

Museum Name: Peterborough Museum & Archives 50/50

2016-17 Standards Evaluation Form

1. Evaluation Criteria:

A Social Media Plan should include (template was provided):

- Goals
- Success Measures
- Audiences (Primary and secondary)
- Site Style
- Content
- Events
- Key Words (Twitter, Facebook, etc.)
- Which Platforms for what goals

Evaluation criteria	Evaluation Method (questions answered?)	Comments
Goals: What are the museum's goals with the website/FB site/Twitter?	Y	Excellent goals.
Success Measures: • Will the museum's visitorship to the website/FB site, etc. increase? • Are you reaching the audience you had hoped to reach? • Are more people commenting on your web presence? • How often do you post information? • How will the museum	Y	Excellent success measures and descriptions.

measure the success of social media (analytics, etc.)?			
Audiences (primary and secondary): - Who is the museum's primary/secondary audience? - What is their importance for the museum?	Y		Excellent analysis of online and physical audiences. Nice logos.
Site style: - What is the museum's online personality? - What style (fun, serious, scholarly) do you want to project with your website/FB site, etc.?	Y		Great descriptions of various engagements with social media platforms. Phases are a good idea. Hootsuite also a good idea.
Content: What kind of content do you plan to put on your museum's website/FB site, etc.?	Y		Good content management and information.
Events: What kinds of events will you publicize on your museum's website/FB page?	N		Events understood.
Key words (hashtags, etc.)	Y/N		Hashtags mentioned but not specific to sites. Consider using hashtags that are the same or similar across all social media.
Listening program: What are the social media that the Museum will follow (professional	Y/N		Good accessibility planning. No listening program per se. What are the social media that the Museum will follow (professional museums associations, gov't sources, etc.)?

museums associations, gov't sources, etc.)?		
Which platforms will your museum use for what goals?	Y	Good analysis for uses of platforms and future platforms.

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2. An Exhibit Plan with a three-year horizon for exhibits that adheres to the museum's mission and mandate. The plan should include planning for the evaluation of exhibits (formative, pre- and post-evaluation) as well as for inclusivity and accessibility.
- Exhibit Plan proposal (includes written link to Museum's mission statement) (**template** was provided)
 - Exhibit Schedule (3-year horizon) (**template** was provided)

Evaluation criteria	Evaluation Method	Comments
A list of short, written descriptions for both major and minor exhibits (including link to Museum's mission statement) planned for the next 3 years	Y	Good exhibit plan and briefs.
Exhibit Schedule (template attached) (3-year horizon)	Y	Excellent exhibit schedules.

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