on Facebook. Current administrators for the pages are listed below. If your department would like to contribute, or you have an idea for a post please contact one of the admins below. To start a new Facebook page, please contact a member of the Social Media Committee.

The Getty Museum, Los Angeles Facebook page Admins (as of November 2010):

[List of six staff members in Web group and Communications departments]