Social Web and Interaction

Social Media Technologies for European National and Regional Museums

monochrom, Anika Kronberger, Heather Kelley

EuroVision
Museums
Exhibiting
Europe

With the support of the Culture Programme of the European Union

Culture

Social Web and Interaction

AN INTRODUCTION

What we will do:

→ Get an overview on the tools

→ Change roles and perspectives to have a different view on objects and visitors

→ Get to know best practice examples

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AN INTRODUCTION

'A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.'

ICOM. Museum Definition.

What is social media /web 1.0 to web 2.0?

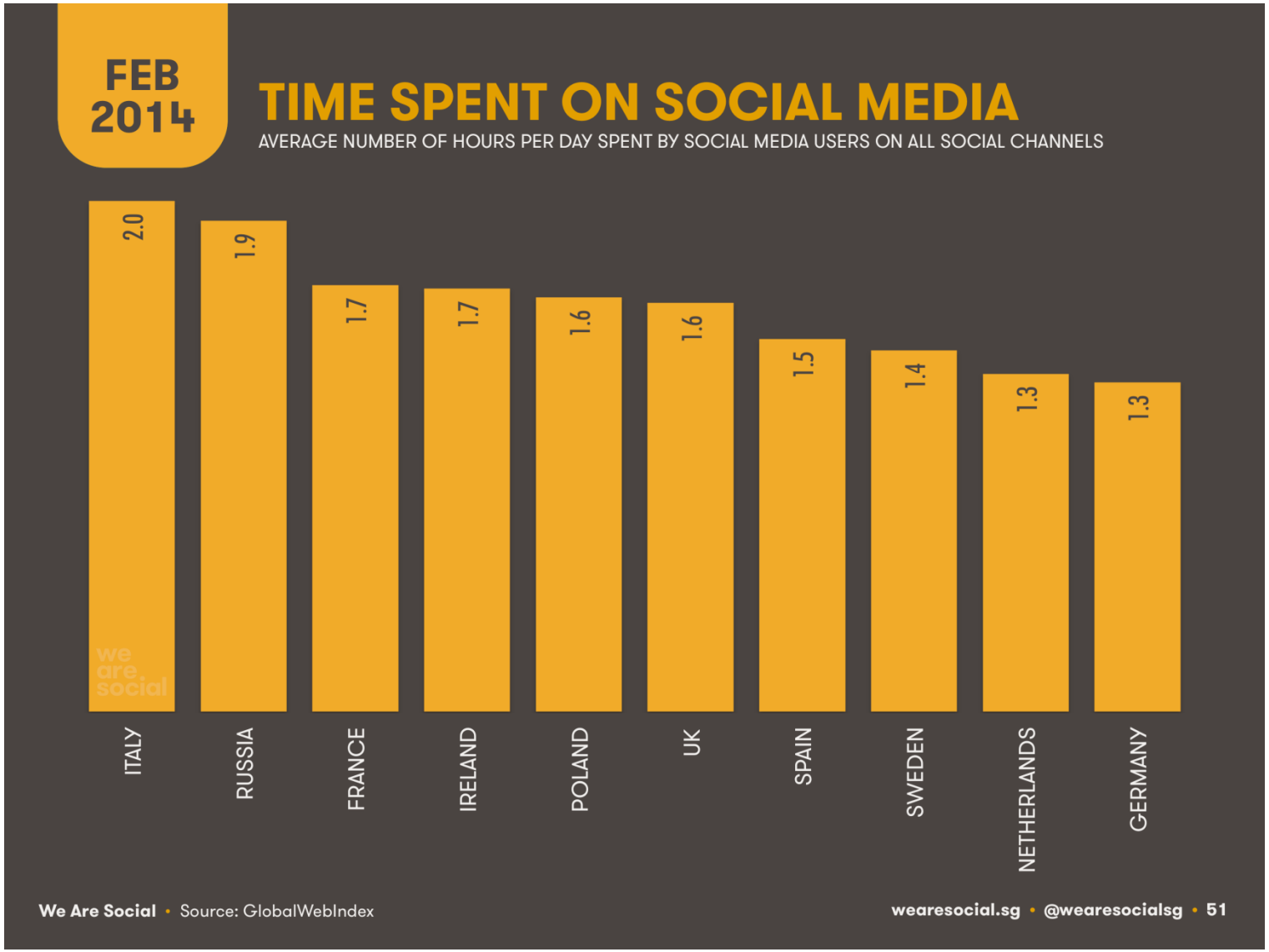
→ websites which have gone from static to interactive and collaborative

→ from „one to many“ to „many to many“

→ from unidirectional information resources to a vivid exchange of information multi-directionally

→ the webuser not just consume but participate: write, create, share, comment, like, ...

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We Are Social Deutschland GmbH

http://wearesocial.net/blog/2014/02/social-digital-mobile-europe-2014/

How the people changed?

different kind of behaviour how to access information:

from specific time and location based sources - like schools, libraries and museums - to the possibility of „anytime“ and „anywhere.“

people are accustomed to find information on their own and to create and share

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AN INTRODUCTION

Why should museums use social media?

→ to spread knowledge
→ be open and accessible not just on opening hours
→ to start a communication process around the museum's topics
→ be visible to digital natives
→ to start a relationship with visitors
→ attract non-visitors to the museum
→ to develop a sphere of communication, participation and emotion
→ create added value

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TOOLS

What kind of channels can be used?

Information resources

Social networks

Social sharing platforms

Social curating sites

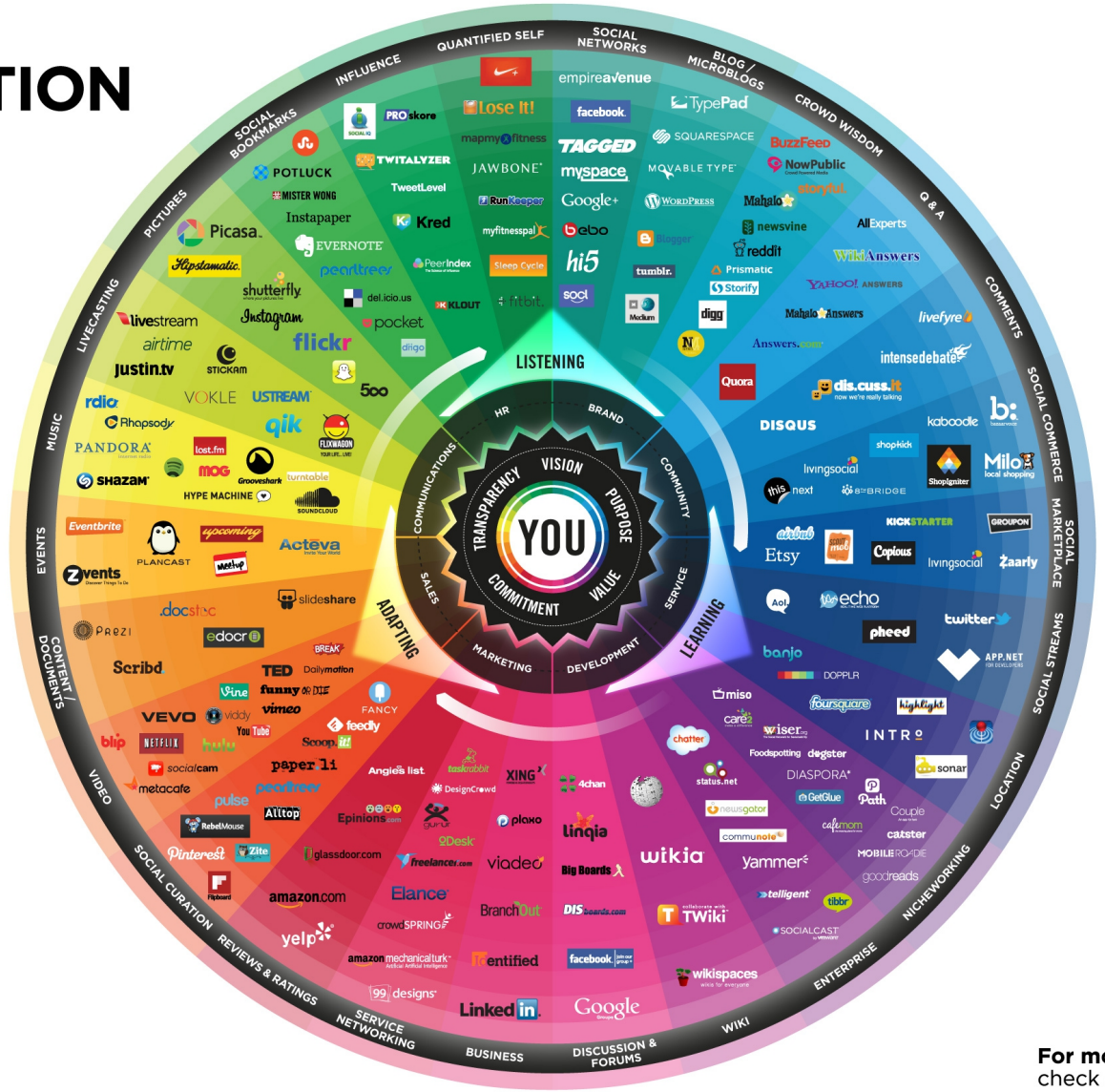
Open data movement

Crowdsourcing possibilities

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THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



For more information
check out conversationprism.com

Information Resources

Museums Website

Wikipedia

Wikicommons

Blogs

Information Resources

Best Practice

https://www.brooklynmuseum.org/

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TOOLS

Social networks

Facebook

Google+

Twitter

LinkedIn

Foursquare

Social networks

Best Practice

https://www.facebook.com/stiftungmuseumkunstpalast

Social sharing platforms

Youtube
Vimeo
Vine
Flickr
Instagram
Issuu
Slideshare

Social sharing platforms

Best Practice

https://www.youtube.com/user/thebrainscoop

Social curating sites

Pinterest

Tumblr

Social curating sites

Best Practice

http://www.pinterest.com/gettymuseum/

Open data movement

Open data movement

Best Practice

www.europeana.eu
Google Art Project

Crowdsourcing possibilities

Zooniverse

Crowdsourcing possibilities

Best Practice

www.operationwardiary.org

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GENERAL RECOMMANDATIONS

- → **Social media activities must be integrated in museums**
- → **The museum staff must be involved in the social media plans**
- → **more visual, participatory, first-hand and experiential presence online**
- → **Know your audience**
- → **Cross-Promoting on other Channels**
- → **Offer specials/rewards for real visits**
- → **social media is not just a public relation tool**
- → **Connecting with new audiences**

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Interaction with the visitor

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AN INTRODUCTION

What we will do:

→ Get an overview technical ways to interact with the visitor

→ Learn why they can be useful for museums

→ Get to know best practice examples

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ACTIVITY

VISUAL STATISTIC



EMEE Workshop Vienna June 2014
Some up - some down
(photo by Anika Kronberger)

Why digital?

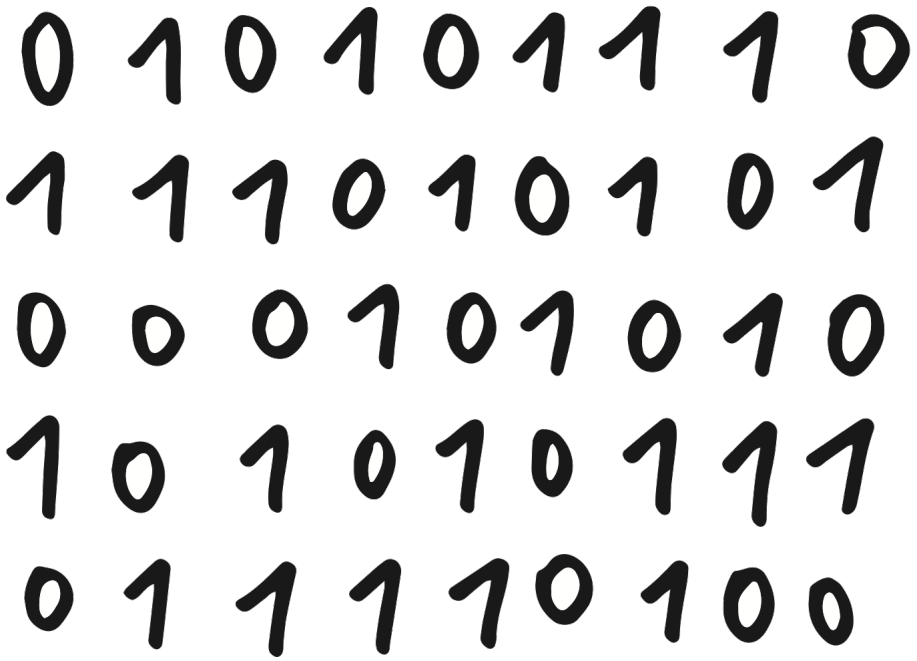


image: Anika Kronberger

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INTERACTIVE MEDIA

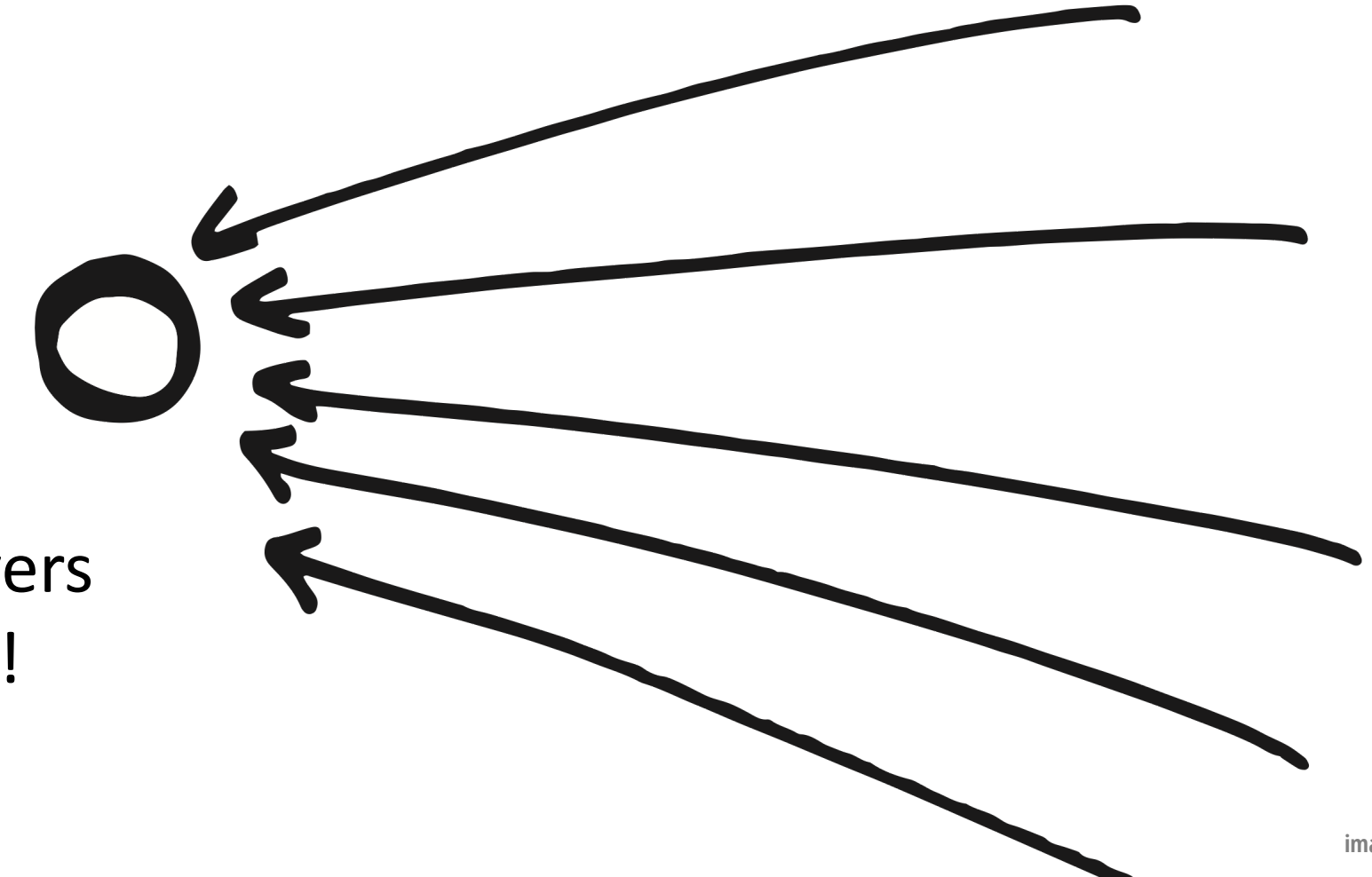
The digital natives!



image: Anika Kronberger

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INTERACTIVE MEDIA

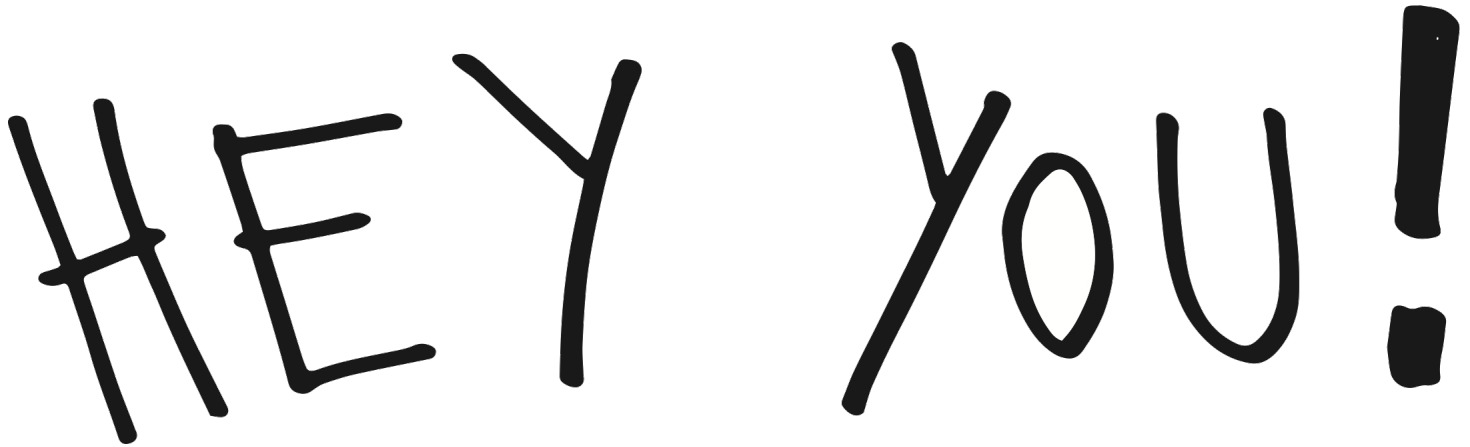


Additional layers
of perception!

image: Anika Kronberger

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INTERACTIVE MEDIA

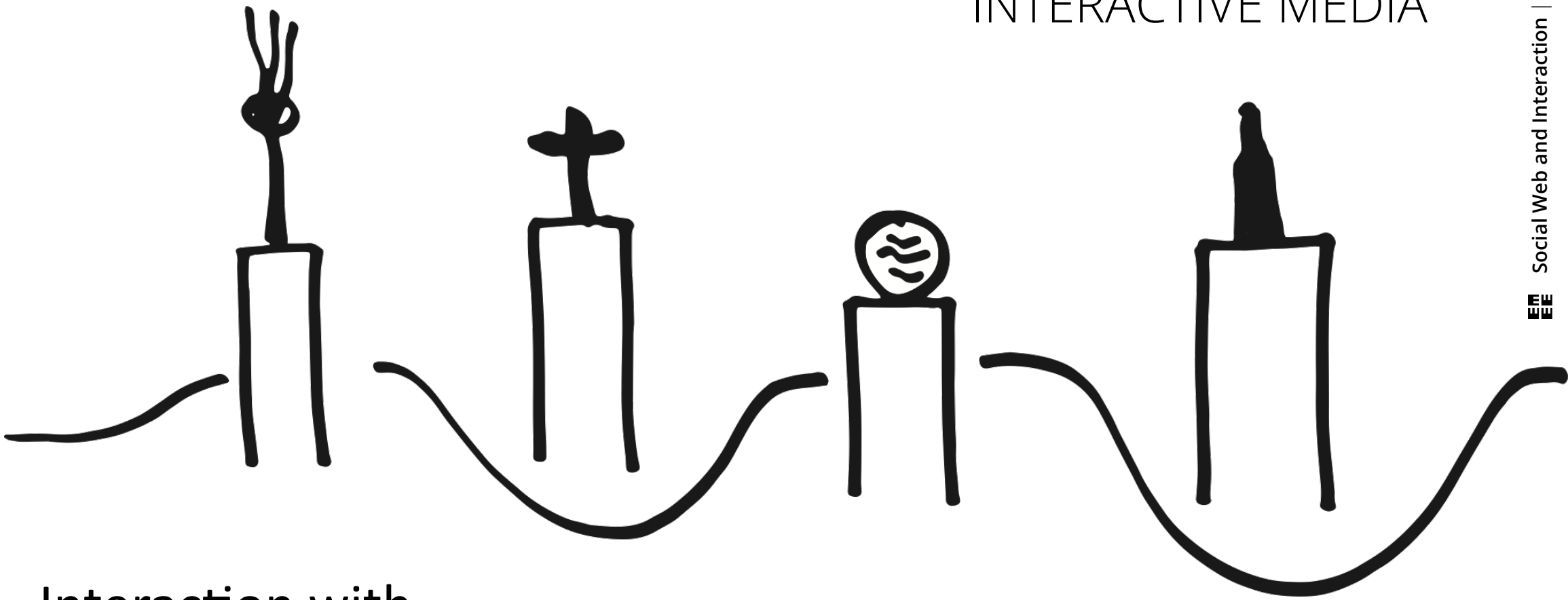


power of
engagement

image: Anika Kronberger

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INTERACTIVE MEDIA



Interaction with
the collection

image: Anika Kronberger

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INTERACTIVE MEDIA

Interaction with other visitors

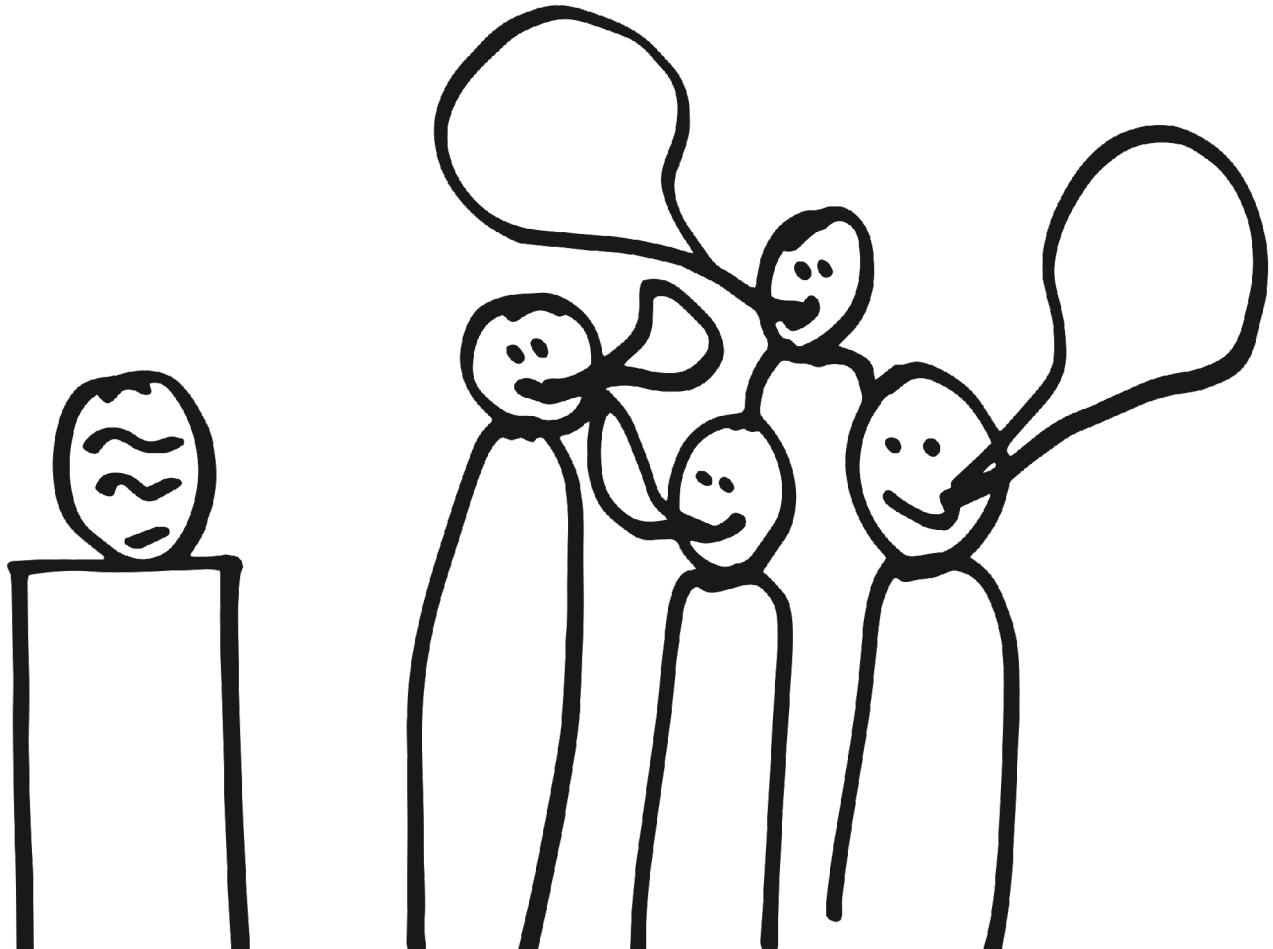


image: Anika Kronberger

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INTERACTIVE MEDIA

pre and post
visit experience

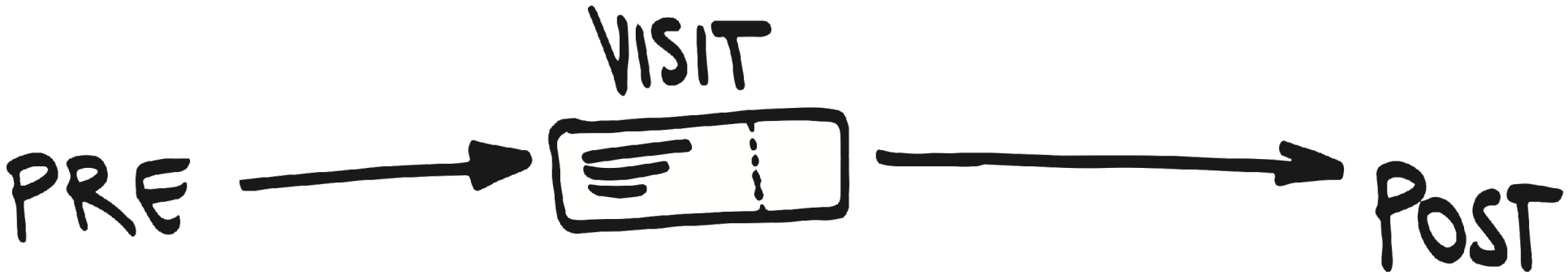


image: Anika Kronberger

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personalization

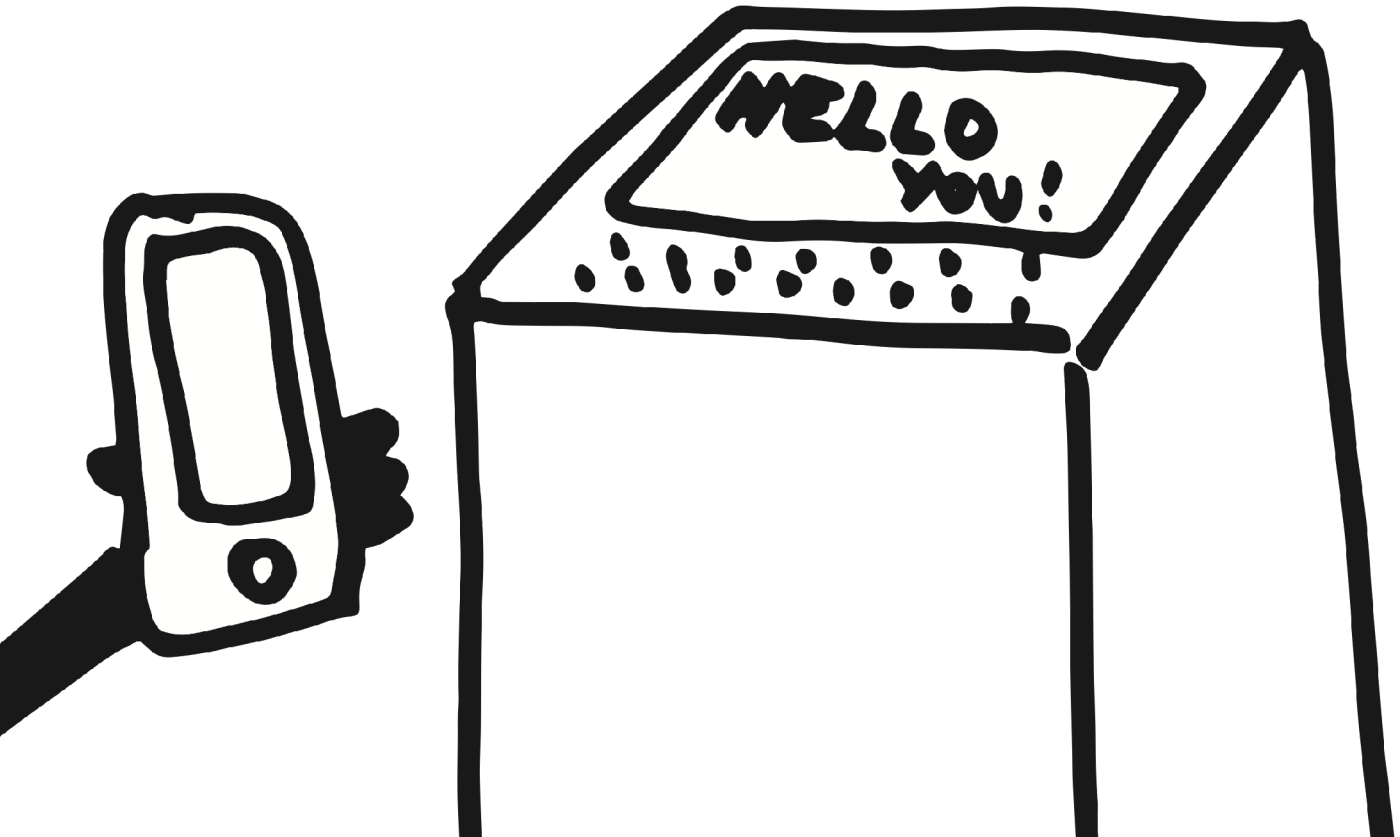


image: Anika Kronberger

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Location based services



image: Anika Kronberger

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Audioguide systems



image: Anika Kronberger

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Multimediaguide
Systems / APPS

image: Anika Kronberger

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INTERACTIVE MEDIA

Kiosk

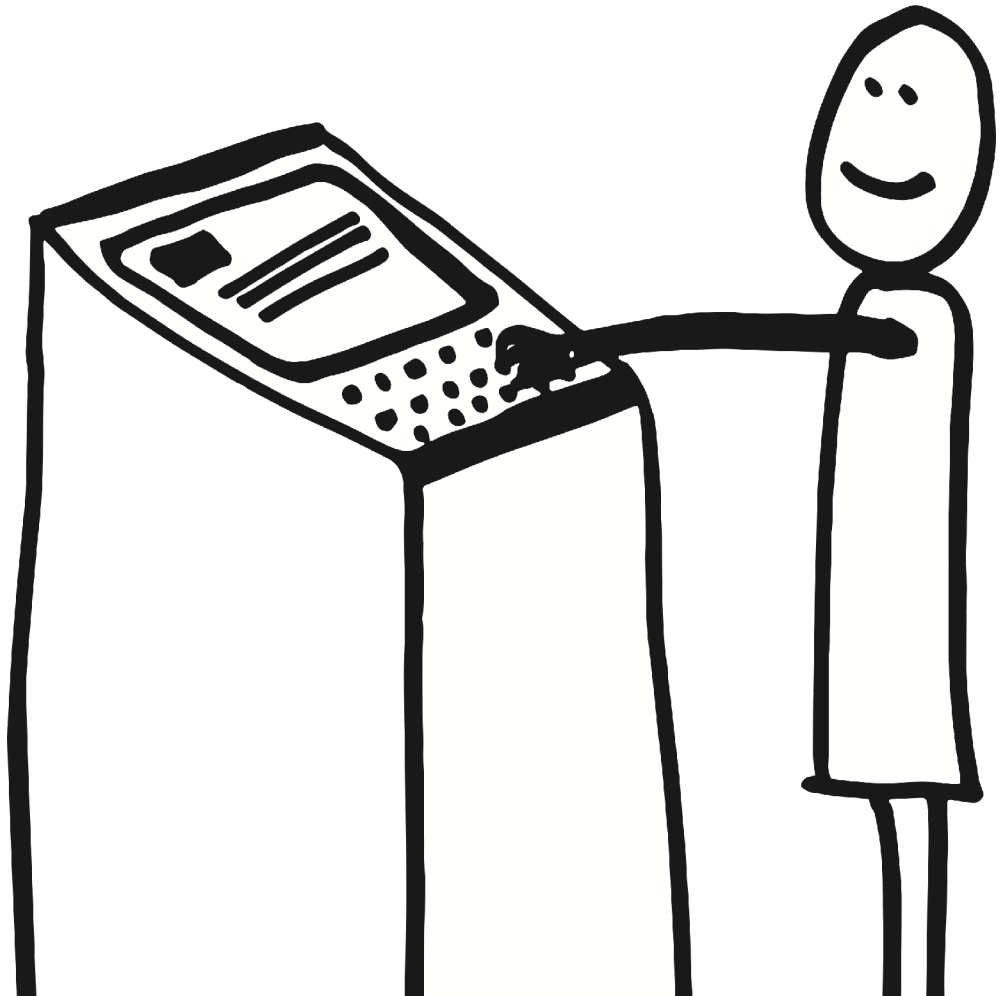


image: Anika Kronberger

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INTERACTIVE MEDIA

Kiosk as multitouch experience

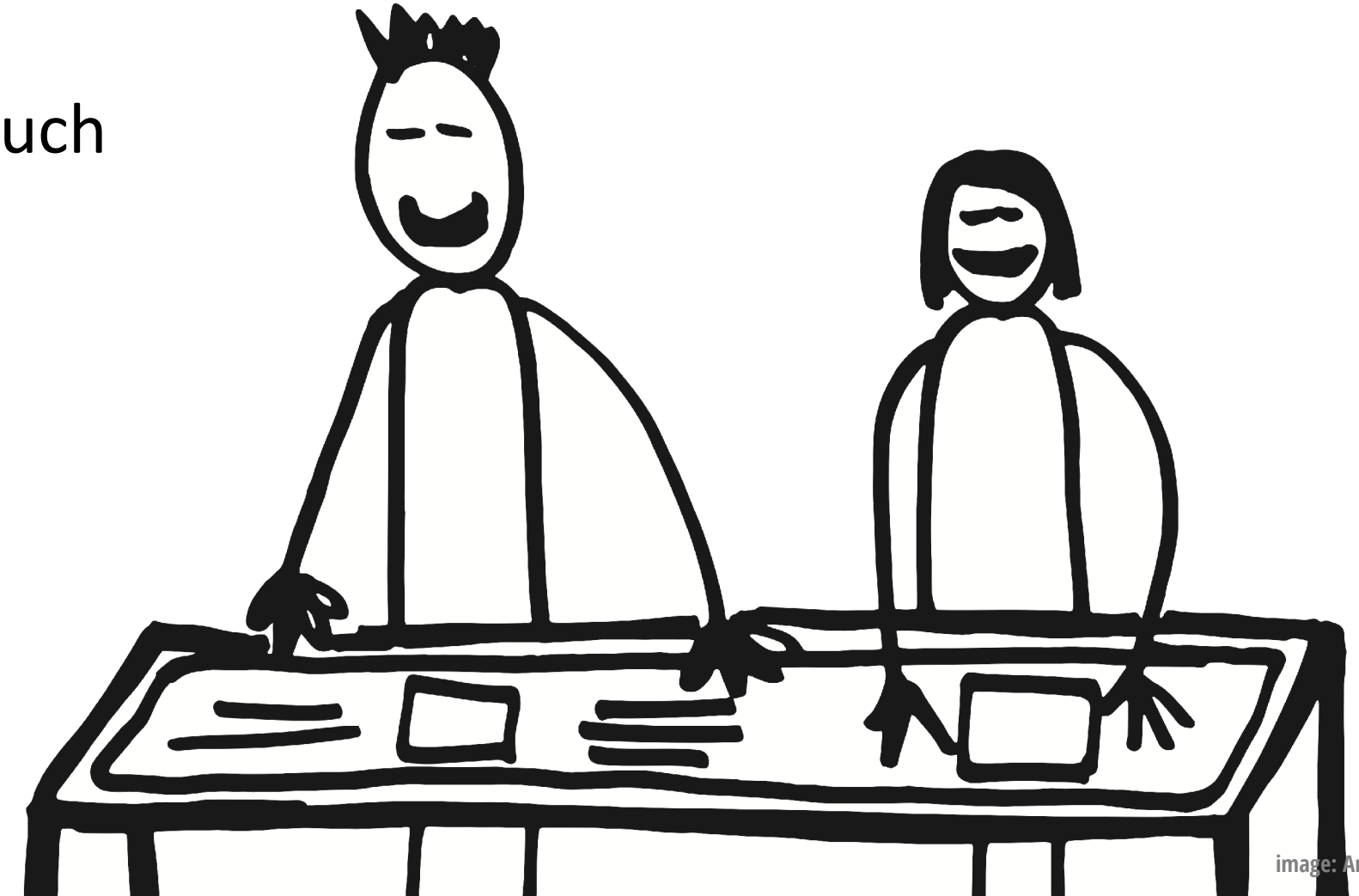


image: Anika Kronberger

Kiosk with identification

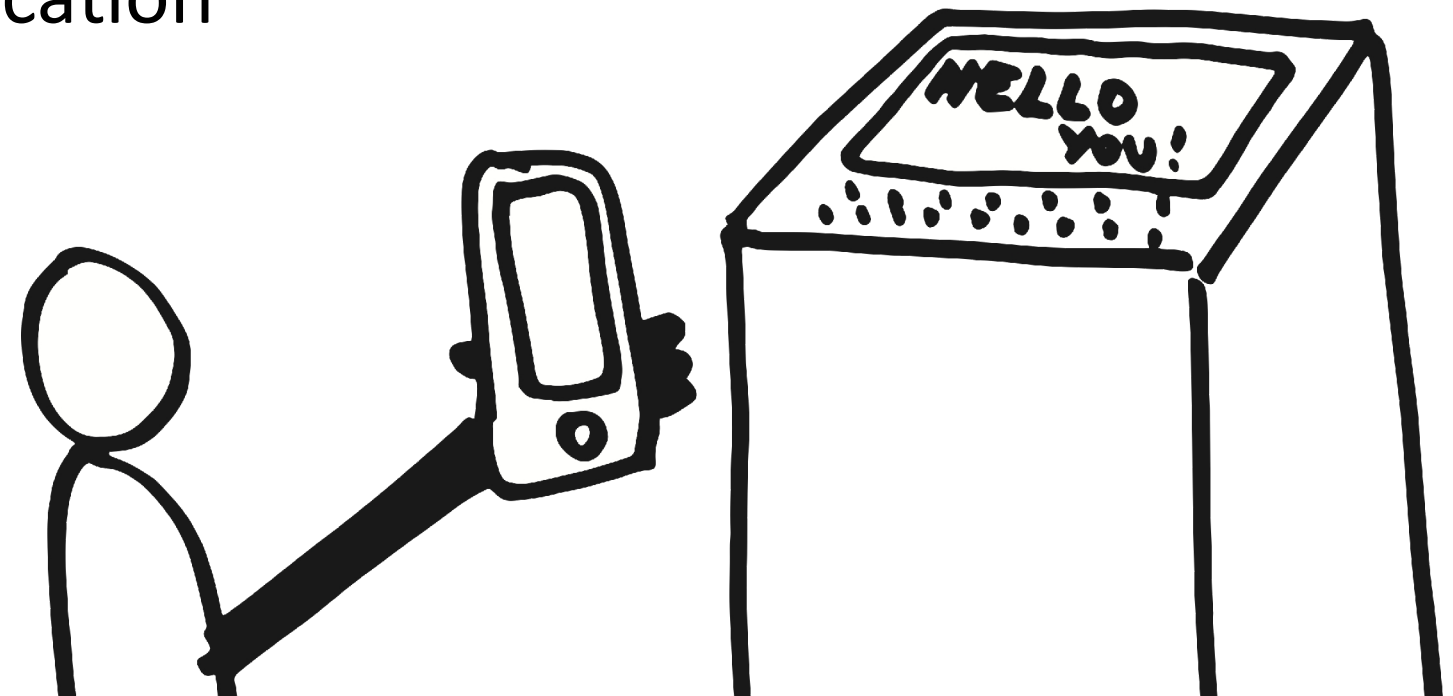


image: Anika Kronberger

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INTERACTIVE MEDIA





QR and BAR Code

image: Anika Kronberger

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INTERACTIVE MEDIA

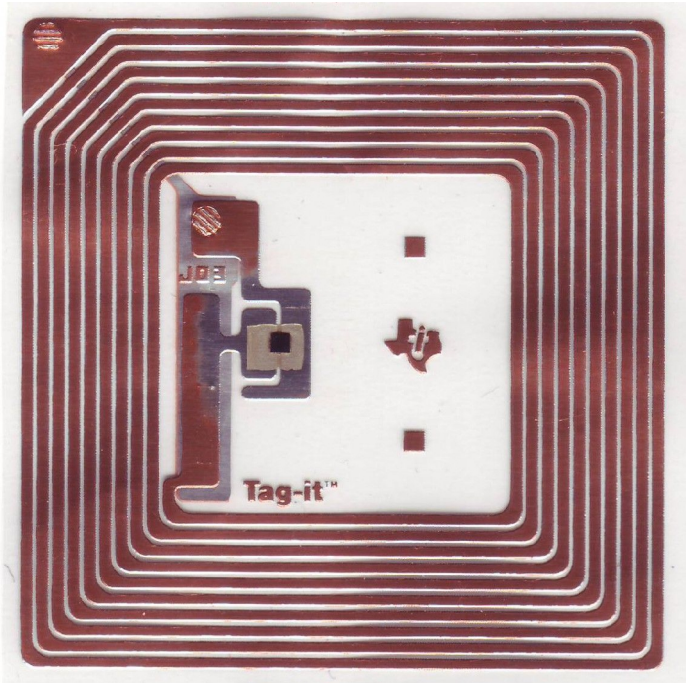
QR and NFC



image: Anika Kronberger

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RFID and NFC

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INTERACTIVE MEDIA



Roombased location identification

image: Anika Kronberger

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INTERACTIVE MEDIA

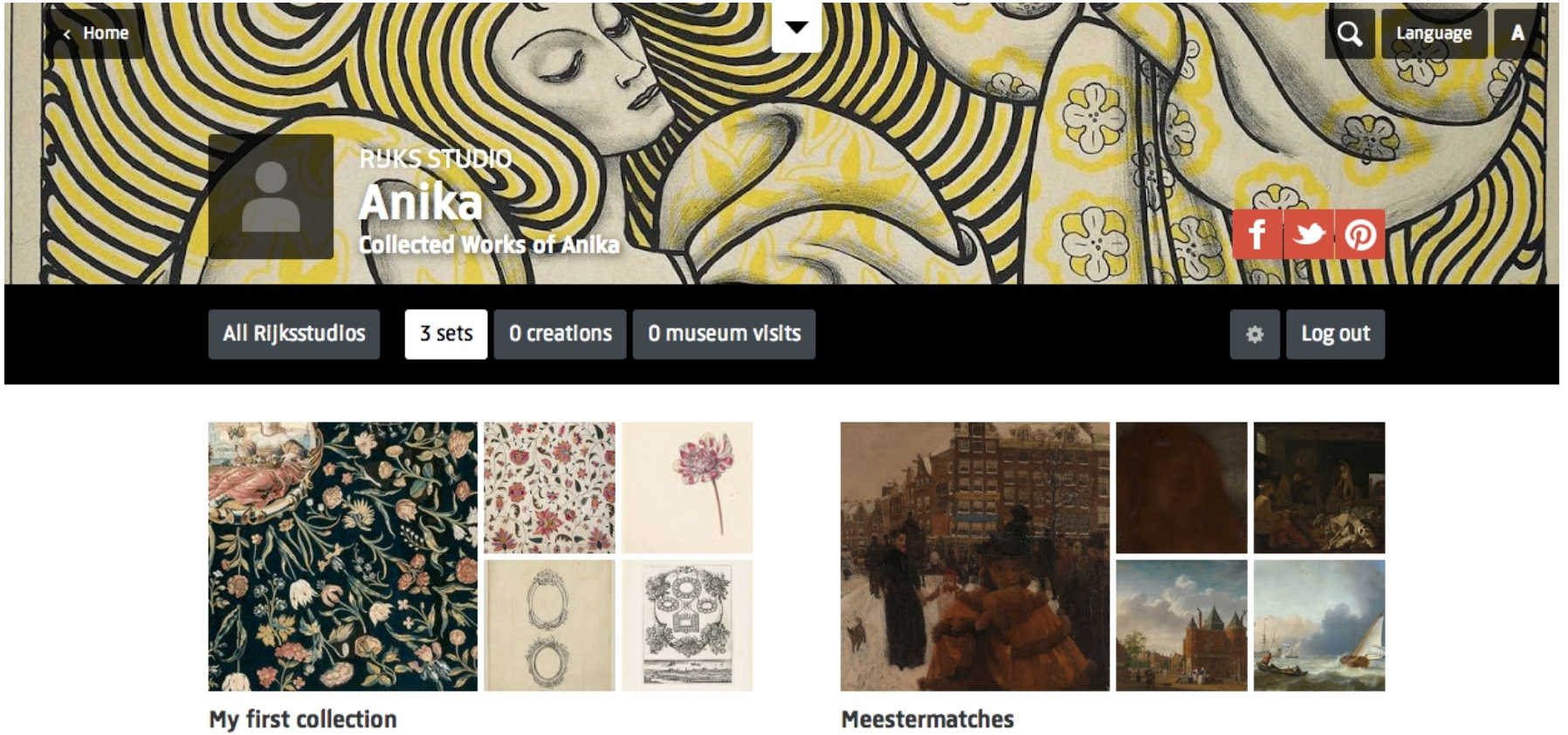
Augmented reality



image: Anika Kronberger

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INTERACTIVE MEDIA

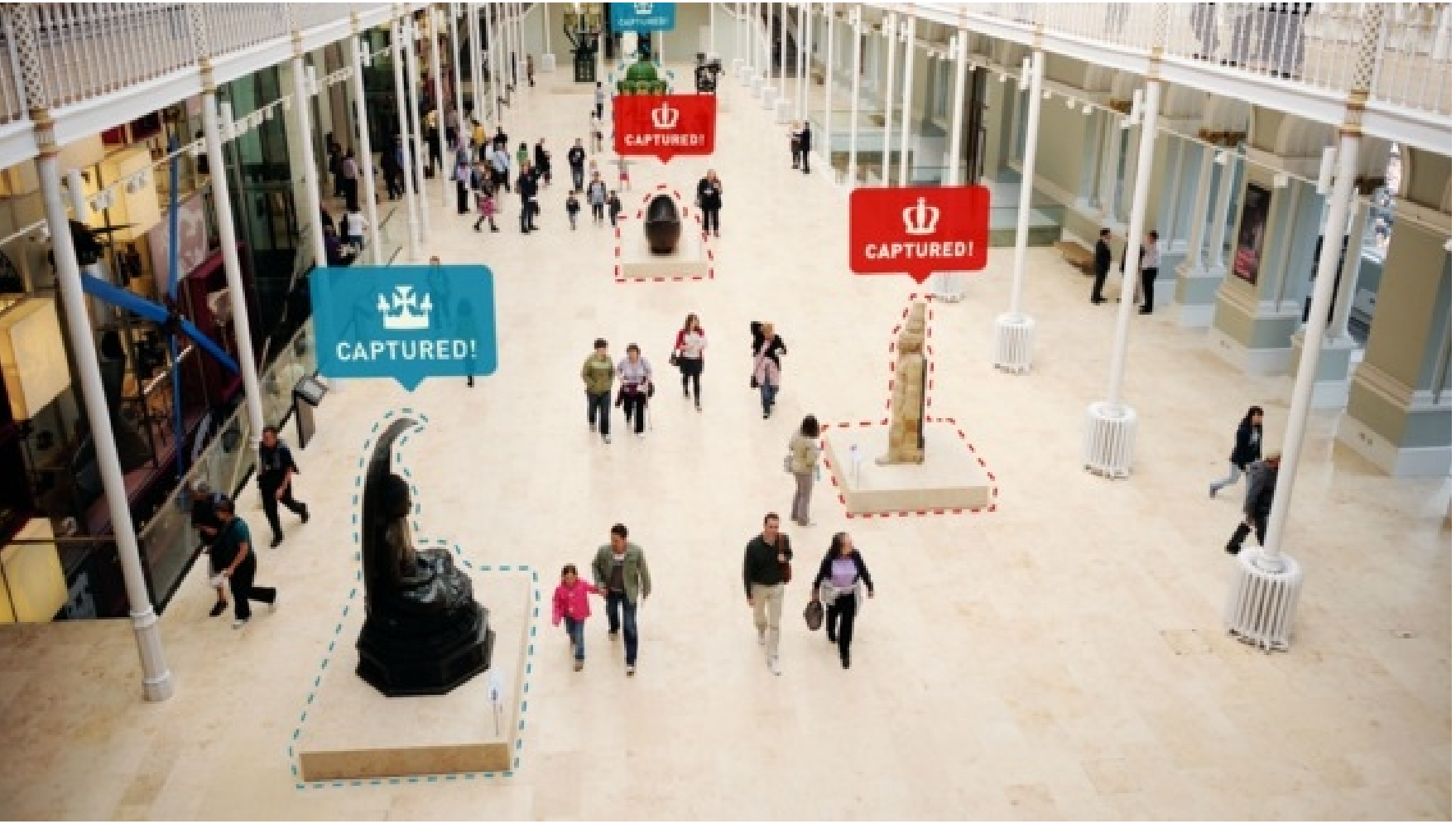


RIJKSSTUDIO

Screenshot: www.rijksmuseum.nl/en/rijksstudio

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GAMIFICATION

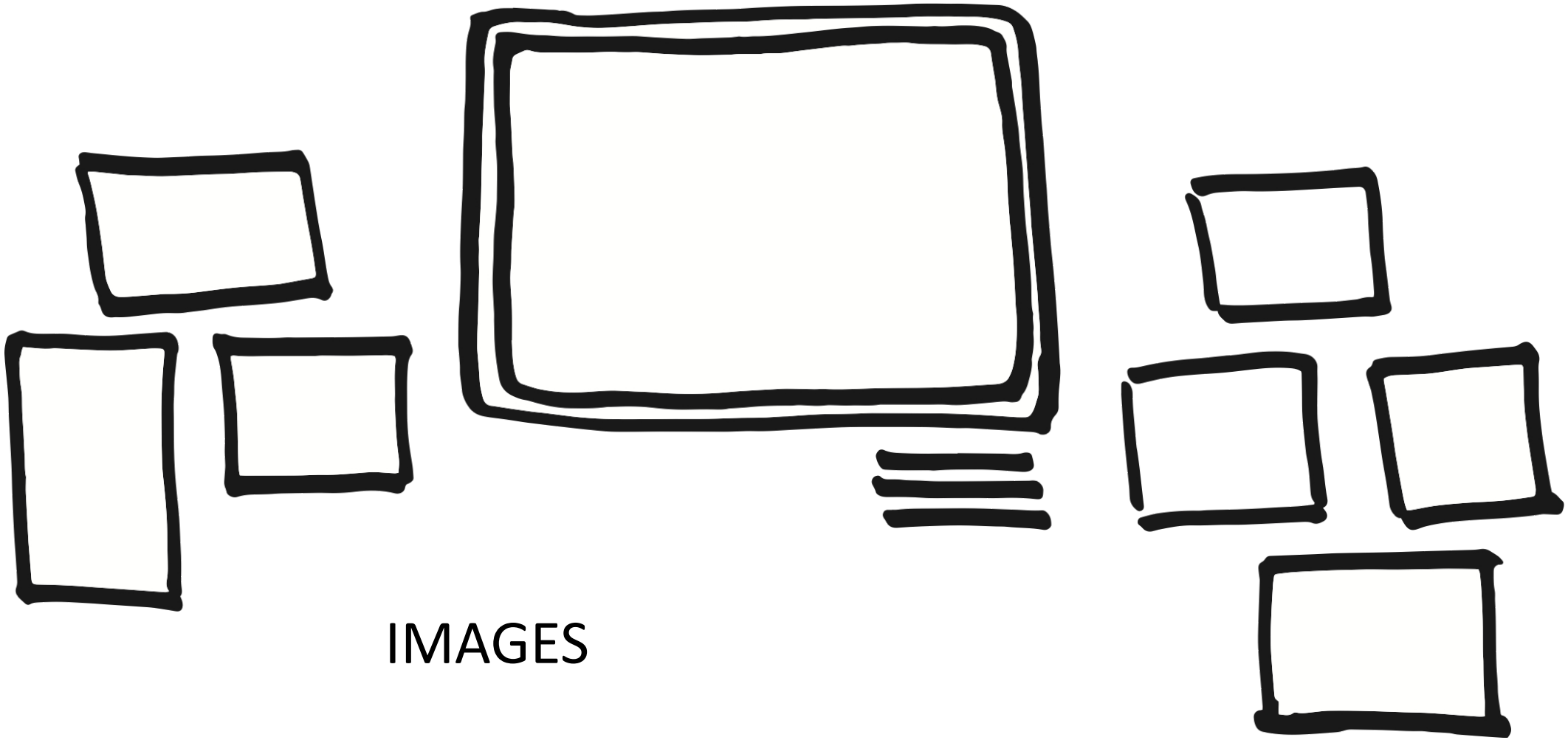


Capture the Museum >>

Image: www.capturethemuseum.com

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USER GENERATED CONTENT

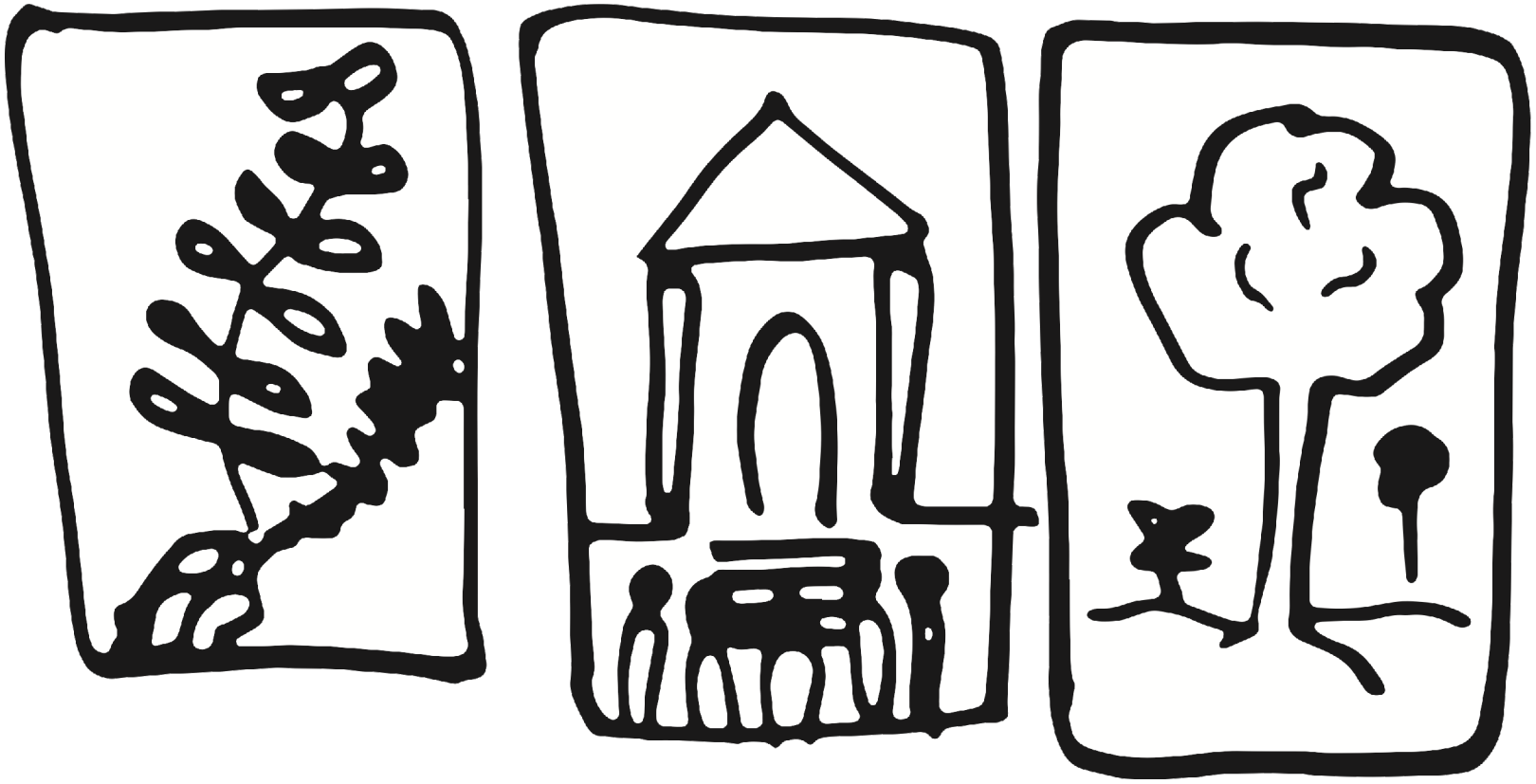


IMAGES

image: Anika Kronberger

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USER GENERATED CONTENT



ILLUSTRATIONS

image: Anika Kronberger

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TEXT

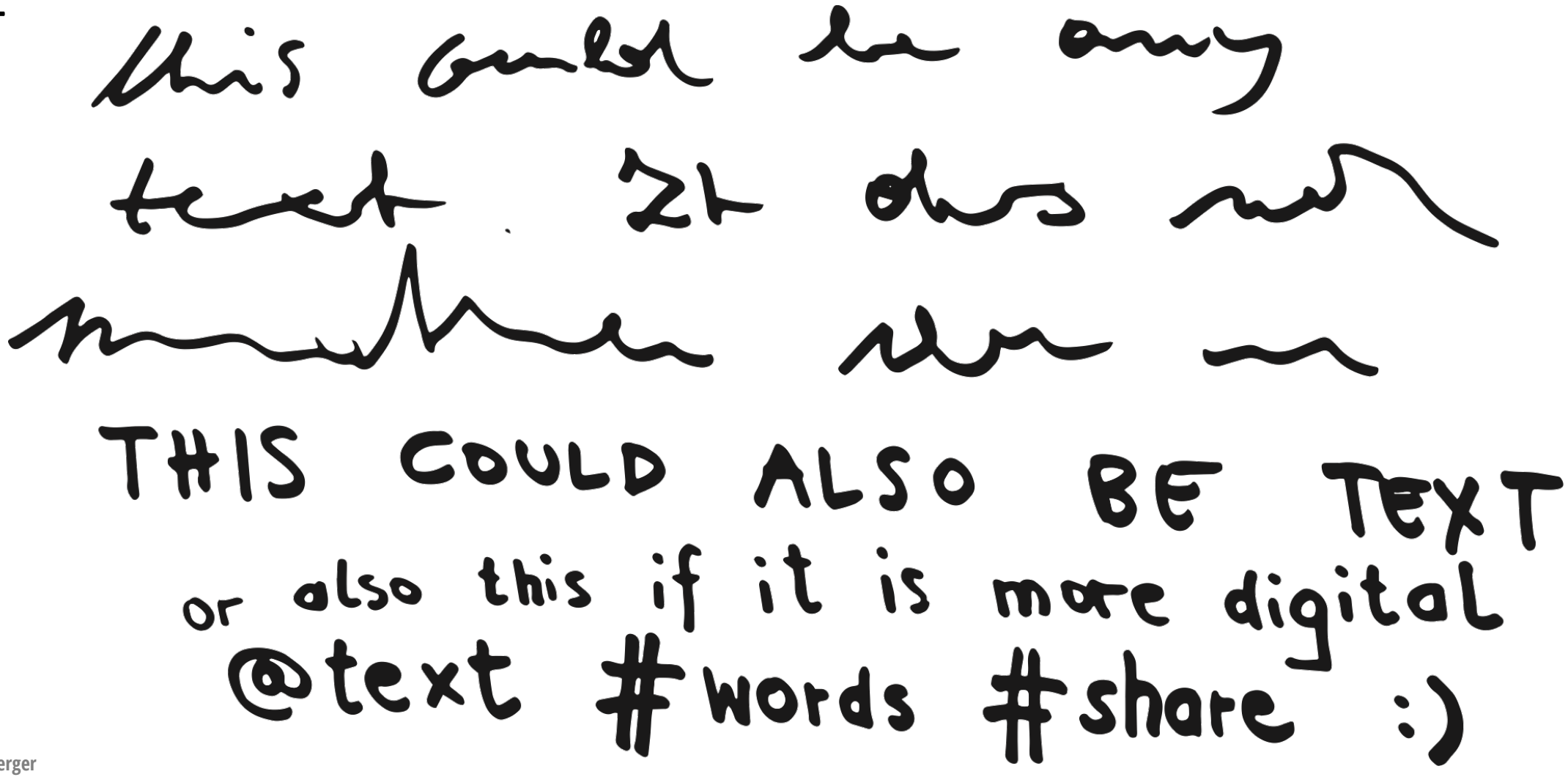
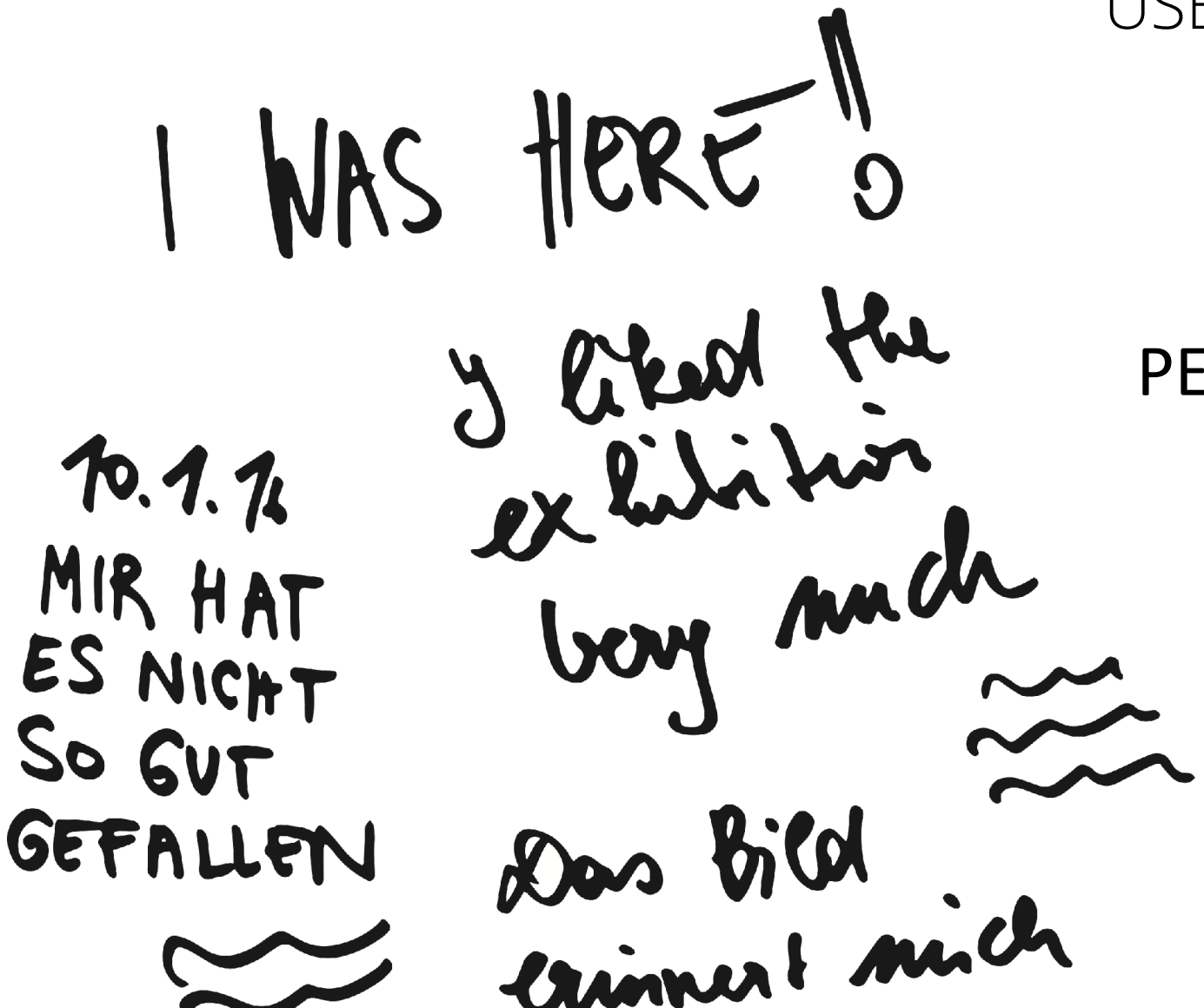


image: Anika Kronberger

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USER GENERATED CONTENT



PEN AND PAPER

image: Anika Kronberger

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USER GENERATED CONTENT



SOUND

image: Anika Kronberger

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USER GENERATED CONTENT

VIDEO



image: Anika Kronberger

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CAUTION



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HOMEWORK

SEARCH + ANALYZE

→ online search on a museum of your choice in the different social media channels, blogposts and search engines

→ Google, Wikipedia, Facebook, Google+, twitter (search also for different hashtags), instagram, flickr, pinterest, blogsearch.google.com, slideshare, issuu, ...

How is the information presented?

Where are lacks of findings?

How big is the online community?

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HOMEWORK

DEVELOP A SOCIAL MEDIA STRATEGY FOR THE CHOSEN MUSEUM

Target audience and goals?

What could be new ways for the museum of presenting their topics?

They should ...

... use facebook, because ...

... build on the community of youtube to reach ...

... try to get more involved in pinterest to gain ...

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HOMEWORK

DEVELOP A SOCIAL MEDIA STRATEGY FOR THE CHOSEN MUSEUM

Worksheet Strategy

+ Write a TWEET

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GENERAL DISCUSSION

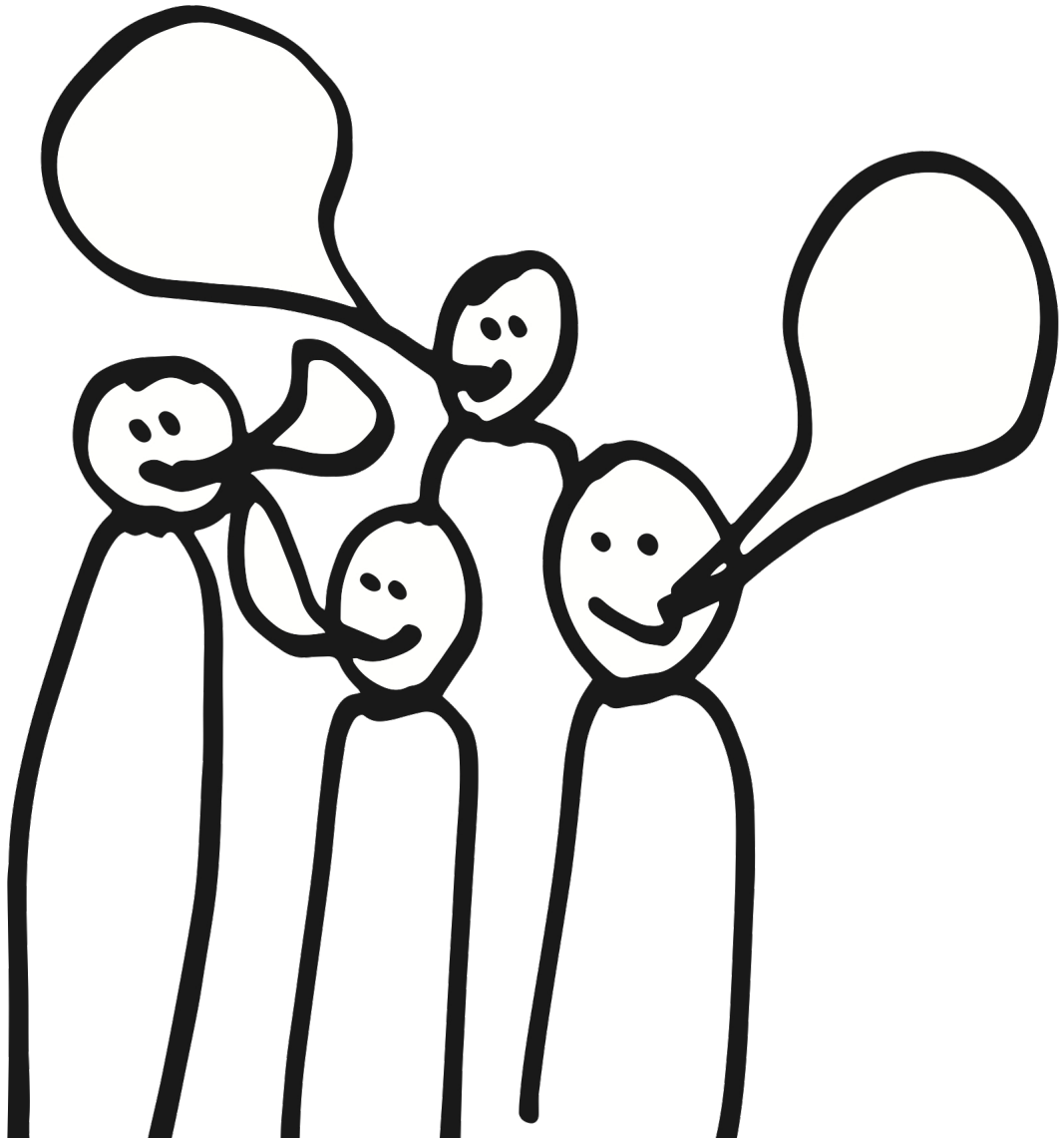


image: Anika Kronberger