

## Branding and marketing Facebook page for the Tel Aviv Museum Library

Documentation Center for Israeli Art  
The Art Library in the Memory of Meir Arison  
Tel Aviv Museum of Art

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The Documentation Center for Israeli Art documents material on Israeli artists and artistic activity, for the purpose of study, teaching and research. The Documentation Center's collection includes newspaper clippings, invitations to exhibitions, press releases and resumes of artists. The project's goal is to encourage and to intensify the flow of information from galleries to the documentation center. This goal was achieved by Mapping a network of the most important galleries .Drafting a formal document that will be distributed to galleries and encourage the delivery of materials in digital format to the Documentation center and establishing a unique Facebook page. The main project emphasizes on building Facebook page. A strategic plan was defined to operate the page. The library is part of a conservative bureaucratic and hierarchy organization. One of the reasons for building the page is to allow the library to brand and market, with informal communication independently with the main Facebook page of the museum which requires third-party mediation and tends to filter the information. The library wants to create a dialogue, an interaction and a mutual cooperation between librarians and the public interested in the Library's activities and the staff's Knowledge and professionalism. Establishing the Library's and Documentation center's Facebook page serves as a case study to the challenges that a non-profit organization faces when he want to promote his interests .Final product is the link: <https://www.facebook.com/MTAartlibrary>

Keywords: Facebook page, Israeli art, documentation center, library, librarians, and galleries.