



SESSIE 6

Yes, you c@n:
Participation through social media

9 NOVEMBER 2018
VLAAMS PARLEMENT

FARONET





USER: faro
PASWOORD: 7a9FgK

FARONET



MAR DIXON

[@AskaCurator](#), [@TeensInMuseums](#), [@CultureThemes](#),
[@LoveTheatreDay](#), [@52museums](#), [@MuseumSelfieDay](#), ...

GROOT ONDERHOUD 2018

FARONET



Mar Dixon

@MarDixon

/ @MarDixonPic

mar@mardixon.com

Museums, Trends & Social/Digital Media

Also Known As

Why Social Matters



Hashtags

#

@MarDixon / @MarDixonPic

CultureThemes

- Created in 2011

CultureThemes.com



#WhyILoveMuseums



Second Culture theme - #WhyILoveMuseums April 5th 

Mark your calendars – April 5th #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 5th is #WhyILoveMuseums day! For more information see www.culturethemes.com PLS RT

Although April 5th 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 [Mar Dixon](#)



JUL 30 Next @CultureThemes: August 22 #MusMeme
Our next CultureThemes is going to be #MusMeme - a day to share memes all about museums, galleries, art, collections, etc. on August 22!



JUL 2 Next @CultureThemes: July 25th is #MusTools
Ready for our next CultureThemes? Of course you are! July is always a bit complex as there is:



MAY 29 Mark Your Calendar: Next @CultureThemes is June 27th - #MusDog Day!
For June, we decided to go back to a fun and light topic. Now we all know cats own the internet but we



APR 23 Save the Date - May 17th #MusMem by @museum140 Returns & @lcomOfficial #IMD2018 May 18th
This month, we're supporting Museum140.



JAN 30 Share #WhyILoveArt February 14th for the next CultureThemes
Ready for your next CultureThemes challenge? Of course you are :-)
This month we'd love for everyone



DEC 19 Mark your Calendars: January 17th #MuseumSelfie is Back!
It's almost like Groundhogs Day but in January ...
Whoosh - that would be the sound



DEC 3 Mark your Calendar: #MusHoliday is December 13th!
Thank you to everyone who took part in #LoveTheatreDay - it was a tremendous success as people do Love Theatre :-)

25 #LoveTheatreDay is back on Wednesday November 15, 2017
#LoveTheatreDay is back on Wednesday November 15, 2017. For the first time, the day will be run in association with The Stage.
Please don't let the name fool you, this is also a day for culture venues to share their love/collection of all things Theatre!
The day will celebrate theatre around the world using #LoveTheatreDay on Twitter and other social media platforms.

LIST
UNDERS
TAND
NCT



Word of the Year 2013

The objective:
#MuseumSelfie was simple:

- Share a selfie you took with art/objects.

DEC

19

Mark your Calendars: January 17th #MuseumSelfie is Back! ✎

It's almost like Groundhogs Day but in January ...



Whoosh - that would be the sound of a year flying by.

Is everyone ready for year FIVE of #MuseumSelfie? Yup - I can't believe it either but year 5 of the FUN hashtag day is almost here!

Whether you work in a museum, are a museum mascot or one of the lovely visitors - post your pictures using #MuseumSelfie! Feel free to follow [@MuseumSelfieDay](#) on Twitter and Instagram.

[@Mardixon](#)



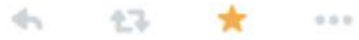


Phila Museum of Art
@philamuseum



Following

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

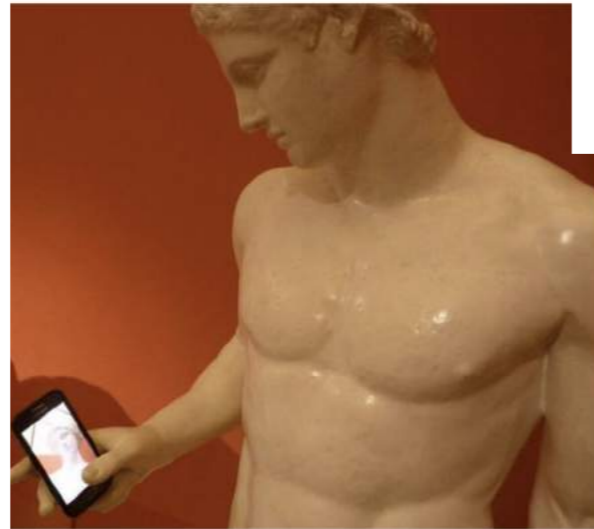


@Mardixon

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



Eddy Davis @Eddy2Davis
and the award for best #MuseumSelfie goes to @MuseoOmero! Well played guys. Happy MuseumSelfieDay



US National Archives @USNatArchives · Jan 17
Today is #MuseumSelfieDay! We've got props and backdrops ready--stop by the Boeing Learning Center and share your #MuseumSelfie with @USNatArchives : bit.ly/2mBKStT



2 22 62

The Met @metmuseum · Jan 17
Today is #MuseumSelfie Day! What's your favorite spot in The Met to take selfies? met.org/2DmYrrQ



3 41 129

Muppet Newsflash @MuppetNewsflash · Jan 17
Today is #MuseumSelfieDay! Share your favorite #MuseumSelfie (whether old or new) with the world today!



2 22 80



#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

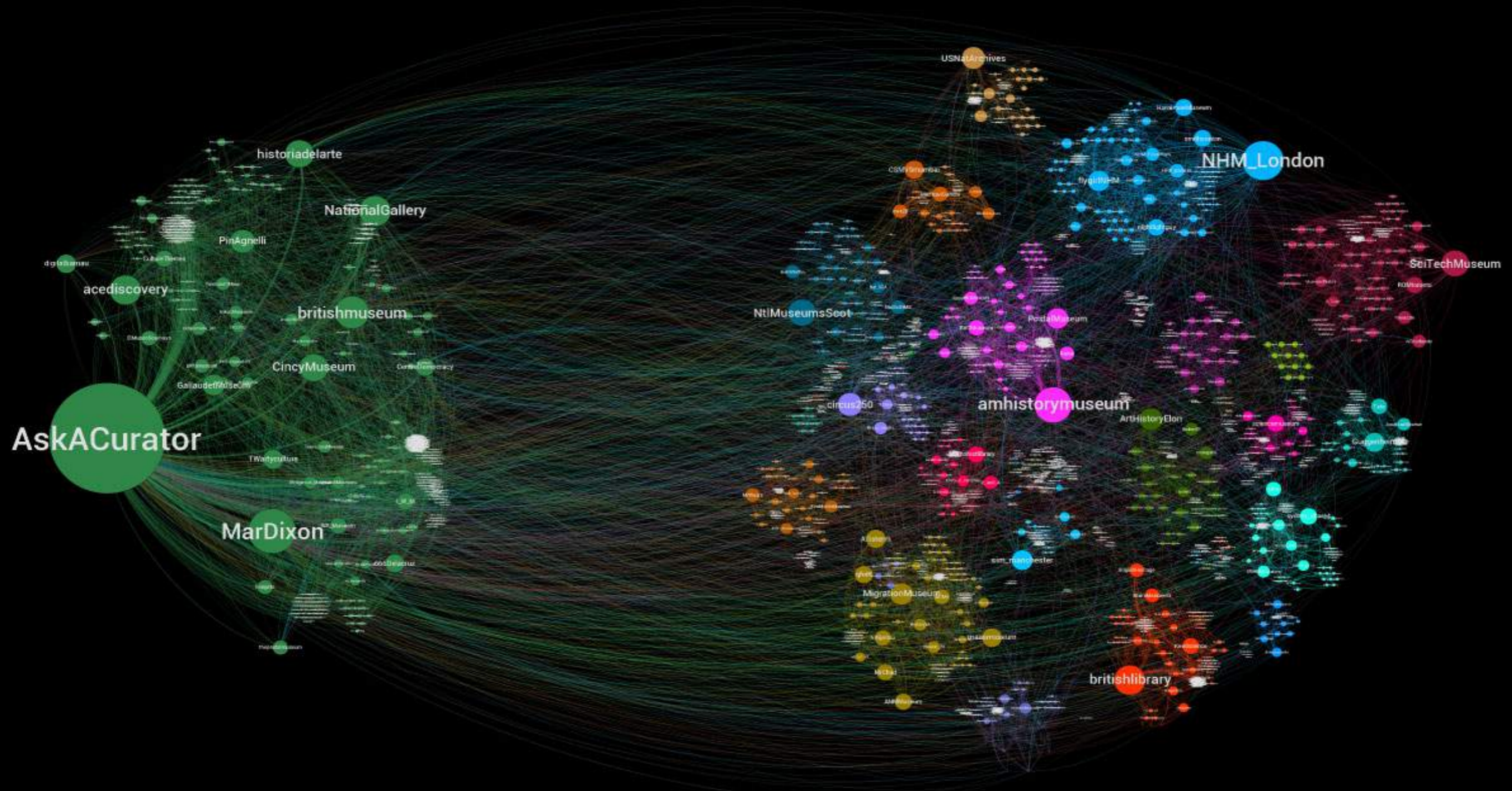
Activity Summary

27,259
tweets

169,682,505
timeline deliveries



**Ask a
curator...**





I AM A...

ASK ME ANYTHING

Posts Link Menu

↑ 3.7k ↓

Posted by u/AskEnglishHeritage 18 days ago

Specialized Profession Today is Ask A Curator Day. We're English Heritage and we look after Stonehenge. Ask our historian Susan Greaney and curator Heather Sebire anything about the site!

English Heritage cares for over 400 historic buildings, monuments and sites which bring the story of England to life.

One of the sites we look after is Stonehenge, perhaps the world's most famous prehistoric monument. It was built in several stages, with the Stone Circle erected in about 2500 BC.

2018 is a special year for Stonehenge, marking 100 years since the site was gifted to the nation. This marked a turning point in its history, beginning a centenary of care and conservation which continues to this day. <http://www.english-heritage.org.uk/visit/places/stonehenge/stonehenge-100/>

We're here with our Senior Properties Historian Susan Greaney and Senior Properties Curator Heather Sebire to answer any questions you might have about this special place.

Verification: <https://twitter.com/EnglishHeritage/status/1039476227944456192>

EDIT: We're signing off now, Reddit. Thank you so much for all your fantastic questions today and we're sorry we

COMMUNITY DETAILS

r/IAMa

18.4m Subscribers | 3.3k Online

SUBSCRIBE

CREATE POST

USER FLAIR PREVIEW

u/MarDixonPic

ADD USER FLAIR



Bednarz O'Connell @bednarz · 13 Sep 2017

Who would win in a staff battle between @sciencemuseum and @NHM_London, what exhibits/items would help you be victorious? #askacurator



52



853



1.6K



NaturalHistoryMuseum ✓

@NHM_London

Following

Replying to @bednarz @sciencemuseum

We have dinosaurs. No contest.

11:44 AM - 13 Sep 2017



Science Museum ✓

@sciencemuseum

Following

@NHM_London is full of old fossils, but we have robots, a Spitfire and ancient poisons. Boom! #AskACurator

NaturalHistoryMuseum ✓ @NHM_London

Replying to @bednarz @sciencemuseum

We have dinosaurs. No contest.

12:51 PM - 13 Sep 2017

1,269 Retweets 2,688 Likes





Luke Mayhew @lukemayhew · 15 Sep 2017

Replying to @sciencemuseum @NHM_London

I reckon that you should both be scared of the @britishmuseum . They are proper 'ard.



2



3



53



Science Museum @sciencemuseum · 16 Sep 2017

We're scared of nobody, so bring it on @britishmuseum



1



10



121



Luke Mayhew @lukemayhew · 16 Sep 2017

Whatever science geeks, the @britishmuseum have got mummies and the Gods of Egypt. And Rome. Actually from pretty much everywhere.



1



6



36





Australian Museum @austmus · 19 Sep 2017

Replying to @sciencemuseum @NHM_London

You might have robot dinosaurs, vampire fish, weird fleas and a merman. But can you beat Mr Blobby? bit.ly/2xtjuW9



3 5 31



Queensland Museum @qldmuseum · 19 Sep 2017

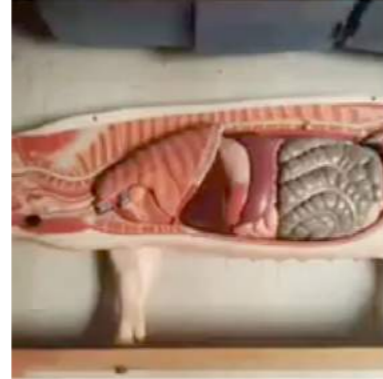
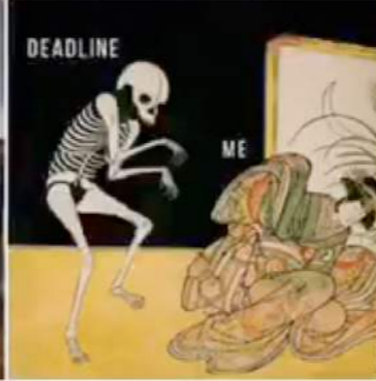
we have a Thomas Tompion Clock to tell the time, we know when a twitter battle is over bit.ly/2xuedxo 😊







#musmeme



When your drunk friends try to look sober while you negotiate with the bouncer



Музейный музей Музей жук Музей театр Музей при этом Музей при этом Музей при этом	Музейный музей Музей жук Музей театр Музей при этом Музей при этом Музей при этом	Музейный музей Музей жук Музей театр Музей при этом Музей при этом Музей при этом
Музейный музей Музей жук Музей театр Музей при этом Музей при этом Музей при этом	Музейный музей Музей жук Музей театр Музей при этом Музей при этом Музей при этом	Музейный музей Музей жук Музей театр Музей при этом Музей при этом Музей при этом

Технология создания экспозиции



OCT

25

#LoveTheatreDay is back on Wednesday November 15, 2017 ✎

#LoveTheatreDay is back on **Wednesday November 15, 2017**. For the first time, the day will be run in association with The Stage.

Please don't let the name fool you, this is also a day for culture venues to share their love/collection of all things Theatre!

The day will celebrate theatre around the world using #LoveTheatreDay on Twitter and other social media platforms. There will be three themes throughout the day:

- **#Backstage** (10am to 12pm): go behind the scenes and see parts of the theatre you would never normally get to see.
- **#AskATheatre** (3pm to 5pm): talk directly to the creative teams about their shows, and ask the questions you've always wanted to.
- **#Showtime** (7pm to 10pm): show us what you're seeing at the theatre, and find out what happens off stage during a show.

For more information and to sign up, please [see this post](#).



Worldwide trends

1 #AUSvHON

 @GuardianAus is Tweeting about this

2 #LoveTheatreDay

 @TheStage, @sarahrc and more are Tweeting about this

@52Museum

@MarDixon / @MarDixonPic



@52Museums Project

To see the report from @52Museums in 2017 click here

To see the report from @52Museums in 2016 click here

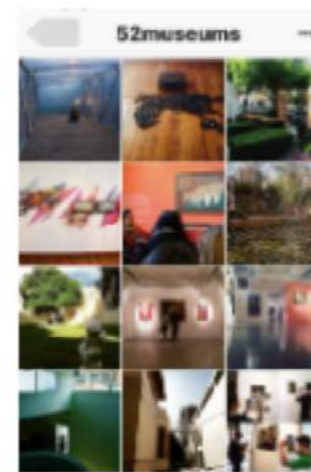
To learn what @52Museums is click here

To sign up for @52Museums waiting list click here

To see the 2016, 2017 or 2018 schedule click on one of the icons:



*@52Museums 2016
schedule*



*@52Museums
2017 Schedule*



*@52Museums
Schedule 2018*



52museums 9+



5,993 posts **18 k** follow... **973** followi...

Promotions

Edit Profile

52museums

Community

Week 39: Secrets of Radar Museum (SORM)

Located in London, Canada.

[@secretsofradarmuseum](#) |

Created by [@mardixonpic](#)

secretsofradar.com/



New



Sharjah Mu...



NCMOH



mNACTEC

[Call](#)

[Email](#)





Culture professionals network

 Museums take to Instagram to showcase their collections - in pictures

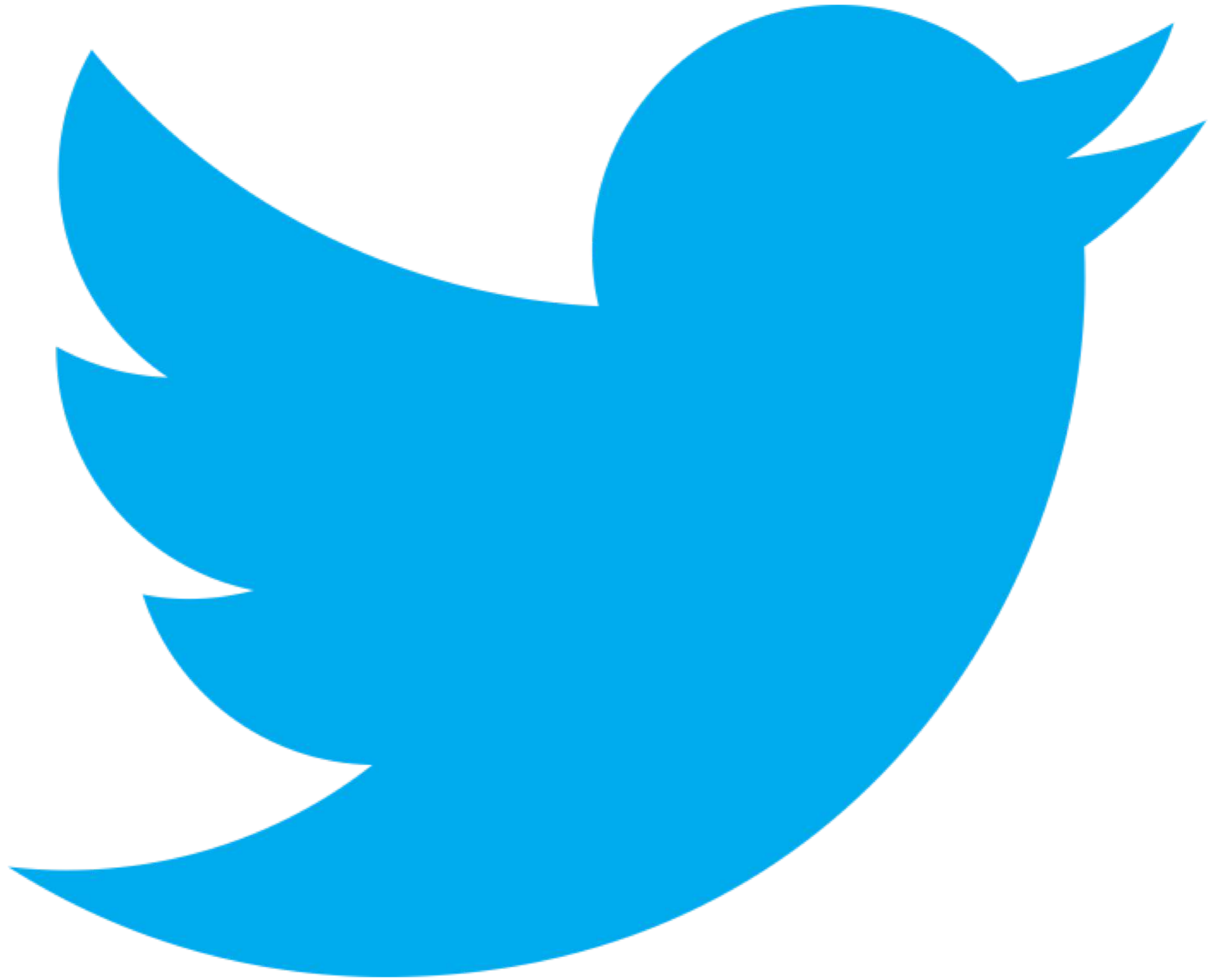


1,527 

Channels

@MarDixon / @MarDixonPic







15% of projects succeeds with no comms

82% of projects succeed if comms is thought about
a the very start.

-Dan Slee

<https://danslee.wordpress.com/2018/09/24/local-digital-dont-let-bright-digital-ideas-be-killed-by-poor-comms/>

V&A Dundee @VADundee · Sep 29, 2017

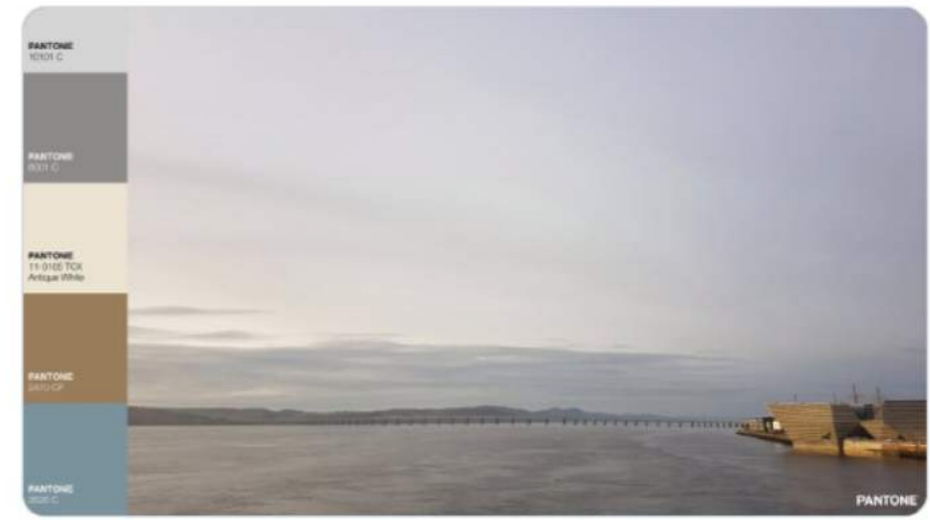
Today is a bit **Pantone** 10102C. The #FridayFeeling is strong with us, even if the sun doesn't agree...



14 retweets, 74 likes

V&A Dundee @VADundee · Nov 15

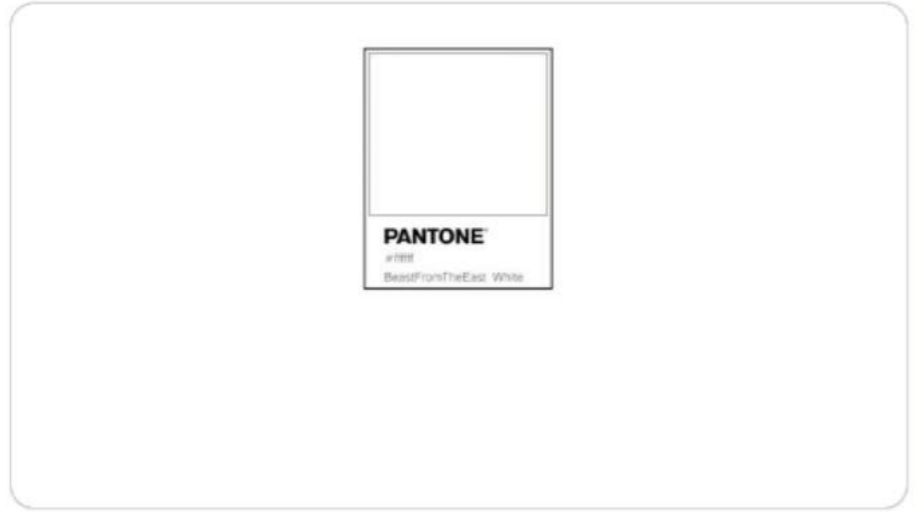
Did you know that when a C or U follows a **Pantone** colour number, it's part of the Graphics System for print, packaging, digital? "TCX" (textile) and "TPG" (pigments/coatings) are part of the Fashion and Home + Interiors System. #WednesdayWisdom



PANTONE 1 retweet, 5 retweets, 21 likes

V&A Dundee @VADundee · Mar 1

Today's **Pantone** offering may be one of our most beautiful. It's not super easy to get a clear shot of the museum in this weather, but we hope you like it! Please #staysafe everyone! #StormEmma



PANTONE and 6 others 3 replies, 18 retweets, 90 likes

V&A Dundee @VADundee · Apr 5

Sometimes you just can't beat the sky's natural colour gradient. What name would you give this **Pantone** colour?



PANTONE and 8 others 34 replies, 43 retweets, 248 likes

Trends

@MarDixon / @MarDixonPic



Why?
Trends

Trend: Shift from Academia to Emotive



LIVE STREAM /Stories

Can't put lipstick on a pig –
Bad content is bad content
if live or not!



Livestream should be done at a time that works best for
audience, not always staff



Royal Ontario Museum was live.
about a year ago · 🌐

Unboxing a rare book!

👍 🗨️ 🗨️ 140 46 Shares 8K Views

👍 Like 🗨️ Comment ➦ Share 📶 Buffer 👤

Comments Up next

Real-time comments ▾

Stevie Baker · 0:32 Oh ROM. why can't we just live 9th
Like · Reply · 1y

Courtney Baker · 0:37 Waaay cool!
Like · Reply · 1y

Eddie Mel · 0:53 Love these things

Credit: W Ryan Dodge, Royal Ontario Museum

<https://www.facebook.com/royalontariomuseum/videos/10155660660198147/>



Murder@mütter 1w



MURDER
AT THE
Mütter
3B

Ready to solve a crime?



Send message



Communities

@MarDixon / @MarDixonPic



CultureThemes

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

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.

#MuseumMarathon London Raising funds for @AutismInMuseums





Museum Marathon Ma...



2,199 views



SHARE



Museum Marathon Route



- Science Museum
- Natural History Museum
- Victoria and Albert Museum
- Buckingham Palace
- ... 31 more

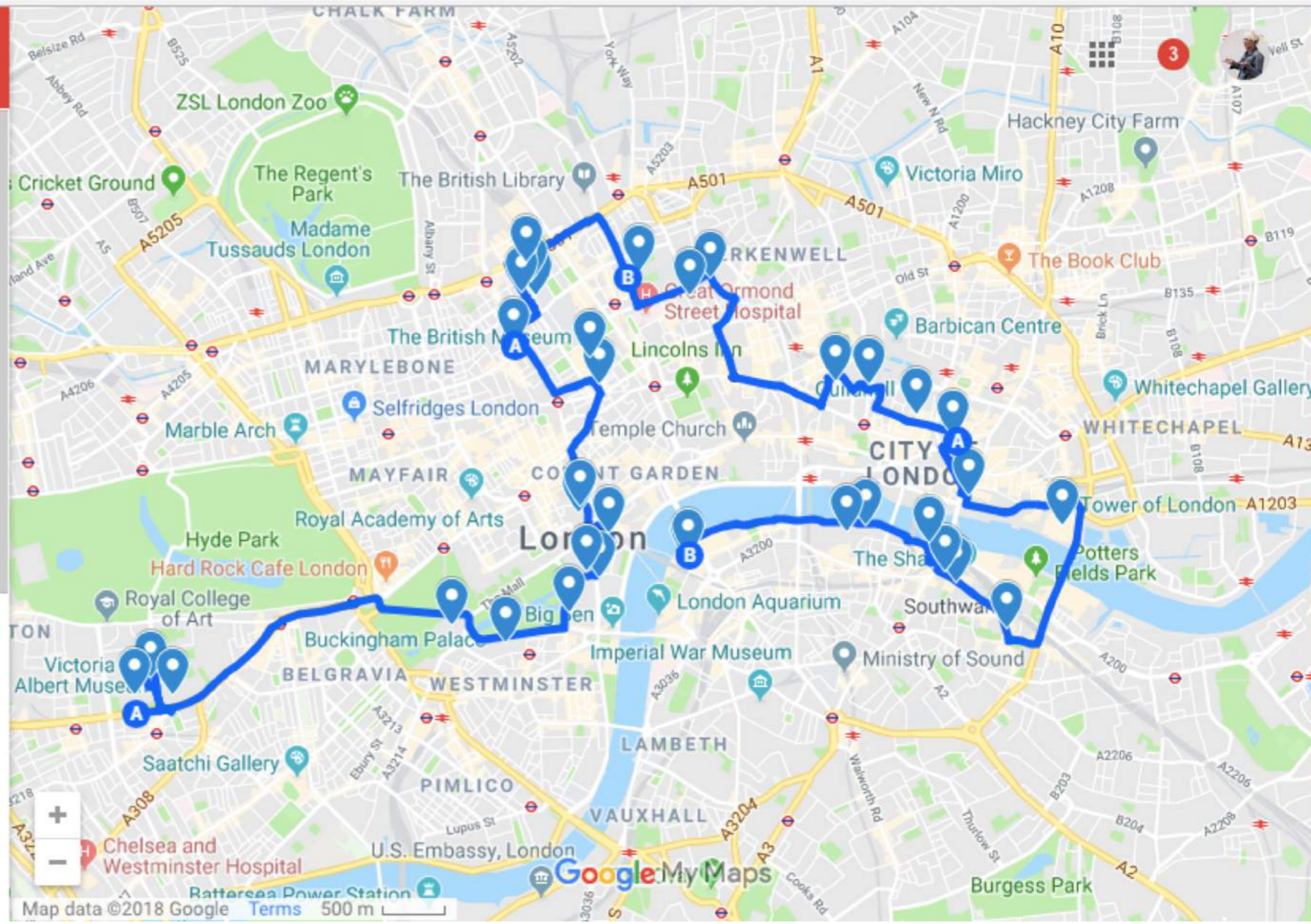


Directions from 27 Cromwell Rd, Kens...

- A 27 Cromwell Rd, Kensington, London SW...
- B Pollocks Toy Museum



Directions from Percy Buildings, 48-5...



Map data ©2018 Google Terms 500 m



69

AUTISM IN MUSEUMS

6

£1,230 of £300 goal

Raised by 70 people in 8 months

Donate Now

Share on Facebook

Created February 26, 2018



Mar Dixon

on behalf of Claire Madge

Creative

Bridgnorth, West Midlands, United Kingdom

Top Supporters

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



DISCUSSION TIME

**Opportunities and threats
with participation & social media?**

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@ASKACURATOR, @TEENSINMUSEUMS, @CULTURETHEMES,

@LOVETHEATREDAY, @52MUSEUMS, @MUSEUMSELFIEDAY, ...

**HAVE YOU PARTICIPATED IN THESE TYPES OF INITIATIVES?
WHY (NOT)?**

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**WHAT IF YOU ARE REACHING FOR INTERACTION
BUT DO NOT ACHIEVE IT?**

*** HOW DO YOU STIMULATE INTERACTION?**

*** HOW DO YOU GET PEOPLE TO ACTUALLY REPLY, LIKE, PARTICIPATE?**

*** DO'S & DON'TS**

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DO YOU HAVE A SOCIAL MEDIA STRATEGY?

APPROACH

PERSONAL < > PROFESSIONAL ACCOUNTS

TIME INVESTMENT

INVOLVEMENT OF COLLEAGUES

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GLOBALISATION: LANGUAGE APPROACH
NL FR EN

*** TOURISM?**

*** INTERACTION WITH INTERNATIONAL COLLEAGUES?**

*** PARTICIPATION IN INTERNATIONAL INITIATIVES ?**

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HAVE YOU EVER DONE PAID CAMPAIGNS?

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EVALUATION OF EFFORTS

BALANCE BETWEEN WHAT YOU REALLY AIM TO COMMUNICATE

< > WHAT YOUR AUDIENCE 'LIKES'

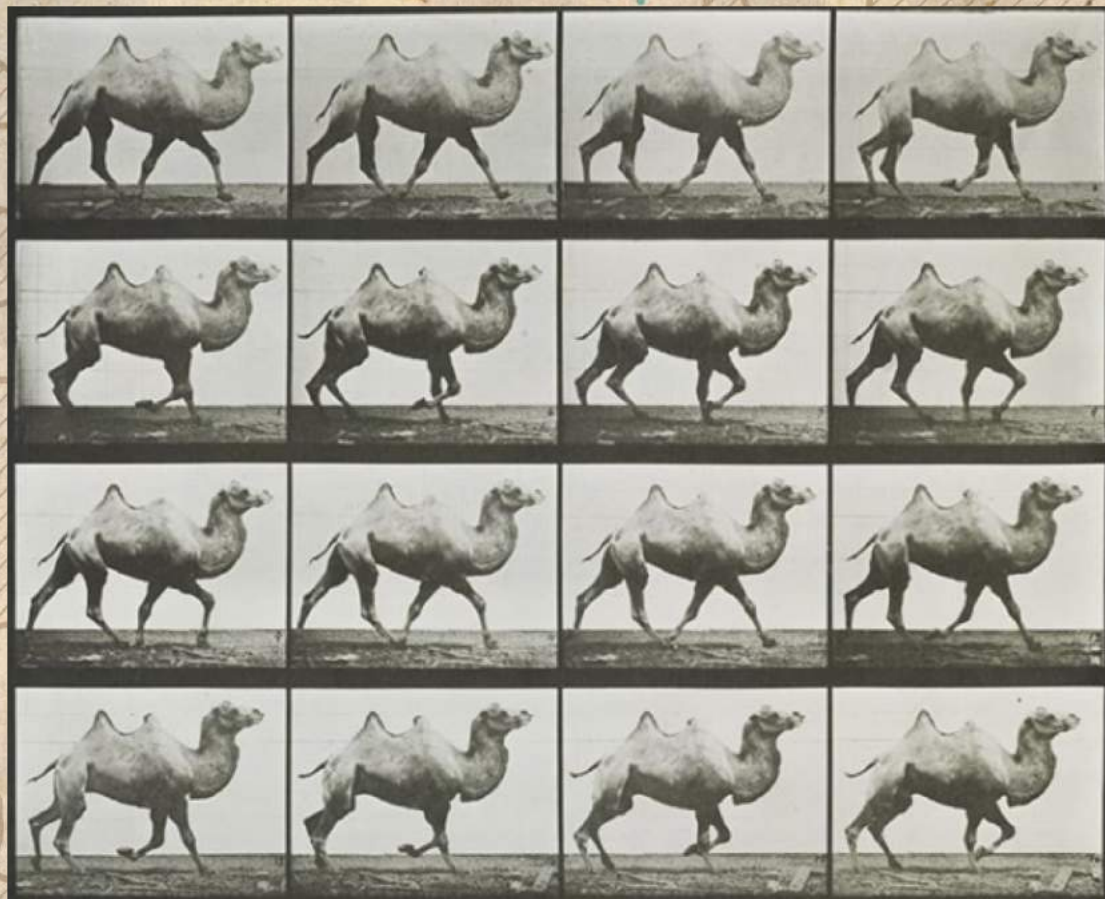
*** POSTING THE TYPE OF CONTENT THAT HAS SUCCESS BUT DOESN'T NECESSARILY FIT YOUR 'BRAND PROFILE' ENTIRELY**

*** POSTING WITHIN YOUR MISSION/VISION**

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BEST PRACTICES? OBJECT IN THE SPOTLIGHTS



vamuseum • Following

vamuseum Little does this camel know, he's actually a part of a ground-breaking project. Eadward Muybridge's 'Animal Locomotion' series (1880s) captured the stages of movement never seen before by the human eye. Celebrate our new Photography Centre with us in our dedicated weekender in 2 weeks time: link in bio!

View all 29 comments

lunartimer71 #threetohumpday
#thirtytwo #motion

theladylovesmilktray @michaelseklu



4,661 likes

2 DAYS AGO

Add a comment...



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BEST PRACTICES?

TWITTER BATTLE

INTERNATIONAL DAY OF ARCHIVES

gent: Stad Gent @Stadgent · 8 jun. 🇳🇱

Van Gents erfgoed gesproken: het Duitse Kriegsalbum over Gent werd erkend als Vlaams topstuk. De Duitsers brachten Gent als culturele parel in beeld tijdens de Eerste Wereldoorlog.



4 1 16

A Stad Antwerpen @Stad_Antwerpen

Als antwoord op @Stadgent @ReynebeauM en 8 anderen

Laten we in schoonheid en met een knal eindigen.
#Vuurwerk voor alle **#archieven** op Internationale Archiefdag morgen!
Ook in 1848 werd er gevierd met vuurwerk, getuige dit reisdagboekje uit de KMDA-archieven. **#IAD18**



266041

15:13 - 8 jun. 2018

4 retweets 37 vind-ik-leuks

6 4 37

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BEST PRACTICES?
USER GENERATED CONTENT
HUIS VAN ALIJN





OPPORTUNITIES WITH ... ?



AND OTHERS PLATFORMS?

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THANK YOU

**9 NOVEMBER 2018
VLAAMS PARLEMENT**

FARONET

