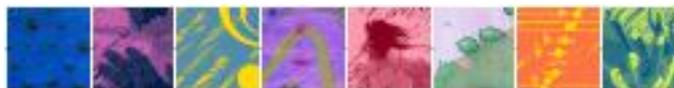




A belső egyensúly és a kreativitás forrása
Multikulturális művészeti program az iskolákban



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Best practice presentation of MUS-E Hungary
for the training course
“Arte para la Motivación”
in Germany, 12-17 November

“Visibility, Branding and Fundraising via Facebook”

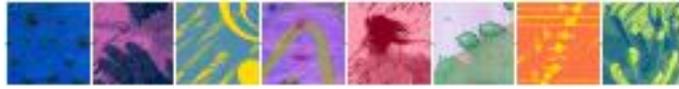
Based on our experiences gained and information gathered from MUS-E partner countries we saw quite a big natural resistance towards the regular usage of Facebook and a mistrust that this social media platform could create benefit for MUS-E program. That is why we chose now this “irregular” topic that is not about the methodological best practises but about the “business” approach of MUS-E built upon three key words: visibility, branding and fundraising.

Regarding the aim of our early period of using Facebook, we simply wanted to share some authentic content of what happens on our MUS-E classes both in Budapest and in the countryside. We regularly collected photos and descriptions of the classes, and if we had found some relevant articles or studies, we shared them also. There was a “historic moment”, when we organized a special classical concert for MUS-E in the Palace of Arts and we broadcasted it on facebook, creating a campaign for it. This proved to be the turning point as we could experience how much power and potential this social platform has regarding reaching a huge number of guests and followers and gain the attention also of the media. After this we considered crucially important to maintain the level of interest of our followers that reached the number of 3000. In order to achieve this we continued to produce visibility of the program but with the aim of seeing and proving that MUS-E is a reliable brand. We did it in a way that we shared relevant information with important content on a regular basis, at least 2 or 3 posts per week. We shared the stories of the classes, the work and successes of our artists, all the events where we were present and all the celebrations that we held.

As this year (2016) has been a really important and special year for MUS-E history - since we celebrate the centenary of Menuhin’s birth - we wished to create a more complex and unique content serving also a campaign that was for getting the people’s 1% of income taxes in May. A document was created that contained 32 quotations of Menuhin taken from his autobiography that reflected his views, approaches and thoughts of different topics starting from the variegation of people, the power of music until saving the ecosystem of native indian territories....We asked our artists to choose one quotation that inspired them very much and to hold a special MUS-E class based on it. We visited these classes and created 3-5 minute-long videos containing also a short interview with the artist about how she/he was influenced by Menuhin. These videos were put on Facebook also on a regular bases. Using the statistics of Facebook we could also examine when the best time is to share a content- and we found that posting should be between 18:00-20:00.

A Nemzetközi Yehudi Menuhin Alapítvány programja Magyarországon

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The next occasion when we could see the advantages of Facebook was during the organization of an art education conference called “Art as motivation or the motivation of art” integrated into the 5-day program of “Arte para la motivación” third training event held in Budapest. Within 1,5 day that we created and shared the event 130 people applied for the conference as participants. As this conference had an original capacity to invite 120 people, we had to modify the program by creating more workshops and moving to bigger rooms. One reason why there were so many applicants - till the beginning of the event we were in correspondence with 350 people – was the advantage of Facebook that the event was shared by organisations that deal with the same or different topics. We could reach even those people whom we could not find via browsing the Internet. We also could get volunteers, translator and necessary equipments by simply writing our questions on the page of the event. This also served our “brand making” activity as we could prove that we are able to organize a high-quality professional conference, where well-reputed researchers, psychologists, educators and workshop leaders present their knowledge and experiences in the relevant field, in an interactive way. Sharing afterwards the personal feedbacks from the participants we could make a nice closure for the program on facebook.

Our next step and aim is to create an online facebook campaign in order to manage the crowdfunding of one new MUS-E class next year. For this we can use one very easy feature of Facebook, namely that our followers can click simply on the “donation” button, that will guide them to the page of the crowdfunding. Obviously we also make it like a campaign, so we create another great set of content: the presentation of our new artists- with short written interviews accompanied by photos taken on their classes. We are quite sure that we will reach enough possible donors with donations ranging from 1000 Ft till some thousand forints, the final sum that we have to collect is 500 000 Forints (1700 euros).

To sum up this presentation, the necessary steps to use Facebook sensibly:

- name one person in the organisation that has the time, energy, equipment and other necessary resources (budget for travel) that can devote some time and energy to deal with facebook
- create authentic, quality and relevant content that is interesting for the followers and that can reach new people as well
- share it wisely at a proper time on a regular basis
- give an overall aim of the contents to create “an online campaign”
- once you have a lot of followers, maintain their interest with newer audio-visual information
- connect facebook communication possibilities with online fundraising platforms
- enjoy the feedbacks and results - the whole process ☺

Budapest, 26.11.2016