

2020 Social Media Recap

Lizzie Axelson, Marketing, Communications, and Digital Engagement Manager

Though 2020 was a difficult year, among the silver linings was a dedication to Hillwood's digital presence, particularly on social media. Despite Hillwood's closed doors, we were able to continue sharing beauty, inspiration, and education as we provided content to our community at home. Hillwood maintains profiles on [Instagram](#), [Facebook](#), [Twitter](#), [YouTube](#), and [Pinterest](#), though the first three are the most popular.

We increased our presence to daily posting (sometimes twice!), covering all the aspects we love about Hillwood – the collection, the mansion, the gardens, the café, the shop, and the archives.

We also launched new digital initiatives, including:

- *Floral Design Demos*

Since spring is often the busiest and most beautiful season at Hillwood, and incredibly program heavy, we wanted to bring beauty and education to people at home. Before the advent of virtual programming, we worked with Ami Wilber, floral and event décor designer to share short guides and demonstrations for a variety of floral arrangements – activities to do at home, using products from the grocery store or a backyard.



- *Wednesdays with Wilfried videos*

This idea began a couple of years ago, and we were so excited to finally be able to bring it to life last April. With nearly 20,000 objects in the collection, it is hard to explore them all, even with mansion rotations. Wilfried Zeisler, chief curator, chooses collection objects to highlight, sharing little-known stories and behind-the-scenes information.



- *Trivia Quizzes on Instagram, on topics such as Marjorie Post, the gardens, and Hillwood history*

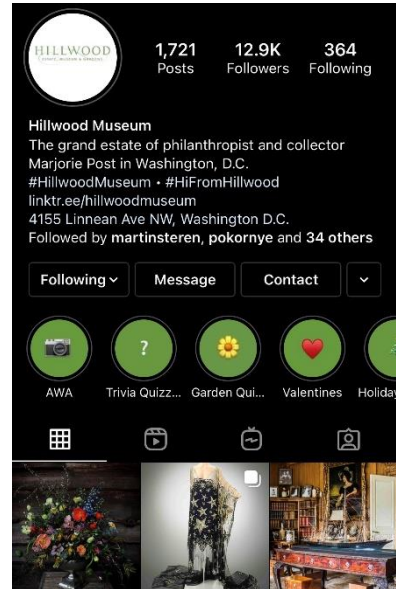
Among the newer engagement tools on Instagram is the ability to share interactive quizzes. We launched trivia quizzes on a variety of topics, including Marjorie Post, the gardens, Hillwood history, and the collection, as a way to communicate directly with followers and learn fun facts and tidbits about Hillwood.



- *Staff Q&As on Instagram*

Hillwood is lucky to have a talented staff, knowledgeable in a variety of areas. On Instagram, we were able to source questions directly from visitors and have members (including those from curatorial, collections, and archives), share their answers on everything from the collection to their career path.

- *Hillwood Highlights emails*
With digital, perhaps the most widely accessible platform is email, an easy way to keep in touch. We transitioned our email program to consist mainly of weekly updates to our constituents, sharing our new content as it was created, bringing the best of Hillwood to our community to them at home.
- *Explore Hillwood from Home webpage*
Since we could not welcome the community in person, one of our first projects was to offer all of our digital content in on place, creating the “Explore Hillwood from Home” webpage. We provided links to the online collection, our social media channels, our YouTube channel with our video archive, and the guided tour mobile app, before adding coloring pages, crosswords, and games and activities.



Social media is wonderful because it allows us to not only share content but also engage directly with our community, allowing them to comment or message us directly and post their own images of Hillwood. Though we could not always be together physically, we could gather together online. It has also been a joy seeing some of our volunteers comment on or “like” our content while also sharing their own!

As always, please follow along! We can be found on [Instagram](#), [Facebook](#), and [Twitter](#) at @HillwoodMuseum. (And don’t forget to us the hashtags #HillwoodMuseum and #HiFromHillwood.)

Questions? Feel free to email eaxelson@HillwoodMuseum.org.