

I carried out my project work at the MAMbo – Museum of Contemporary Arts of Bologna, being specialised in the Mu.SA role profile of the **Online Cultural Community Manager**.

The **Mu.SA Specialization course** gave me the right knowledge to build up and manage my project work accordingly with the Communication Department team of the MAMbo. My project work was focused on a special range of time within the general annual museum's activities plan: the making-of and carrying-out of the communication campaign for ART CITY Bologna, since the intense public program of exhibitions and artistic events that take place every January coincided with the annual internationally renowned art fair of Bologna, the ArteFiera.

The most important aim of my work – based learning was to empower the already well curated Facebook communication but also create new communication plans for the Instagram profile, properly designed for this specific social platform. The museum needed to get connected both with its usual and strongly related online audience but also with the visitors coming for the ART CITY in Bologna.

The ART CITY Bologna 2020 program brings together 21 Special Projects, 22 galleries, about eighty sides-projects and a film and video art screening program in collaboration with the Cineteca of Bologna. This latest 2020 edition was the 8th held and managed by the MAMbo Communication Department. Since the variety and vastness of the network of events conveyed in ART CITY Bologna it's immediately clear that there was a great and hard communication and coordination work to be managed but the truly positive aspect was that there was a strong expertise base being that is was the 8th edition. Until now, there hasn't been a strongly jointed communication plan to manage both Facebook's and Instagram's MAMbo profiles for ART CITY Bologna. This annual event has a great communication potential and the 2020 edition needed a joint communication plan.

The people with whom I had the opportunity to collaborate were: Elisa Maria Cerra (press office, communication, web, social media, she was directly the tutor of my internship), Elisa Schiavina (communication, promotion and marketing), Melissa La Maida (communication, promotion and marketing), Silvia Tonelli (press office) and Anna-Maria Balletti (graphics). I will be always glad to them for the expertise shared!

The **Mu.SA training course** gave me the opportunity to develop a useful work project for the place in which I am working. I had the chance to empower the existing but at the same time to create new communication strategies for the new and current audience.

As a trainee I don't think my role was exactly to pass on the knowledge gained from the Mu.SA Specialization course. But I'm sure that I passed on the energy and the will for success that a brand new and online communication oriented plan can bring within a context of great potential that just need to be grasped.

I can say that from the beginning of my work based learning and work project (first days of December 2019) to the end (first days of February), the number of the museum Instagram profile followers had a 39% growth, and far from being just a data based success, the number of people visiting the exhibitions increased in real life!

One of the problems that I encountered in carrying out the project work was the difficulty on managing at the same time the Facebook profile communication and the live broadcasting communication for the Instagram profile. Nevertheless, the online museum audience really appreciated the joint communication plan!

The project work conducted during the Mu.SA Specialisation course will continue at the museum, after the end of the project. The Instagram profile will surely be continued with the next 2021 edition

of ART CITY Bologna. A new communication plan will have to be designed and will have to be updated to the new expectations of the online audience. Apart from ART CITY Bologna, the museum's Instagram profile is still continuing to grow in followers, so it is currently continuing its positive effects!

A special endorsement I received by a colleague who said that *“even if every year we have so many curricular internship, we were really impressed by the project because it demonstrates great consciousness of the public role and user-oriented integrity, two of the most important root qualities of what a public museum should be”*.

The greatest potential of my work – based learning within Mu.SA project is that it is designed not only for the specific case of ART CITY Bologna, but also for other museums. At the end of this experience, I believe that the Mu.SA specialisation course gave me more than just a base knowledge kit!