

# CUHK's "HEART to HEART Talks" as a Case Study

- Impact of closure
  - ◆ the need to keep contact with existing audience
  - ◆ the time to think about how to reach **NEW** audience
- Going beyond online lectures & exhibition-based events
- Involving special guests to explore the collection with curators
  - ◆ 8 episodes
  - ◆ 10-min video
  - ◆ release every Friday
  - ◆ 30-sec episode trailer every Wednesday
  - ◆ 1-2 artworks per session
  - ◆ bilingual subtitles



# The Statistics

(from 18 May 2020 to 2 July 2020)

	Trailers	EP1-EP5
Facebook (est. 2013)	Reach: 25,787 Views: 8,757	Reach: 29,627 Views: 10,437
Instagram (est. 2019)	Reach: 4,211 Views: 2,302	Reach: 744 Views: 368
YouTube (est. 2015)	Reach: 974 Views: 974	Reach: 1,384 Views: 1,384
Bilibili (est. June 2020)	Reach: 41 Views: 41	Reach: 559 Views: 559
Website	Reach: 99 Views: 99	Reach: 1,046 Views: 1,046
<b>Total:</b>	<b>Reach: 31,112 Views: 12,173</b>	<b>Reach: 33,360 Views: 13,794</b>

Reach by university-level channels: 11,362  
Views by university-level channels: 4,936

**Total Reach: 75,834**  
**Total Views: 30,903**

# The Lessons

## 1. Reach new circles by connecting influencers

- ◆ difficulties: how to make guests comfortable and say yes:
  - selection of object
  - rundown and questions

## 2. Deepen support base

- ◆ direct buy-in from university management
- ◆ endorsement from existing and potential donors

## 3. Diversify platforms

- ◆ collaborate with university-level units (they need content with positive vibes too) e.g. PR Office, Alumni Office, Information Service Office
- ◆ reach out for interest groups e.g. hiking/ Buddhist facebook page etc.
- ◆ get to know different platforms' video viewing preferences (e.g. Instagram users more responsive to trailer than the episode, unlike Facebook)
  - data for later online campaigns

## 4. Improve on production

### Links to video playlist on different platforms:

Facebook: <https://www.facebook.com/watch/ArtMuseumCUHK/640097423519844/>

Instagram: [https://www.instagram.com/art\\_museum\\_cuhk/channel/](https://www.instagram.com/art_museum_cuhk/channel/)

Youtube: <https://bit.ly/3hza7ZJ>

Bilibili: [https://space.bilibili.com/601032966?spm\\_id\\_from=333.788.b\\_765f7570696e666f.2](https://space.bilibili.com/601032966?spm_id_from=333.788.b_765f7570696e666f.2)

