Museums on the Social Web

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A Museum 3.0 mindset

- Let go
- Risk-taking
- Go for it
- Networks & connections
- Scaffolding
- Self-monitor
- Participation

Museum 3.0: enabling learners, users, visitors to become participants wherever they are and however they choose

Museums need to transform themselves from “... being about something to being for somebody.”

Stephen Weil, (in) Daedalus, 1999
**Australian data (n=2,006)**

- 43% watch a video
- 34% use social networking site
- 32% participate in discussion board/forum
- 37% read customer ratings/review
- 27% read blogs
- 19% tag web pages
- 16% listen to podcasts
- 15% use a wiki
- 15% post ratings/reviews
- 13% comment on blogs
- 12% upload video/audio created
- 10% publish own web page
- 8% publish/maintain a blog
- 8% use RSS feeds

**Museum/gallery visitors (n=829)**

- 46% watch a video
- 36% use social networking site
- **39% participate in discussion board/forum**
- 48% read customer ratings/review
- 34% read blogs
- 27% tag web pages
- 23% listen to podcasts
- 20% use a wiki
- 21% post ratings/reviews
- 18% comment on blogs
- 15% upload video/audio created
- 13% publish own web pages
- 9% publish/maintain a blog
- 11% use RSS feeds

Museum generations

- **Museum 1.0**
  First Generation Museum / Science Center
  Collection cases, static displays, object centered
  Mutter Museum  Museum of Fine Arts, Vienna

- **Museum 2.0**
  Second Generation Museum / Science Center
  Collection cases with push buttons and cranks
  Museum of Science, Boston  Uffizi, Florence

- **Museum 3.0**
  Third Generation Museum / Science Center
  Open ended, multi-layered and visitor centric
  • Exploratorium  Tate Modern
Planning Web 2.0 applications

- **Compulsory Social Web palette**: blog, Facebook: exhibition website on gallery home page, YouTube channel

- **Also useful**: Twitter, image collection sites (Flickr, Pinterest, Instagram) – visitors do not normally access, their attention has to be channeled

- **Human resource needed**: minimum 5 hours per week per platform in content is provided for web developers

- **Cross-links**: access can be multiplied
Social Web channels on museum websites

**Facebook:** keeps track of museum life

**Twitter:** provides up-to-date information (beware of infrequent use in some countries!)

**YouTube:** dedicated channel to temporary and permanent exhibitions

**Instagram:** share series of images about artists and events
Effective strategies of Facebook use

- **Use video** - take your fans on exclusive tours, use 360 video for immersive experience
- **Frequent posts**: 3–5 times a day is too much, once a month results in loss of audience
- **Give sneak-peek**: document how an exhibition comes to life through blog entries featured on FB and short films
- **Design for cell phones**, upload videos directly to Facebook rather than using a link, so that content plays automatically.
- **Stories** are significantly more memorable than any other form of communication.
Planning a Facebook profile for an exhibition

- **News**: 4-5 lines of catchy, illustrated text
- **Events** around the exhibition
- **Comments** commissioned from curators, experts, museum educators
- **Image collections on Instagram** linked
- **Personal messages**: "friends" (visitors frequently visiting the page) greeted, Friends of the Museum invited
- **Group organisation** based on age, interest, participation in programs (e.g. adolescents, science teachers, cultural tour participants etc.)
Museum blogs

THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

Blog
Museum blogs

Museum PR blogs
Steampunk Art @ Oxford

Visitor blogs
Adolescent visitors’ museum blogs

Curator blogs:
100 best curator blogs
Victoria and Albert Museum, London blog
The curator – Blogger
Blog types and functions

- Exhibition advertisement: written by marketing staff. **Genres:**
  - “teaser” about the development of the show
  - “trailer” – a guide through the exhibition
- Critics’ views: external expert opinion
- Museum diary: images and anecdotes about the life of the museum, written by volunteers and junior staff
Examples for curator blogs

100 best curator blogs Curator blog, Victoria and Albert Museum, London
The curator – Blogger
Exhibition blogs

Looking at animals – Getty Museum
Steampunk Art @ Oxford
Home invasion – filmed exhibitions on the New York Film Festival
British Academy of Science, Summer Science program blog
Europeana blogs

- **Behind the scenes** on new projects
- **Content** description of digital collections entering the archive
- **Feature story** interesting stories of the day
- **Meeting Europeana** portraits of Europeana staff and people contributing to the collection
- **Ministers on Europeana** cultural decision makers’ views on museum issues
- **Musings**: curators about life events (not just art)
- **Technical** media issues of the digital collection, tips for its use
- **Competition** about important European jubilees and other events
Bloggers about museums

http://museumblogger.blogspot.hu/

http://www.koltotoll.hu/ in Hungarian, with nice images, based on the Petőfi exhibition at the Petőfi Literary Museum
YouTube channels and vlogs of museums

- **Channel** = collection of ALL videos of the institution on one site – very important for access, e.g.: [Virtual Museum - ARTtube - online videók múzeumokról](http://VirtualMuseum-ArTtube-OnlineVideoMuseums.hu)

- **Videoblog** = created by museum staff, e.g.: [Ludwig Museum, videoblog](http://LudwigMuseum-Videoblog.de)

- Technical level not so important, main objective is to be interesting, authentic, personal, with high scientific accuracy

- Exhibition documentaries can be used in vlogs
Mikroblog and news channel: Twitter

- Exhibition opening time and venue
- Website of new shows
- Information on new, important, expensive acquisitions and upcoming shows
- Cultural programs on site
- Cultural programs related to the current show elsewhere
- Programs for children and youth
- New programs offered for trial
- New publications, newsletter issues with links
- UNEXPECTED EVENTS like temporary closure
- CHANGES in opening / closing times
- Sales in the museum shop, new dishes in cafe

Two museums are having a fight on Twitter and it's gloriously informative.
Tweeting museums – good examples

A journal for museum educators: Museum Education Monitor  Twitter

Museums on the web

MuseumNext conference series on the future of museums

Free advertisement option for small museums: Station Gallery, Whitby, US on Twitter
**Listening** – every day you should do a search on your museum name and look at what people are saying about your institution – are they asking a question which you can help them to answer?

**Broadcasting** – you should broadcast two or three tweets a day. I recommend that you plan the majority of these out in advance with themes like Museum Fact Monday, Guess the object of the day, Behind the scenes pictures of an exhibition being built or links to video of an event on YouTube. Asking questions is another great way to encourage your followers to engage with your museum – if you’re wondering what a particular audience group would like from you, why not ask them?

**Replying** – you should set aside some time every day to reply to messages on Twitter. You should also discuss with your colleagues issues such as how you will respond to negative feedback. Most museums have guidelines for dealing with complaints offline and these just need to be revisited to consider how they can work on Twitter.

[Twitter for Museums - MuseumNext](https://twitter.com/MuseumNext)
[University of Manchester](https://www.manchester.ac.uk)
Museums on Flickr 2

Museum of Flickr
San Diego Air & Space Museum Archives' Photostream
National Media Museum's Photostream
Museum of Photographic Arts Collections' Photostream

Community of public photo archives on Flickr

Participating Institutions

Liberaal Archief
Camden Public Library (Maine)
TXSTATE Library Digital Collections
sinatoaarchivohistorico
Regionaal Archief Aikmaar Commons
Congregation of Sisters of St. Joseph in Canada

East Riding Archives
American Aviation Historical Society
The Gallen-Kallela Museum
Directorate General of Press and Information
UVic Libraries
VCU Libraries Commons
Planning a Flickr image collection

1. Flickr galleries: main works of art or themed collections?

2. Selection of images: curator + educational specialist

3. Order of images and quantity: most important decisions

4. Accompanying text

5. Collaborative options: soliciting debates, moderation of comments
Full social web palette: a journal and a museum
Spreading Web 2.0 content: QR kóď

QR = Quick Response.
A mobile phone application to send links
In exhibition info tables and flyers, it can add external content easily

Images in the code: reference to content
QR code placement 1
QR code placement 2

In museums:
Posters, souvenirs, entrance tickets
Content placement: AR code

AR = *augmented reality*. Majr functions:

- to show an object from all angles
- to provide context – show environment
- to enrich a scene
Museum apps

Easy to update, free, BUT its development is expensive

Edutainment content: connected to an exhibition

Age based development as generations have different multimedia skills

Can be a present after website registration

Data collection option
Pokemon collection: a useful outdoor edutainment application

Pokemon at the new-yorki Modern Art Museum
5 Effective Facebook Strategies for Museums - ActionSprout!

We Are Museums - Home | Facebook

Top Museums - Facebook Ranking: Insights and Statistics

Dos and don'ts on Facebook across museums

Facebook as a communication tool of Greek Archaeological Museums


Two museums are having a fight on Twitter and it's gloriously informative. New Statesman, 10 September 2017


Richardson, Jim (2010). Twitter for museums.