



Múzeumi Digitalizálási Konferencia

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

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SOCIAL MEDIA

Culture Themes

- Money
 - Long Faces
- Seeing a potential outlet



MAR

19

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 [Culture Themes](#)



What is the strangest item in the museum?

Why do museums matter?

Can I sleep in the museum?

How do I become a curator?

Ask a Curator

17th September



LIST
UNDERS
TAND
NCT



Word of the Year!

Bye bye

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

share a selfie you took with art/objects.





Museum of Fine Arts
@mfaboston



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

日本

7 days,
7 themes,
7 hashtags!



#secretsMW

Monday 23



#souvenirsMW

Tuesday 24



#architectureMW

Wednesday 25



#inspirationMW

Thursday 26



#familyMW

Friday 27



#favMW

Saturday 28



#poseMW

Sunday 29

USA

TRENDS



Why?

Trends



Internet of Things



Trend: Shift from Academia to Emotive



Follow People

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

LIST
UNDERS
TAND
NCT

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.”

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culture stays alive.**

~National Museum in Kabul