



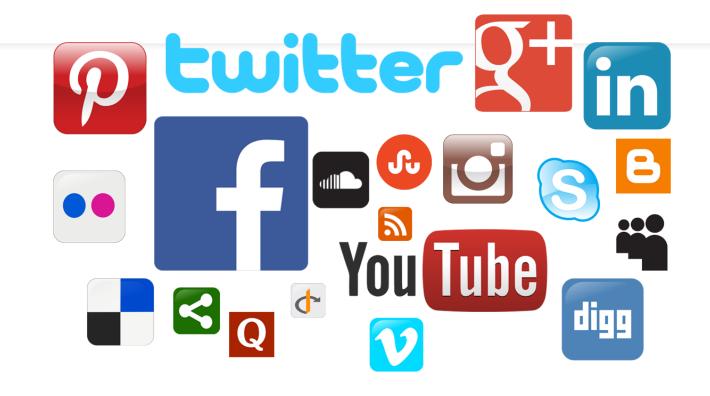






Overview

- · Pandemics and social media
- Taxonomy of social media
- Digital asset management
- Licensing and IP
- Facebook
 - Pages
 - Feeds
 - Groups
 - Live!
- Creative responses to the pandemic





Response to pandemic

Paradoxically, even with their doors shut, museums have never been more accessible. The offer of virtual tours, collections, videos and conferences is immense, and it is growing every day. It is as if the COVID-19 outbreak triggered innovation beyond digital solutions that overarch to supporting community resilience. Smaller museums without state-of-the-art technology are demonstrating outstanding resilience by finding other ways to reach their publics, sometimes with something as simple as a hashtag. Our field is being forced to change at an accelerated pace. We have the opportunity and the power to make the end of this story better than it can otherwise be.

Suay Aksoy President ICOM

https://icom.museum/en/covid-19/





International Museum Day -**ICOM**

@internationalmuseumday

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Events

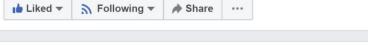
Create a Page



Museums for Equality: Diversity and Inclusion

INTERNATIONAL **MUSEUM DAY** may 2020

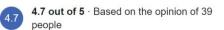












Community

See all

- Invite your friends to like this Page
- 18,852 people like this
- 3 21,281 people follow this
- Simone Fernandes and 27 other friends like this or have checked in
 - 1 de la constante de la consta
- 90 check-ins

About

See all



Digital Attitudes and Skills for Heritage Survey

Sector needs during lockdown

- Marketing and communications 27%
- Creating content 26%
- Community 18%
- Strategy 11%
- Events and activities 8%
- eLearning 7%
- Working online 2%
- Data 1%



Audience Engagement - Per/Post-COVID World

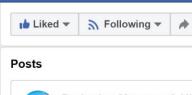
- Start with a simple plan with attainable goals
 - Go one week at a time to plan, then build from there
 - Experiment, try new platforms and the crazy fun ideas you always had
 - Go for a checklist more adaptable
 - Look at results can influence a final digital strategy

* ***









Barbados Museum & Historical Society

@barbadosmuseum

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We are excited to launch a process of community engagement and consultation in reimagining and revitalizing the BMHS permanent exhibits on natural history, social history and cultural heritage!

We invite all Barbadians at home and abroad to join on us on this journey over the next several months.

Why a mind map?

A mind map allows for proposals to be presented in a visual way, with an emphasis on ideas shifting as discussions grow.

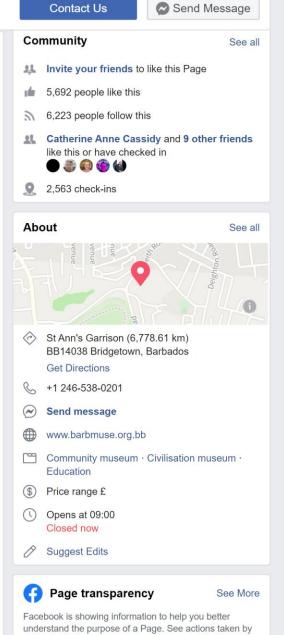
The map can change as new ideas are added.

What does the map show?

This map aims to illustrate how broad themes could support an integrated approach to the way we share connecting stories in the redesign of the galleries, that go beyond the traditional categories of social / natural history. These examples are not an exhaustive list of the possible intersections, but aim to be a point of discussion for a new design approach.

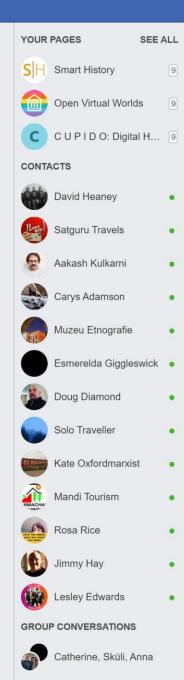
For more information and to submit your suggestions, email: ourstoriesourmuseum@barbmuse.org.bb





the people who manage and post content.

Page created - 16 June 2009



Q Search

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Taxonomy of Social Media

- Social Connect
 - Facebook
 - Discord
 - LinkedIn
 - WhatsApp
- Social Feeds
 - Twitter
 - Instagram
 - TikTok

- Social Archive
 - Tumblr: blogging
 - Flickr: images
 - Pinterest: images
 - Vimeo: video
 - YouTube: video
 - Soundcloud: sound
 - Sketchfab: 3D models
 - Roundme: spherical images





Am Baile - Highland History and Culture @ambaile

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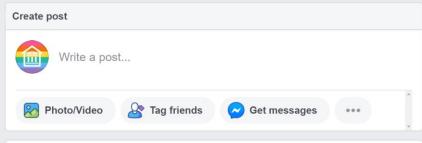
Posts

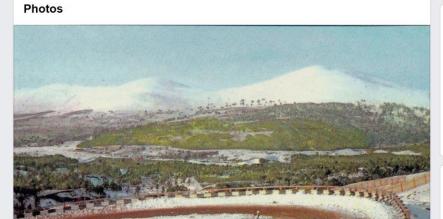
Events

Community

Create a Page



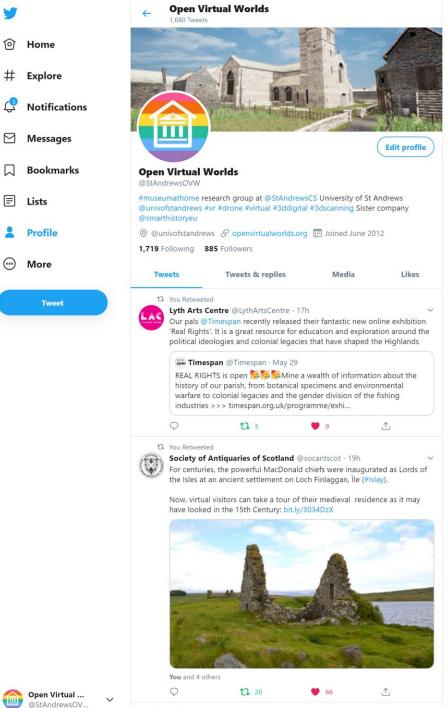






Facebook is showing information to help you better





ta You Retweeted

Q Search Twitter You might like Huawei 📀 Follow @Huawei Promoted IIT Bombay ACM SIGC... Follow @SIGCHI_II... Follows you Storywalking Follow @walkstori... Follows you Show more What's happening World news · Last night Suspect identified in disappearance of Madeleine McCann Trending in United Kingdom #AllLivesMattter 3,644 Tweets Trending in United Kingdom **RIP Dennis** Celebrity - Yesterday Lea Michele issues apology after accusations from former Glee co-Trending in United Kingdom Roger Daltrey Show more

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openvirtualworlds

Follow

8 posts **35** f

35 followers

215 following

Open Virtual Worlds

We create digital platforms to make #museumathome real. Reconstructions, virtual tours and 3d galleries make natural and cultural heritage accesible.

facebook.com/events/s/heritage-at-home-edinburgh-154/1114061242283075/?ti=as

⊞ POSTS

TAGGED







TikTok

- Short Videos
 - Lip sync 3-15 seconds
 - Looping video 3 60 seconds
- Creation through the mobile application
- Younger audiences
- Time Pearce snail jokes at the Carnegie Museum of Natural Histor
 - Light-hearted nature of the videos
 - Took off when moved his videos to TikTc







+ New folder









(

(+)



Live events



Vimeo Pro

Powerful privacy options and analytics.

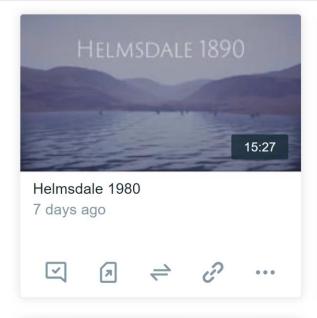
Upgrade

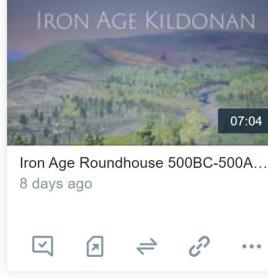
Quota 0 of 5GB (i) Upgrade

Videos

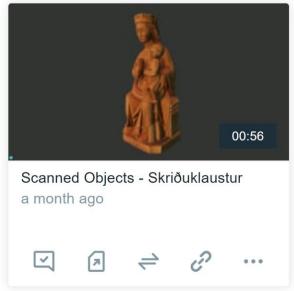
22 items



















UNESCO heritage













Home



Trending



Subscriptions



Library



World Heritage

UNESCO **⊘** Updated yesterday

Yakushima (UNESCO/NHK) • 2:24

Wooden Churches of Maramureş (UNESCO/NHK) • 2:55

VIEW FULL PLAYLIST



World Heritage explained - animated short about the UNESCO World Heritage Convention (English)

ÖUK Österreichische UNESCO-Kommission • 22K views • 10 months ago

Many people have heard about **World Heritage**. But what is it exactly? And what's the idea behind it? It is commonly known that ...

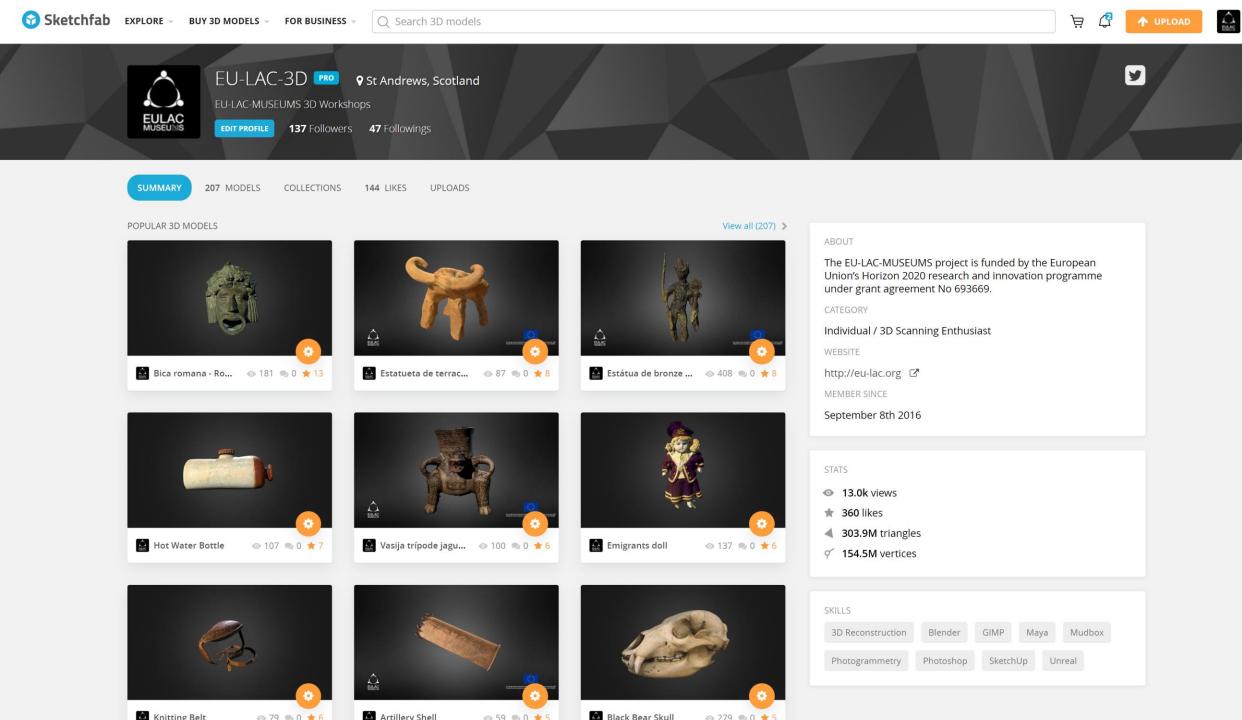


UNESCO's Marine World Heritage

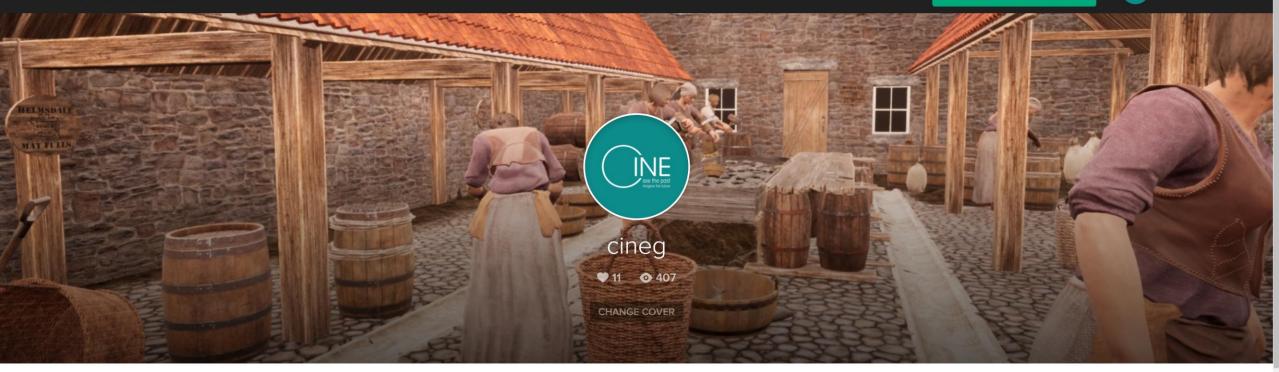
UNESCO's **World Heritage** Marine Programme takes you on a journey to three exceptional **World Heritage** marine sites: ...



UNESCO Convention on the Protection of the Underwater Heritage



Roundme **CREATE TOUR** EXPLORE STOCK WORLD MAP COMMUNITY PRICING BLOG



PUBLISHED 0 DRAFTS 0 GALLERIES 1 STOCK 0 FOLLOWERS 2 FOLLOWS 0 ABOUT



Helmsdale Curing Yard Helmsdale, UK



Longhouse Farming Settlement

Highland Council, UK



Iron Age Roundhouse Highland Council, UK



Skriðuklaustur Medieval Augustinian Settlement Eastern Region, Iceland









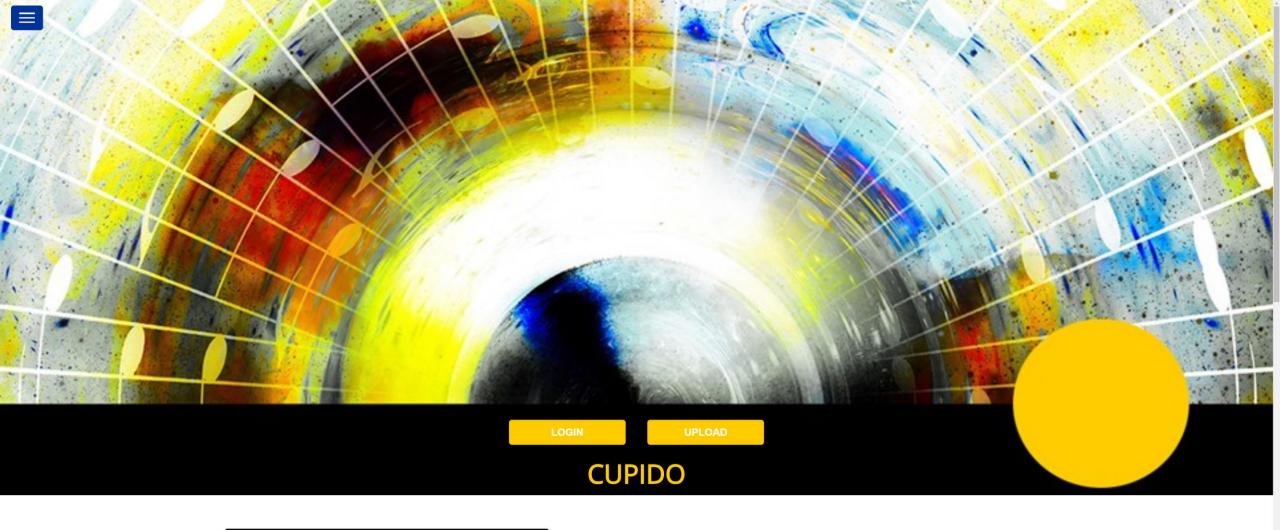




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EXHIBITS





Movable Heritage Upload Form

Form Type	Movable Heritage ~									
Name:	Name									
Media:	Biscuit Box ▼		Primary Media:		Biscuit Box ▼					
	Add Media				Refresh List					
Subject:	Culture						•			
Tags:										
Description:	Description									
Maker/Creator:	Person, Organization or Cult	Creation Date:		Date or Era of Creation						
Material:	The material the object is ma	ade of								
Source:	Information source									
References:	References									
Size:	width	height	depth		cm	V				
Language:	English						•			
Location:	61 Karlstad	Als.	Current: Origin:	Latitu		Longitude				
1 3 30 74	Kørlstad Airport		Find:	Latitu	de	Longitude				

File:						
	Drag & drop files here					
	Select files		Towse			
URL:	Sketchfab or Roundme embed URL for objects					
Reporting Period:	Reporting 1 The second of th					
Name:	Title					
Type:	3D Objects					
Format:	Select of Format ~	Layers:	Nothing selected			
Media Creator:	Media Creator	License to End User:	In Copyright (InC)			
Media Creator URL:	URL	License Chooser				
Source:						

Cancel

Find:

Latitude

Longitude

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https://www.facebook.com/legal/terms

facebook

You Tube

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https://www.youtube.com/static?template=terms

Creative Commons

Creative Commons licences provide a standard way for content creators to grant someone else permission to use their work. YouTube allows users to mark their videos with a Creative Commons CC BY licence.

If you've marked your video with a CC BY licence, you retain your copyright and other users get to reuse your work subject to the terms of the licence.

Creative Commons on YouTube

All users have the ability to mark uploaded videos with a Creative Commons licence.

The standard YouTube licence remains the default setting for all uploads. To review the terms of the standard YouTube licence, please refer to our Terms of Service.

Because Creative Commons licences are for your original content, you cannot mark your video with the Creative Commons licence if there is a Content ID claim on it.

By marking your original video with a Creative Commons licence, you are granting the entire YouTube community the right to re-use and edit that video.

What's eligible for a Creative Commons licence

Please understand that you may only mark your uploaded video with a Creative Commons licence if it consists entirely of content that can be licensed by you under the CC BY licence. Some examples of such licensable content are:

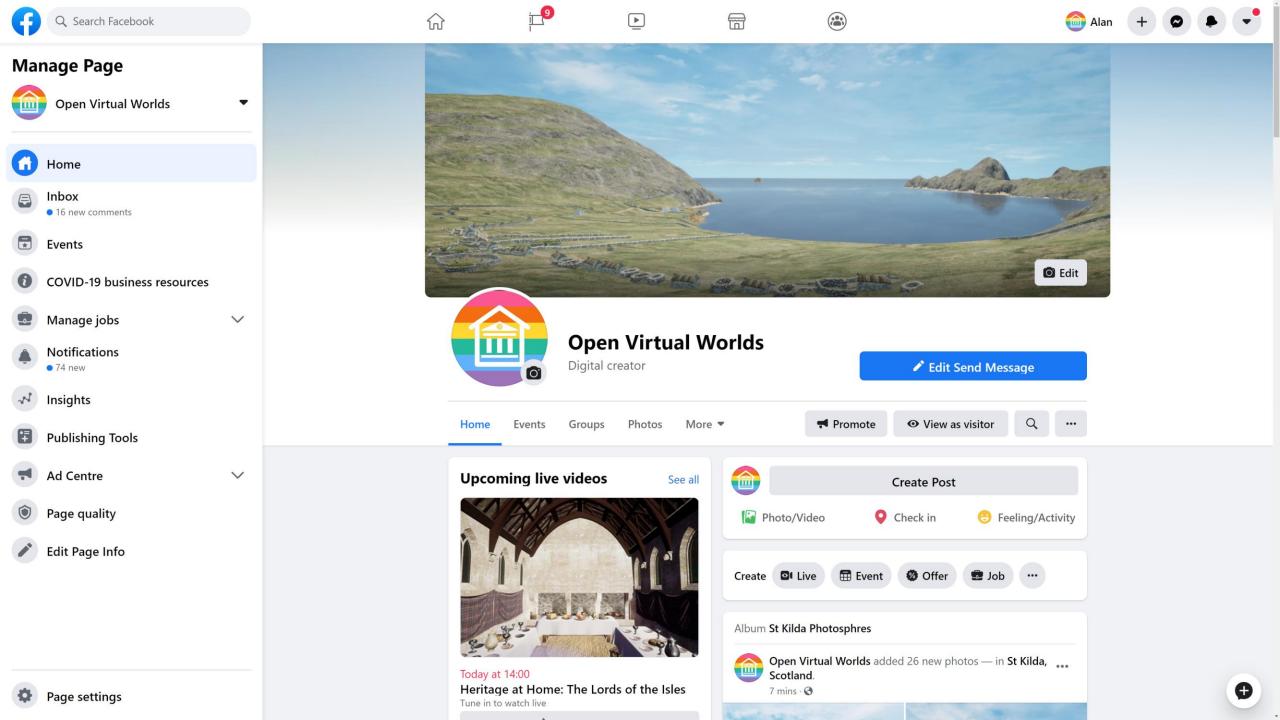
- · Your originally created content
- · Other videos marked with a CC BY licence
- Videos in the public domain

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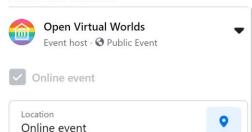






Events > Edit an event

Edit an event



The location that you enter will set the time zone and help people nearby find your online event. It won't be shown on the event.



Start time 14:00



End time 15:00

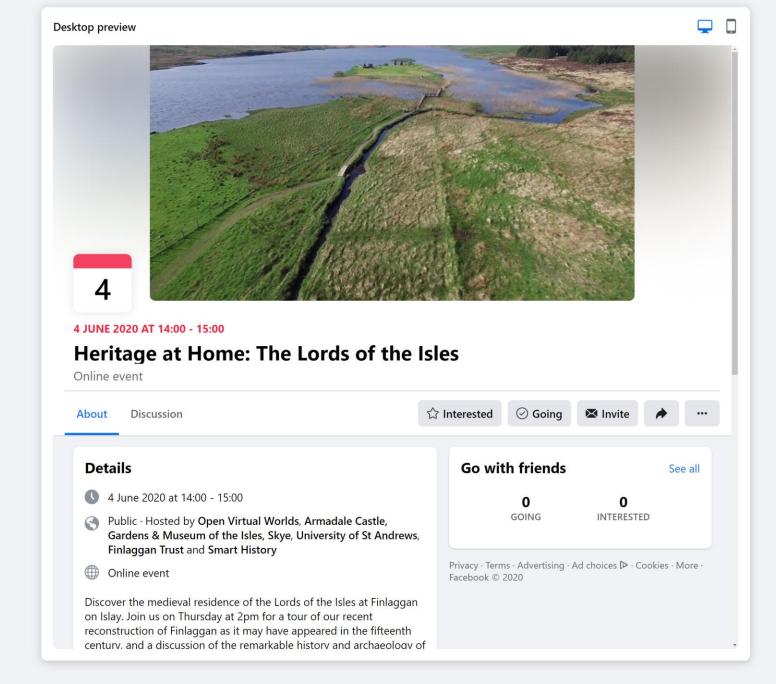
Event name

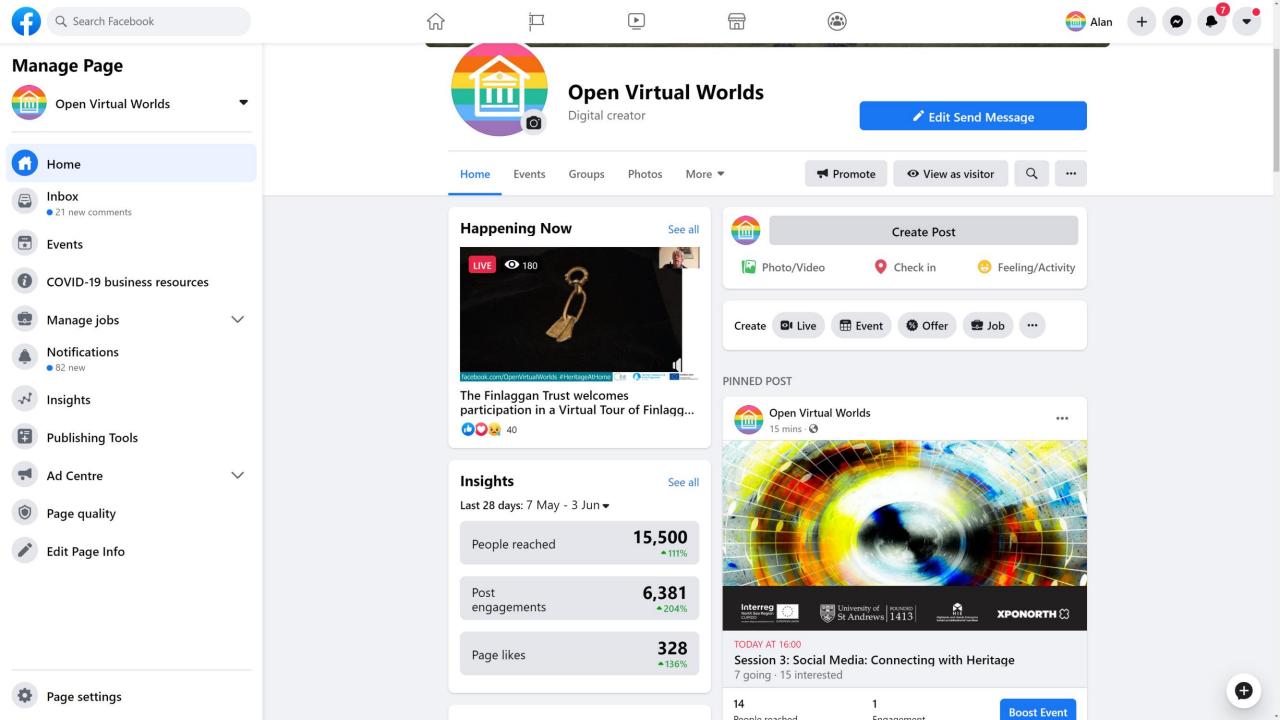
Heritage at Home: The Lords of the Isles

Description

Discover the medieval residence of the Lords of the Isles at Finlaggan on Islay. Join us on Thursday at 2pm for a tour of our recent reconstruction of Finlaggan as it may have appeared in the fifteenth century, and a discussion of the remarkable history and archaeology of Islay.

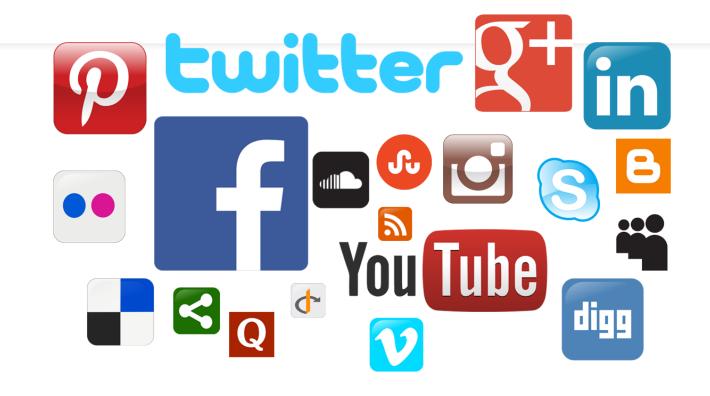
Joining us as guests are: Dr David Caldwell (author of 'Islay: The Land of the Lordship'), Dr Andrew McDonald (author of 'The Kingdom of the Isles' and 'The Sea Kings'), and Dr Alan McNiven (author of 'The Vikings of Islay').





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Empathetic Engagement

- Support & collaborate with other organisations that have capacity to do more than you - sharing is as important as creating
- Join in on global movements
 - #museumsathome, #collectionsunited, #localmuseumsunite, #museumofme, #creepycollections
- Stimulate engagement and conversations, but be responsive
 - Even @TheMERL is quiet the last few days
- Be sensitive to the world around you, no tone-deaf posts
- "zombie identity" look at and remove/realign irrelevant initiatives

People looking for - Social Connection

- Viewing Parties
 - Netflix viewing parties, Facebook Viewing Party
- Live Streams with chats
 - Monterey Bay Aquarium on Twitch using live cams & Animal Crossings
 - CINE project live tour of monastery ruins with associated 3D models, virtual reconstruction, drone footage
- Matching historical content to the times
 - Connecting emotions now with those in the past

https://www.digitaltrends.com/gaming/aquarium-animal-crossing-tours/



People looking for - Personal Growth

- Children's activities
 - Activities, expanding on in-museum engagement
 - NHM by topic (dinosaurs, crafting, gardening etc.) free & downloadable
- New skill facilitation/creation
 - #timetomend (physical, therapeutic, sustainable) Climate Museum UK
 - #kindnessbypost Letter Writing skills Postal Museum
 - #IsolationCreations Ashmolean Museum
- Lectures short & fun with experts
 - Cocktails with a Curator The Frick Collection on Youtube
 - Heritage at Home series discussions with panel of experts, Q&A

https://www.postalmuseum.org/blog/letter-writing-activities-in-lockdown/

https://climatemuseumuk.org/2020/03/13/timetomend/

https://www.nhm.ac.uk/take-part/try-this-at-home.html

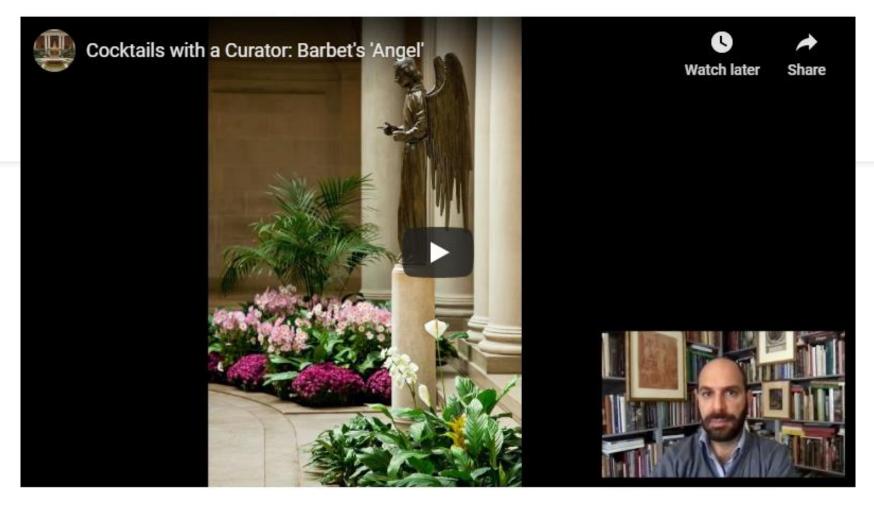
https://www.frick.org/interact/miniseries/cocktails_curator

https://www.facebook.com/OpenVirtualWorlds/

https://www.ashmolean.org/isolationcreations

THE FRICK COLLECTION





Cocktails with a Curator: Barbet's 'Angel'

People looking for - Making a difference

- Not strictly audience engagement, but will help the public to know your values
 - Makers to givers #Masks4all
 - Museums gardens growing food for local food banks, how-to guides to start your own food garden - Old Salem Museum and Gardens

People looking for - Stress Relief

- To look forward to or engage in
 - #DougieDraws CPKMuseums
 - #hastagthecowboy Nat'l Cowboy Museum
 - #MetTwinning The Metropolitan Museum of Art

https://www.artuk.org/discover/curations/dougiedraws

https://twitter.com/ncwhm

https://www.theartnewspaper.com/interview/the-metropolitan-museum-of-art-has-gained-almost-200-000-social-media-followers



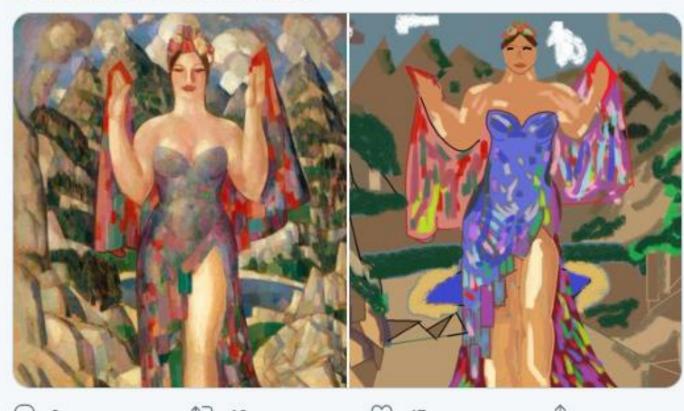
Culture Perth & Kinross Museums @CPKMuseums - Mar 26

Presenting Danu, Mother of the Gods by JD Fergusson. Recreated in Paint for #DougieDraws

Fergusson based this painting on Margaret Morris, wearing a costume she had designed.

Find out more ow.ly/nO9F50yU5Oe

@artukdotorg #ArtUKHomeSchool













Nat'l Cowboy Museum ② @ncwhm · Apr 2

Morning! This may be my first rodeo in the social media but I've been going to rodeos since I was a kid. My first rodeo was probably when the National Finals Rodeo was still in Oklahoma. My latest rodeo was just now in our American Rodeo Gallery. #HashtagTheCowboy Thanks, Tim









6.5K



