FIVE OAKS MUSEUM

SOCIAL MEDIA TAKEOVER: CORINNE MARES

MARCH 6, 2023

DAY 1

Hi everyone! My name is Corinne Mares and I am the Communications Volunteer at Five Oaks Museum. I lived in Portland from 2017 to 2021 with my partner, two boys (Charlie yellow lab and Sam chocolate lab) and cat (not pictured) - this photos is actually from one of my favorite memories of when we hiked one of the Three Sisters. Recently we've relocated our lives to Columbus, Ohio where I currently work as a Marketing Manager for the local symphony but was lucky enough to continue my volunteer role remotely.

Since moving to Ohio, I've enrolled in college for my master's degree in Arts and Culturals Management with a concentration in Marketing. This quarter I was tasked with building a marketing plan for an organization of my choosing, immediately I knew I wanted to focus on Five Oaks.

Over the next few days, I'll be sharing my history with the museum, additional background, new discoveries, and what exciting things are to come! I can't wait to share this story with you and hear your thoughts on all things Five Oaks Museum!

MARCH 7, 2023

DAY 2

So, you might be asking yourself,

“What does a volunteer communications assistant do?”

Great question!

A large part of what I do revolves around the marketing organization, and the different responsibilities of the department, which are currently held between the Codirector, Board member, Artist/Curator you may recognize from their work in This IS Kalapuyan Land, and me, respectfully known as the Communications Team ❤ (A big shoutout to Molly Alloy, Alfredo Moreno, and Steph Littlebird). We meet every month to discuss new strategies, best practices, and plan communications to share all the exciting things the museum offers.

Usual projects of mine are archiving IG takeover, like this one right now, and helping build the monthly newsletter (If you haven’t already be sure to subscribe!)

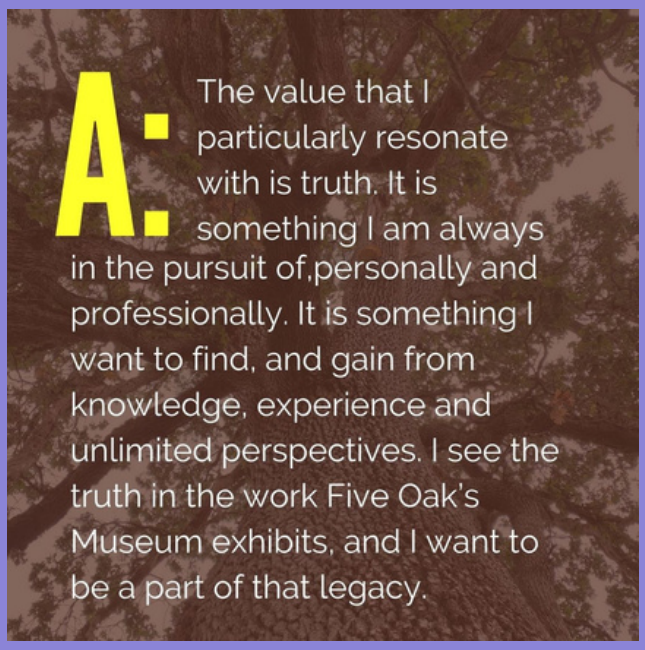
We’ll get into more specifics a little bit later, because tomorrow we’ll start working our way through the marketing plan.

MARCH 8, 2023

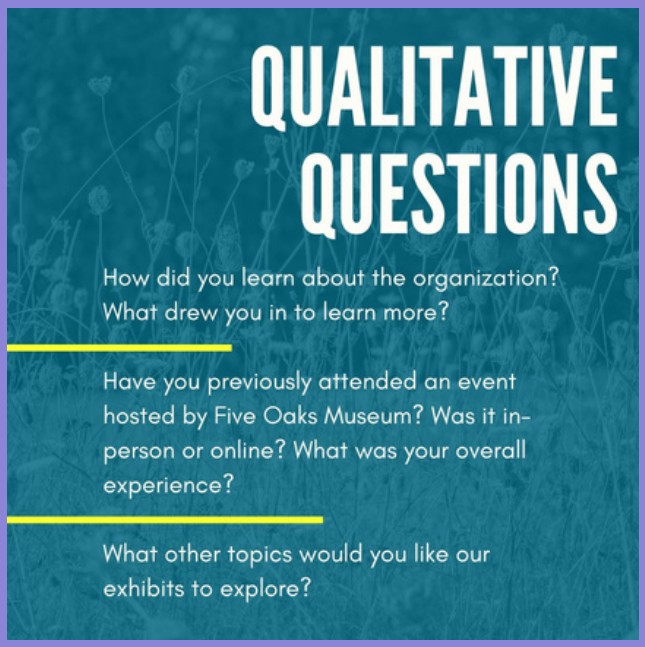
DAY 3

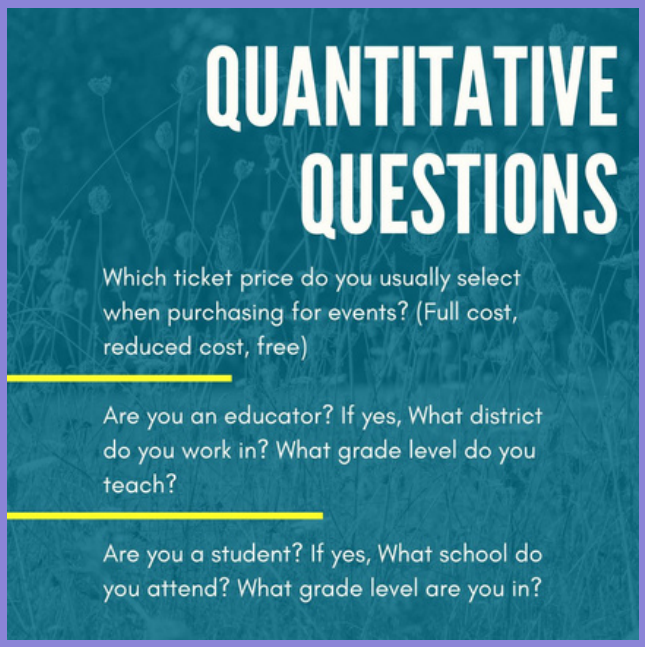
It's already Day 3 so, let's dive right into the plan which starts with the mission statement – "because everything leads back to the mission statement." And the mission statement, or in this case the museum's values (Body, Land, Truth, Justice, & Community see more about them in our stories) are what first drew me into my role with Five Oaks. A question on the applications for this position was "What is one of the values that particularly resonates with you, and why?" Scroll to see my answer!

Using values as a statement isn't necessarily traditional, but what at Five Oaks is? Each of the museum's five core values distinguishes, who the museum serves (everyone!), what need the museum is serving (sharing stories of history and culture by amplifying all voices), and how the museum serves that need (guest curated exhibitions, offering free learning materials, and research resources) making it successful by all standards of what a mission statement should accomplish.



MARCH 9, 2023





DAY 4

Next comes the Marketing Audit. I looked at everything from revenue, products, critical success factors, external and internal environments to marketing efforts, systems, productivity, function, and technology! During this process I engaged with a lot of articles written about the museum, social media, advertisements, and interviews with Molly Alloy to accurately depict the museum's current practices. By already being connected to the museum, I knew first hand that everything the museum does is designed with you and your experience in mind, but the audit forced me to go beyond the surface level, and into elements I had never considered.

Which leads me to another focus of the plan, collecting data, primarily qualitative (concerned with the behavior of organizations and customers and is mostly concerned with asking why people act in a certain way as well as what people want) and quantitative (putting numbers on to qualitative issues), and there's no time like the present! I've written some of my top Qs and want to hear from you! Choose any or all and leave your response in the comments below!

MARCH 10, 2023

DAY 5

Now that we've looked at the history, and museum's current practices, its time to look to the future of Five Oaks Museum! To do this I developed marketing specific Objectives (What you desire), Goals (What you achieve), and Strategies (What you do), keeping in mind the opening of Replenish the Root: Six Centuries of Gathering under the Oaks, and when the time comes the highly anticipated site reopening.

My goals in particular focused on diversifying programming to increase earned income, growing online brand awareness, and growing the museum's new and returning patron base. I am excited to announce with this and the museum's commitment to sharing community voices, there will be an open call for upcoming Instagram Takeovers! So be sure to keep your eye out for more details coming soon!

After objectives, goals, and strategies comes the implementation plan, which is laid out for the next 3 years. I wanted to be mindful of capacity and costs, so I made sure to consider challenges and placed multiple short-term progress checks ✓ in the schedule.

As the museum continues its growth, so will its practices, and I can't wait to be a part of it!

Photo credit: Victoria Sundell/Five Oaks Museum

MARCH 11, 2023

MARCH 11, 2023

DAY 6

And just like that it's day 6 - thank you to everyone who followed along! I had a great time sharing everything I've learned so far in my studies and can't wait to learn even more. I am so appreciative for the opportunity to give them a real-life context.

To all of the Museum's IG followers please keep an eye out for more opportunities to get involved and support this incredible organization.

I honestly can't say enough good things about it and its team who have been so supportive and crucial to my ever-evolving journey. A big thank you to you all!

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