



Social Media Management Proposal

Prepared for Memphis Museums of Science and History (MoSH)



Growing MoSH's digital presence through content, storytelling, and strategy.

Prepared by
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Executive Summary

The Memphis Museums of Science and History (MoSH) sits on a wealth of unleveraged social capital. MoSH is a brand consisting of beloved local landmarks, including the iconic Pink Palace Museum and Mansion, two of the city's most storied historic homes, a 65-acre nature reserve, and cutting-edge science and history attractions like dinosaurs, a giant-screen theater, a planetarium, and more. Strong content marketing can help MoSH capitalize on the wealth of social content the organization naturally generates.

This proposal outlines a full-service social media management engagement, including high-level strategy, content production, digital community management, and reporting, built around MoSH's existing calendar of exhibits and events. This plan also accounts for shifts in Memphis' cultural landscape, which will create meaningful competition for attention across every museum in the city.

Situation Analysis

MoSH Strengths and Opportunities

The MoSH family of properties are all Memphis cultural mainstays. From the iconic Pink Palace Museum & Mansion to the Lichterman Nature Center, the first accredited nature center in the US, to the Mallory-Neely and Mageveny Houses, to the Coon Creek Science Center, MoSH has multiple stories spread across physical sites, audiences, and seasons. A strong social media content strategy can unify these unique site stories under one recognizable voice while still giving the entire MoSH brand room to shine.

Current Digital Footprint

MoSH's primary avenues of digital engagement are Facebook and Instagram, using the handle @memphismuseums, as well as the MoSH LinkedIn page. Our research shows no current visible MoSH-branded presence on TikTok, and a YouTube presence with several years' worth of potential content that has been underutilized.

MoSH's website is active and well-maintained, with several strong elements, including a live events calendar, ticketing integration, and promotions that draw visitors and members, signaling a capable marketing operation already in place that drives timely offers and supports core visitation and membership goals.

The museum has an opportunity to use short-form video and multi-platform content to distribute offers, experiences, and opportunities to key audiences. The current event calendar already shows a useful array of potential content: exhibits like Brick Dinos, recurring programs like the Slowdown Cinema Club at the Giant Screen Theater, and planetarium shows are all

opportunities to showcase MoSH's unique kid- and family-friendly community content without creating stories from scratch.

Landscape Analysis

Memphis has a dense cultural sector, with many museums and attractions competing for the same audience and family spend. Several well-established institutions, including the Memphis Zoo, which gains over 1M+ visitors annually, the Children's Museum of Memphis, the Metal Museum, the Civil Rights Museum, and the forthcoming Memphis Art Museum, scheduled to open in December 2026, mean that there is fierce competition for family visitation, tourist attention, and calendar slots.

MoSH excels past all these institutions with its range and scope. It's simultaneously a historic mansion, one of the only places in Memphis to see dinosaurs, a history museum, a science museum, a nature center, and two historic houses all under the same umbrella. MoSH's variety makes it stand out from the crowd. Any social content strategy—and, further, any large-scale marketing strategy—should lean into that variety.

Proposed Strategy

Currently, MoSH has flagship Instagram, Facebook, and LinkedIn accounts carrying the @memphismuseums brand, alongside a strong, well-maintained website. However, there are opportunities to expand the institution's digital footprint to platforms like TikTok or YouTube, which will drive greater engagement and align MoSH with national cultural and nonprofit brands.

An overview of the social media landscape as of September 2026:

- TikTok is the clear growth and engagement leader for cultural brands and nonprofits: 2026 industry benchmarking shows TikTok engagement rates far outpacing other platforms, with large accounts pulling more than double the interactions of Instagram and over 20x Facebook.
- Instagram is still essential: Reels and carousels are the current performance strategy.
- Facebook has stabilized as a reach-and-reminder channel with modest but predictable engagement.
- TikTok follower growth for nonprofits has outpaced every other platform in recent years, even as Facebook and Instagram remain the only near-universal channels nonprofits maintain.

MoSH's overarching goals with social media are to drive audience engagement with paid, volunteer, and event opportunities, with conversion of attention to revenue being the main target.

Goals	Audience	Opportunities	Challenges
Grow reach and engagement among Memphis-area families, tourists, and school groups. Convert social attention into ticket sales, membership signups and event attendance. Continue establishing MoSH's digital voice and identity. Build a sustainable content system that the current marketing stack can maintain.	Memphis area families with k-12 aged children. Tourists and out-of-towners researching "things to do in Memphis." School and homeschool groups. Potential members and donors. Young adults and date-night visitors.	MoSH already has a massive amount of content potential. Opportunity to build new TikTok/YouTube presence. Strong nostalgic feel and local affection for the "Pink Palace" across generations.	Multiple sites need unifying content. Competitive market rising. Brand confusion with name changes.

Platform Strategy

Our proposed platform strategy centralizes Facebook and Instagram as anchor storytelling platforms, driving connection and engagement through timely, informative short video and image-based content, while pulling in TikTok and YouTube for deeper engagement with as-yet-undetermined audiences.

Platform	Role	Approach
Instagram	Core storytelling hub	Reels-first, stories for event-day and BTS, consider this the "front door" for content.
TikTok	Growth Engine	Launch from zero. Short form video with native feel. Exhibit reveals, planetarium visuals, mansion history, staff personality and profiles, high engagement ceiling.
Facebook	Reach and Reminders	Event promotion, ticketing, community group

		engagement, reaching established members
YouTube Shorts + Longform	Archive + SEO	Reuse short video, house longform programming recaps, planetarium/nature center features, school content centering families.

Sample Content Plan

Day	Instagram	TikTok	Facebook
Monday	Reel: exhibit highlight	-	Week ahead in events
Wednesday	Carousel: history/collections feature	Short video	Event reminders/Repurposed reel
Friday	Stories: Weekend Preview	Short video	Weekend visitation push
Saturday	Live event coverage (stories + Reel recap)	Live event recap/trend tie in	Post + Reel recap of live event.

Measurement and Success

As stated above, our goals are to convert attention to revenue. We recommend a one-month performance benchmark as baseline and reporting growth against baseline.

Awareness	Engagement	Conversion
Reach and Impressions Organic Follower Growth	Engagement rate by platform Saves + Shares (shows audience intent)	Link clicks to ticketed events Increased visits Membership referral link tracking Event attendance/RSVP

Scope of Services: Full Social Media Management

This engagement covers end-to-end management of MoSH's social presence:

Strategy & Planning

- Quarterly content strategy tied to MoSH's exhibit and events calendar.
- Monthly content calendar, submitted for approval before production.
- Platform-specific goals and KPI tracking.

Content Production

- On-site video and photo shoots at MoSH locations (recommended biweekly cadence).
- Short-form video editing for Reels/TikTok/Shorts
- Copywriting for all platforms, adapted to each platform's voice and format.
- MoSH provides graphic design for event promotion, quote cards, announcements, etc.

Community Management & Publishing

- Daily monitoring and response to comments and messages
- Scheduled publishing across all approved platforms
- Crisis/negative-review response support in coordination with MoSH staff

Reporting

- Monthly performance report: reach, engagement, follower growth, and (where trackable) ticketing/website referrals
- Quarterly strategy review with MoSH leadership

Investment

Tier	Services	Investment
Foundation	Strategy, Facebook + IG + LinkedIn management, monthly report	3,000/month
Full Service	Everything in Foundation + TikTok launch and management, monthly	3,500/month

	content shoot, video production	
Expanded	Everything in Full Service + YouTube updating management, quarterly strategy session	4,000/month

Proposed Timeline

- Weeks 1–2: Onboarding, brand voice/style guide, access to accounts and asset libraries
- Weeks 3–4: Baseline audit, first content shoot, TikTok channel launch
- Month 2: Full publishing cadence live across all approved platforms
- Month 3: First quarterly strategy review and reporting readout
- Ongoing: Monthly content calendars, quarterly strategy check-ins, real-time coordination around major exhibits and seasonal events

Next Steps

We'd love the opportunity to discuss this proposal with the MoSH team, tour the properties, and refine the scope and pricing to fit your budget cycle and internal capacity. Please get in touch to schedule a follow-up conversation.

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