

Planning Social Media for Museums

- Museums and the Web, Montreal 2008



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Jerry Watkins has a 20-year track record in communication strategy, design and production. He has provided creative consultancy to some of the world's leading companies. Jerry is currently working with UNESCO and UNDP on digital content creation programs for community media organisations in Indonesia, Nepal and India. His research examines participatory design and interactive systems.

Sebastian Chan

Manager, Web Services Unit,
Powerhouse Museum



Sebastian Chan has a background in social policy, journalism and media criticism as well as information technology, and has been building and producing websites and interactive media since the mid-1990s. His other interests include electronic music and digital art, and he has produced and managed large scale national and international events and festivals in these fields. Sebastian runs the popular blog *Fresh+Newer - digital media in museums*

Angelina Russo PhD

Associate Professor
Swinburne University of Technology



Dr Angelina Russo is Chief Investigator of the *New Literacy, New Audiences* project www.cci.edu.au/nla. This draws together six major Australian cultural institutions to examine how digital content creation can create a new audience of active cultural participants. Angelina's PhD examined the impact of new media technologies on museum communication. In 2005 she was awarded the prestigious Smithsonian Fellowship and worked with the Cooper Hewitt National Design Museum (NY) to explore creative new media technologies.

Agenda

- Examining social media in museums
- Establishing current state of play
- Strategy for planning and sustaining social media
- Participation, incentive, communication

What are social media?

- Social media enable 'many-to-many' communication supported by web technology
- Such media can accelerate knowledge exchange through rapid publication, personalisation, content sharing and co-creation
- They create a new forum within which dispersed audiences - including youth, regional and rural communities - can engage with museums to actively debate notions of self-identity and voice these reflections online

Why use social media?

- Establish conversation with / between users
- Build relationships with / between audiences
- Bring together communities of interest
- Enhance external / internal knowledge sharing



Design Problem

General design problem

- Social media can accelerate knowledge exchange through rapid publication, personalisation, content sharing and co-creation
- Anticipate inevitable increase in design for social media, social networking and social utility via Web 2.0 platform
- Can Participatory Design provide a suitable method for design of co-creative social media-based interactive systems?

Specific design problem

- Cultural institutions are losing ground to less 'authoritative' sources of cultural knowledge
- Social media provide an online context within which dispersed communities (youth, SIGs etc.) can engage with major museums, libraries etc. to collaborate; criticise; and/or create new forms of content
- Substantial technical and organisational evolution required by institutions to implement social media communication strategies

Social Media Strategy

Engagement

One to Many
Many to Many
Hybrid (Amazon)

Experience

Knowledge Sharing
Voice
Education
Acknowledgement

Learning and Communication

Environment

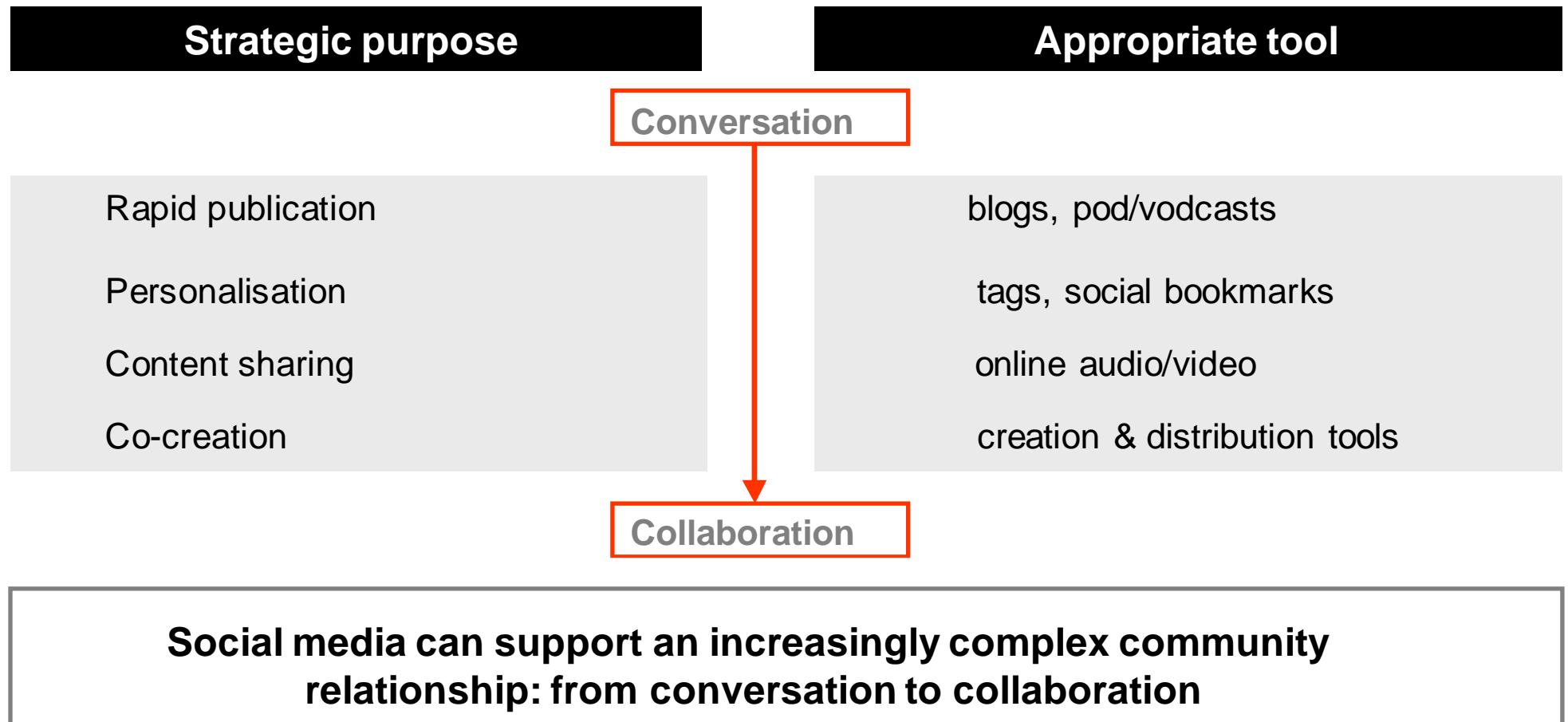
Organisational change
Communities of interest
Communities of practice

Evaluation

Ambient Presence
Strategic Conversion
Self Management
Citation

Planning can be informed by strategic purpose of engagement

Communication strategies and media tools



[EYE LEVEL HOME](#)

[SAAM HOME](#)

[INTERACT](#)

[SHOP ONLINE](#)

Podcasting the American West

May 11, 2007

We've just launched our third [podcast](#). This one is about art and the American West.

Travel back with us to those earlier days of the American West in the foot steps of Lewis and Clark. Last summer the Washington National Opera performed *Dream of the Pacific*, an opera about the Lewis and Clark trek, in our McEvoy

Auditorium. Hear from our curators about the doctor who kept members of that expedition healthy and about George Catlin who followed their trail, painting and writing about Native American tribes.

For a look at Catlin's paintings, visit the gallery section of our [Campfire Stories with George Catlin](#).

[Lewis and Clark, George Catlin, American Art, Smithsonian American Art Museum](#)

Posted by [Jeff](#) on May 11, 2007 in [American Art Everywhere](#)
[Permalink](#) | [Comments \(0\)](#)



Scene from the Washington National Opera's *Dream of the Pacific*, performed in our McEvoy Auditorium last summer. Photo by Karin Cooper for the Washington National Opera.

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[Round-Table Discussion with Christenberry, Bates, Saar, and Beck](#)

[Etcetera](#)

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[Mike on On the Calendar: Week of May](#)

Rapid publication

SAAM:
Eye Level blog

Rapid institutional
marketing (text)

<http://eyelevel.si.edu/>

13 May 2007

Powerhouse Museum Collection Search 2.2

SEARCH BROWSE CATEGORIES BROWSE USER KEYWORDS/TAGS ABOUT

delta search

show objects with images only

Evening dress designed by Lisa Ho and worn by Delta Goodrem, 2003



Images: 01 02 03

Statement of significance

Category history:

User keywords

Add keywords

- + delta goodrem x
- + lisa ho x
- + popstar x
- + tennis x

Related searches

- + lisa ho
- + delta goodrem
- + tennis

Related Subjects

- + Australian Music Awards
- + Australian music
- + Australian Television Personalities
- + The Powerhouse Museum Sydney Morning Herald Fashion of the Year

Similar objects

Clothing and Dress > Evening dresses

- + 94/129/1 Evening dress, womens, 'Chocola...
- + H6195 White jersey silk evening frock, d...
- + A10226 Evening dress, 'Delphos', womens,...
- + 85/1623 Evening dress, womens, silk / be...
- + A6249 Evening dress, ankle length, dark ...
- + A8766 Evening gown and petticoat, cream ...
- + A9438 Dress, evening, pink silk/net, seq...
- + A5906 Shot pink and grey striped evening...
- + 88/223 Evening dress, women's, chiffon/s...
- + 97/1218 Evening dress & accessories, sil...

Personalisation

PhM:
OPAC2.0

Rapid institutional
publication via blog

Users can add individual
keywords to create CMS
folksonomy

Folksonomy operates
alongside taxonomy

<http://www.powerhousemuseum.com/collection/database/>

13 May 2007



PictureAustralia: People, places and events

[Discussion](#) | [Pool](#) | [Map](#) | [648 Members](#)

Group Photo Pool [\(See all 19,364 photos \)](#)



From [jodes i am](#)



From [jodes i am](#)



From [fotofantasea](#)



From [Coyote Jack](#)



From [dark orange](#)



From [emil11](#)

[More photos...](#)

Discuss

Title	Author	Replies	Latest Post
Your Prized Possessions - WA Cultural Heritage Stories	slwa2treasure	0	4 days ago
Australian Photo Essays	Findo	1	5 days ago
Australian Elite Images	Kim Aubrey	0	9 days ago
Picture Australia successes and housekeeping	PictureAustralia	0	10 days ago
New Group. Ag Shows	iansand	0	4 weeks ago
Posting Limits	Jirrupin	10	6 weeks ago

Search discussions

[SEARCH](#)

(Or, [browse all topics.](#))

Content sharing

National Library:
Picture Australia


User-contributed content


Online exhibition space via
third party (Flickr image
sharing portal)





Families online


Home Your family heirloom


Games gallery 

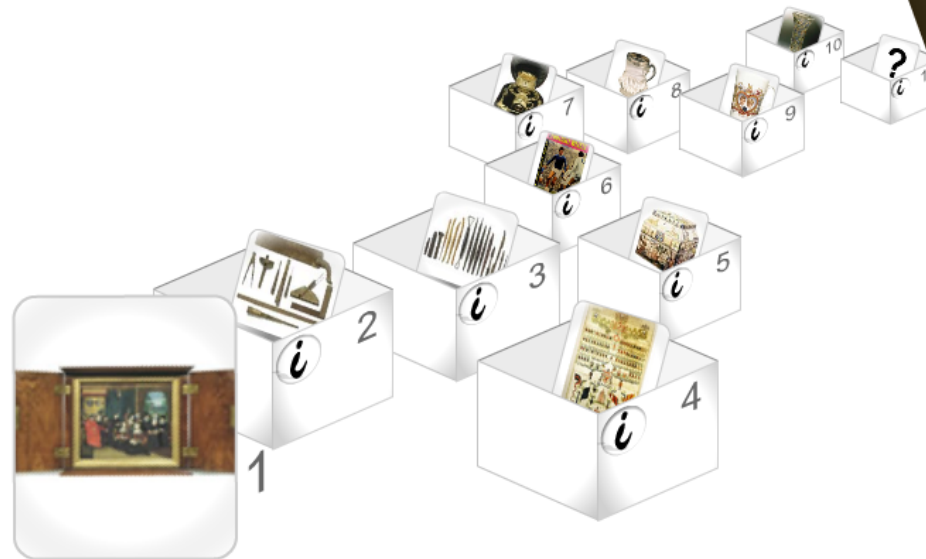
Collector's corner 

Your family collection 

Your family heirloom 

View other heirlooms 

Tell us about your heirloom 



Co-creation

V&A:
Families online

User-generated content

V&A provides online portal and creative tools
Users provide personal content

http://www.vam.ac.uk/vastatic/microsites/1185_families/flash/

13 May 2007

Communication

- Museum visitors are using already social media to discuss the organisation
 - Are you aware of this?
 - Does your audience want to talk to you?
 - Do you engage or are you eavesdropping?
 - Is your organisation ready to listen?

Communication: activity

- Outline how your organisation listens to its audience
- Does your organisation encourage many-to-many communication?
- In what ways?
- Are there areas of your organisation that do not respond to feedback?

- 15 mins

Communication: examples

- Live example from audience
- Current conversations about Powerhouse Museum
 - [Technorati](#)
 - [Alpha](#) with extras
 - [Parents](#) and visitors blogging about an exhibition/[activity](#)

Participation: activity

- Does your organisation encourage audiences to tell their own stories?
 - Does it offer platforms for storytelling and conversation?
 - Give examples from, or design an activity for the online environment
-
- 20 mins

Implementation (Part One)



Implementation (Part Two)

STRATEGY	IMPLEMENTATION	PROMOTION	TRACKING	EVALUATION
Rapid Publication	blog: upload exhibition content and discuss issues	local radio station		Quantitative
		local newspapers	views	visitors
Personalisation	folksonomies, semantic web: invite review	communities of interest		participants
		social networking sites	comments	citation
Content Sharing	Flickr: historical and anecdotal information, images, invite review	RSS feeds	enquiries	referrals
	YouTube: capture stories, upload and invite comment	wiki		Qualitative
Co-creation		blog	uploads/downloads	community benefits
				new knowledge
				existing knowledge
				socio-economic impacts

Evaluation

- Self management:
 - rules of engagement
- Ambient presence
 - Technorati, bloglines, Flickr, YouTube
- Strategic conversion
 - Connection between physical and virtual
- Citations
 - Wikipedia, academic, commercial

Sustainability checklist

- Is strategy fit for purpose?
- Are right people involved? (team, programs)
- Can you demonstrate value?
 - Responding, personalisation, sharing, creating
- Management buy-in?
- Scalability?
 - Can you cope with success technologically and organisationally?

Implementation: activity

- Prepare a 3 min outline of a planned social media project in your institution
- Outline strategy, target, tools and audience
- How does your project add value to the museum?
- How will the project be sustained?

- 15 mins

Wider issues

- Social media enable
 - information sharing
 - response to issues
 - creation of new knowledge / content
- Cultural authority of museum is derived from
 - primacy of object collections
 - patrimony of museum

Voice

Major museums and libraries are hubs for formal and informal communities of interest through public & educational programs

Traditional role of 'gatekeeper of information' enhanced by engagement/ acknowledgement of community voice

vs.

Authority

Mission of museum is to provide authoritative scholarship and exhibition based on primacy of collections

Participation with 'non-experts' erodes authority of institution and authenticity of scholarship

Authority through Voice

- [Sydney Observatory](#)
- developing communities of interest

- <http://nlablog.wordpress.com>
- Knowledge

- <http://museum30.ning>
- Information sharing

Voice vs. Authority: activity

- What issues will be raised by
 - Management
 - Peers / colleagues
 - Audiences

- 15 mins

Final thoughts: activity

- What are you trying to achieve?
- What are the incentives for participation via social media?
- Who will be involved?
- How will you implement and sustain your program?

- 20 mins

Summary

- Experience
 - Onsite and online
- Engagement
 - Rules of engagement and peer-to-peer management
- Environment
 - Organisational change and ambient presence
- Evaluation
 - Quantitative and qualitative

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Links

Social Media Conference 2009	http://nlablog.wordpress.com/conference-2009/
New Literacy, New Audiences	http://www.cci.edu.au/nla
NLA Blog	http://nlablog.wordpress.com/
Australian Museum Audience Research	http://amarclk.blogspot.com/
PhM Fresh + New	http://www.powerhousemuseum.com/dmsblog/

References

Watkins, J. and A. Russo, "Participatory Design and Co-creativity in Cultural Institutions". Museums Australia 2007.
<http://www.museumsaustralia.org.au/whatwedo.php?pageID=605&fileName=whatwedo&dispModule=twocolnav&contentID=626>

Fisher, M. and B.A. Twiss-Garrity, "Remixing Exhibits: Constructing Participatory Narratives With On-Line Tools To Augment Museum Experiences". In J. Trant and D. Bearman (eds). *Museums and the Web 2007: Proceedings*. Toronto: Archives & Museum Informatics, 31 March 2007. www.archimuse.com/mw2007/papers/fisher/fisher.html

Simon, N. "Backwards Interview: My Advice for Incorporation of Web 2.0 into Museums". 30 April 2007.
<http://www.museumtwo.com/2007/04/backwards-interview-my-advice-for.html>

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