



Múzeumi Digitalizálási Konferencia

# **Museums, Trends & Social/Digital Media Also Known As Why Technology is Not the Devil**

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# **SOCIAL MEDIA**

# CultureThemes

- Money
  - Long Faces
- Seeing a potential outlet



MAR

19

## Second Culture theme - #WhyILoveMuseums April 5th

Mark your calendars – April 5<sup>th</sup> #WhyILoveMuseums day! We'll be asking everyone to tweet why they love their museums/galleries/heritage venues. If your museum is on Twitter, try to use their Twitter name (but don't worry if it's not).

**Love more than just one museum? Tweet about them all! Big, small, local, national – we want to hear your reasons for loving them.**

Please help get the word out:


RT @CultureThemes April 5<sup>th</sup> is #WhyILoveMuseums day! For more information see [www.culturethemes.com](http://www.culturethemes.com) PLS RT

Although April 5<sup>th</sup> is the big day, please feel free to start tweeting now about why you love museums.

*"A nation stays alive when its culture stays alive."  
~National Museum in Kabul*

Posted 19th March 2011 by [Culture Themes](#)

 [g+1](#) { 0 }

 [Tweet](#) { 0 }

 [Like](#) { 1 }



LISTEN  
UNDERSTAND  
CT





# Word of the Year!

Bye bye

**The objective:  
#MuseumSelfie was simple:**

**share a selfie you took with art/objects.**









**Phila Museum of Art**  
 @philamuseum



Following

Take a tip from @TheSlyStallone - today is #MuseumSelfie Day! Share your pics from @philamuseum today.



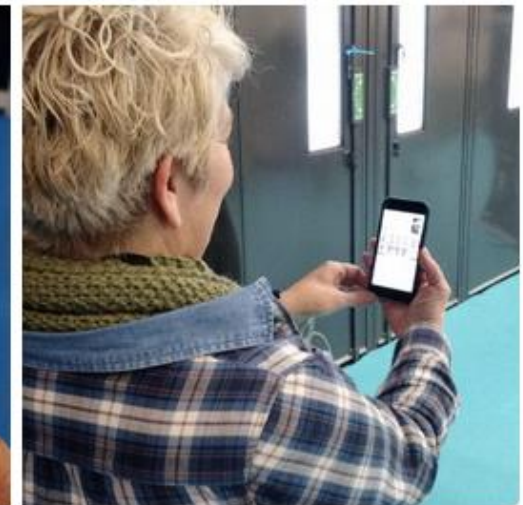
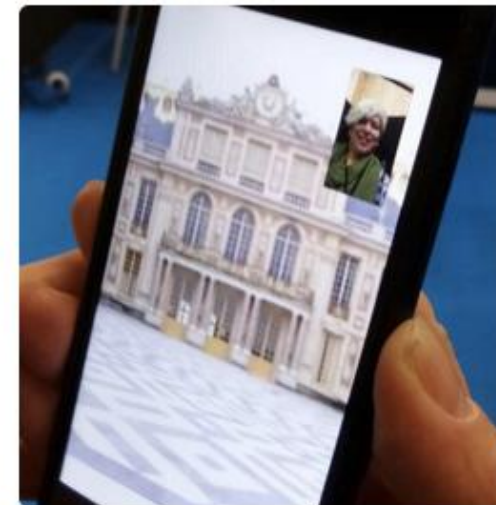
ChateauVersailles retweeted

Mar @MarDixon · 11h

Being creative:

My #MuseumSelfie at @CVersailles (thanks for making this work guys!)

#Paris @MuseumSelfieDay



20 25

View more photos and videos

sree sreenivasan  
@sree

Following

World's most influential museumer:  
@mardixon, creator of #MuseumSelfie Day (& #AskACurator). 157m impress #museumco

MuseumSelfie, Museum Connections, The Big Draw and 7 others



**Kecap**  
1/14/2015 8:07 pm — 1/21/2015 8:07 pm

24,396 tweets	157,553,350 timeline deliveries
12,135 contributors	51,996,500 reach

HashTracks powered by Hashtracking

Manchester United (@manutd)	794
USA Girl's (@usagirls)	575
Wendie Renard (@wendierendard)	505
Mar (@mardixon)	453

117,712	118
179,356	101
143,930	98
997,075	82
197,062	86

@Mardixon





Following

Director Malcolm Rogers kicks off #MuseumSelfie day! Share a #selfie in one of our galleries and we'll RT our favs.

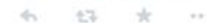


Eddy Davis  
@EddyZDavis



Follow

And the award for best #MuseumSelfie goes to @MuseoOmero! Well played guys. Happy #MuseumSelfieDay





# Not everyone likes it

Haters gonna hate - but it's ok!



**#museumselfie**  
339Tyx84

12/22/2014 11:05 am — 1/22/2015 7:03 am



Twitter

Overview

Top Lists

Media

Contributors

Transcript

Recap

**27,259**

tweets

**169,682,505**

timeline deliveries

**13,617**

contributors

**57,615,254**

reach

Activity Summary

**27,259**

tweets

**169,682,505**

timeline deliveries



 #MuseumWeek

7 days,  
7 themes,  
7 hashtags!

日本



#secretsMW

Monday 23



#souvenirsMW

Tuesday 24



#architectureMW

Wednesday 25



#inspirationMW

Thursday 26



#familyMW

Friday 27



#favMW

Saturday 28



#poseMW

Sunday 29

مصر



# TRENDS









# Why?

Trends



**Internet of Things**





# Trend: Shift from Academia to Emotive





# Follow People

**Sree Sreenivasan - @sree**  
**MuseumNext - @MuseumNext**  
**Bloggers & Shares**

LISTEN  
UNDERSTAND  
CT

# Listen and observe:

- NonVisitors
- Other sectors (retail, publishing, tech)

**COMMUNITIES**



# CultureThemes

- Engage People
- Museums look and use new tools
- Builds Communities via hashtag

# #AskACurator 2015

Worldwide Trends · Change

#go90

 Promoted by go90

#MasterChefBR

#AskACurator

#ALDUB2ndMonthsary

#DearMrPresident

#نصيحه\_للمقبل\_علي\_الزواج

#PMQs

#BadMovieMashups

#dislike

#felizmiercoles

#RIPHailey



# Science Museum - Autism



Early Birds enables families with children who have an Autistic Spectrum Condition (ASC) to come along and enjoy the Museum free from the hustle and bustle of the general public.

Taking place on particular Saturdays across the year, we open the Museum early at 8.30am and some of our interactive galleries remain available exclusively to booked Early Birds guests until 11.15am. As well as exploring some of the galleries you can enjoy a selection of fun workshops and exciting demonstrations.

All of these events are completely free and suitable for families with children under the age of 15.

# Garage Museum of Contemporary Art – Visually Impaired

GARAGE MUSEUM OF CONTEMPORARY ART PRESENTS

## TOURS FOR THE VISUALLY IMPAIRED

10/7/15 / 2/7/16





**“It’s easier to ask for  
forgiveness than  
permission.”**

**A nation stays alive when its  
culture stays alive.**

**~National Museum in Kabul**