MAP

MUSEUM ASSESSMENT PROGRAM · 30 YEARS OF EXCELLENCE

Social Media Handbook

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Overview

Social media uses web-based technologies to promote social interaction. Many museums are availing themselves of the wide variety of options available. The Institute of Museum and Library Services (IMLS) recommends that museums develop their information, media and technology literacy to succeed in the 21st century. To support this goal, the Museum Assessment Program (MAP) has created this guide to help you better understand how to use social media, know what resources are available, receive tips about how to choose the resource that's right for your museum, and use social media during the assessment period.

This guide is designed to provide an overview of some of the different tools participants may want to use, and the pros and cons of using each. MAP staff is not offering any directives about which sites are best for each institution's needs but is highlighting some of the most well-known sites. We hope this guide will help you choose the social media options that are right for your museum.

> **Remember:**
> If you have questions or need help feel free to contact us. We are here to help!
>
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>
> Please remember to update MAP staff when new information is posted or a new site is created.

MAP Participants and Social Media

As part of your participation in MAP, you will be encouraged to develop social media content. MAP staff will provide as much assistance and editorial guidance as you need. You can participate in social media either by submitting information directly to MAP and we will post the information through AAM's social media channels (as it fits in our editorial calendar) or through your museum's social media sites (just let us know when you post). We recommend that these communications consist of brief, informal updates about how MAP is unfolding in your institution. Examples include (but are not limited to) the following:

- short stories about why your institution decided to participate in MAP
- goals your museum hopes to achieve through MAP
- experiences working on the self-study
- results of a self-study activity
- ideas from the assessment team
- highlight of the MAP peer review visit
- feedback from the MAP peer review visit
- recommendations from the report
- photographs and/or videos about your institution

Each participant retains control over their material. The self-study and workbook remain confidential, and it is up to you to determine if and what you want to share for online publication.

Examples from Previous MAP Participants

- Blog post by Director of the C.H. Nash Museum about recent MAP assessment:
http://rcnnolly.wordpress.com/2010/07/26/measuring-program-success/

- Facebook page of Elachee Nature Center:
www.facebook.com/Elachee

- Twitter feed for The Schwenkfelder Library and Heritage Center:
http://twitter.com/Schwenkfelder

- Blog for Elkhart County Historical Society:
http://elkhartcountyhistoricalmuseum.blogspot.com/

- Flickr group for the National Watch and Clock Museum:
http://www.flickr.com/groups/nwcm/

- YouTube channel for the Chicago History Museum:
http://www.youtube.com/user/ChicagoHistoryMuseum

Getting Started Using Social Media

Starting social media can be overwhelming, but remember that at its heart, social media is not actually about technology. Rather, it's all about conversation and story telling. If you have a good story to share, people will want to listen and respond.

- Social media is not a replacement of traditional media but a supplement to print media.

- Start with listening and observing. What do you see other museums doing online? Which things do you like and which ones do you dislike? Why? Remember that even online, you should still be following your museum's mission statement. For some strong examples, check out "41 Ways Museums Are Merging Social and Tech to Engage Audiences," on the blog Know Your Bone by Colleen Dilen at http://colleendilen.com.

- Ask your assessment team and peer reviewer what they think will help deliver your museum's brand and message to the world? If you are already engaging in social media practices, what do they think works well and where do they think you can improve? You do not have to use everyone's advice, but feedback is critical.

- Incorporate social media into your strategic plan. What do you want hat is realistic for you and in concert with your mission statement? Is it something to engage current members, targeted to a niche audience, a social mixer site, or something else? Remember that while your social media content may contain information from your newsletter or website, it cannot simply replicate them.

- Read *The Participatory Museum* by Nina Simon on how to think about a completely integrated approach to visitor engagement. It's available for free at http://www.participatorymuseum.org.

- Develop a social media policy. Ideas for policy include: avoiding offensive or rude behavior, staying on-topic and where you have expertise, and remaining non-partisan. Review AAM's Social Media Policy on page 12 for ideas on how to develop your own policy.

- Create an editorial calendar of when you think you can post materials online. It does not need to be ambitious—start with where you think you are capable. You can always build from there. Furthermore, you don't want to overload your audience. Regular updates are enough. Read "How Much Time Does Web 2.0 Take?" on the blog Museum 2.0 by at http://museumtwo.blogspot.com for suggestions on the best time management policies for museums and social media.

- Engage assistance. Ask other staff, volunteers, and board members to contribute on a regular basis. All staff, interns, and even some volunteers at The Jewish Museum of Maryland take a turn at the wheel of their blog at http://jewishmuseummd.blogspot.com.

- Use an informal, first-person voice. You are engaging in a conversation with your audience—not lecturing them. Identify yourself and consider using a photograph of either yourself or something to represent you in your posts. You can help solicit feedback through questions and polls. Additionally, you can comment on other people and organizations' materials. If you belong to Facebook, look at http://www.facebook.com/mrblobby.blobfish for a great example of creative voice from The Australian Museum.

- Remember the Rule of Thirds: Consider balancing your content by emphasizing a third on the museum as an institution (e.g. events, exhibits, etc), a third on the individual (e.g. personal ideas, commentary, etc), and a third on establishing goodwill (e.g. linking to other sites, commenting on other's pages, etc). AAM's Facebook page showcases articles about other museums as well as events it's hosting, all while maintaining a distinct voice. Find it at http://www.facebook.com/americanmuseums.

- Build buzz! Start with your current base of support. Make sure that links to whatever social media platform you use are available on your website, emails and newsletters. Find bloggers who engage in material connected to your museum, read their blogs, make posts and either offer to write a post about how your museum is related to their interest or ask them to write a post on your museum. Did you know that there are over 400 museum related blogs? Find them at http://museumblogs.org.

- Monitor your statistics. Most social media applications have a way to tell how many people are visiting, where they are from, and what they are clicking on. Pay attention to these demographics. Google Analytics is free and comprehensive—plus it's fairly easy to install onto most websites and blogs. Learn more at http://www.google.com/analytics/.

- Revise and reinvent. What is working? What isn't? Do your reviewer and/or the final assessment report have new ideas on how you can experiment online?

Multimedia: Video

Using multimedia sites is an excellent way to immediately share the experience of your project. These sites allow the project to reach out to multiple audiences without the need to be overly concerned about tone as you would with written material.

However, whenever posting photos or video, it is important to remember issues of privacy and copyright. Unlike Las Vegas, what shows up on the Internet stays on the Internet.

Tips & Tricks

- Think like your PR staff—keep your videos short and catchy. Under two minutes is best and focus on some engaging activity. If your video is longer, consider editing it.

- Tag it—Even if a video is great, it's no good if it can't be found. Tags are keywords that identify your content, so other people can access it. Be sure to tag videos with MAP and the American Association of Museums or AAM. Other tags to consider are the project name, the names of the museums, the name of the non-U.S. partner country and activities.

- Link back—If possible, always link back to or reference the participating museums and MAP (websites, Facebook groups, blogs, etc).

Common Sites

YouTube: (http://www.youtube.com)

Format: Video

Cost: No cost

Equipment: Video recorder or webcam

Privacy Settings: Videos default to public settings, however they can be limited to only 25 individual views (i.e. 25 different IP addresses).

Pros	Cons
File size: 2 GB in size and 15 minutes long	Few privacy options

AAM and its Center for the Future of Museums both have channels on YouTube.

- AAM Channel (www.youtube.com/aamchannel)
- CFM Channel (www.youtube.com/futureofmuseums)

Vimeo: (http://vimeo.com)

Format: Video

Cost: No cost for basic account. Upgraded account is available for a monthly or a yearly fee.

Equipment: Video recorder or webcam

Privacy Settings—Multiple options:

- "Nobody" else means only you will be able to see this video.
- "My contacts" will only be available to your contacts on Vimeo.
- "People you choose" allows you to individually choose Vimeo users who are cleared to watch this video.
- Password protected videos will require a password that you choose.

Pros	Cons
Greater privacy options than available on YouTube	Free version only allows uploads of up to 500 MB per week

Multimedia: Photos

Tips & Tricks

- Choose Wisely—Don't post all of your images. Think what your target audience will find most interesting: action shots of the participants engaged in projects, before and after photos, local scenery, etc. No one wants to look at photos of people sitting at a conference table listening to a lecture. Consider alternatives of kids drawing, a debris-filled field in a zoo before and after it was turned into a playground, a parade for a national holiday taking place during your visit, etc.

- Tell a Story—A great image is even better if people have some context to go with it. Write a quick blurb about what is occurring in the photograph. Where was it taken? What's happening? Who's in the photo?

- Tag it—Even if an image is great, it's no good if it can't be found. Tags are keywords that identify your content, so other people can access it. Be sure to tag images with MAP and the American Association of Museums/AAM. Other tags to consider are the project name, the names of the museums, the name of the non-U.S. partner country and activities.

- Link back—If possible, always link back to or reference the participating museums and MAP (websites, Facebook groups, blogs, etc).

Common Sites

Flickr (http://flickr.com)

Format: Photo sharing site

Cost: No cost for basic account. Upgraded account is available for a monthly fee.

Equipment: Digital camera, camera phone

Privacy Settings: Every photo has its own privacy settings. You can make a photo available to everyone (that's public, and includes people visiting the site who aren't Flickr members); make it visible only to your friends, your family or both your friends and family who have Flickr accounts; or keep it completely private.

Pros	Cons
• 100 MB free storage each month + 2 videos • Easy to tag photos • Easy to upload from computer or mobile device • Easy commenting by visitors	• Free account only allows three "sets" or albums • Free account only allows most recent 200 photos to be viewed • If a free account is inactive for 90+ days, it may be deleted

Picasa (http://picasa.com)

Format: Photo sharing site

Cost: None

Equipment: digital camera, camera phone

Privacy Settings: Can designate an album "private" and grant a specific user access to the album.

Pros	Cons
• Can create as many albums as you want	• Limited storage of 1 GB

Multimedia: Photos

Shutterfly (http://shutterfly.com)

Format: Photo printing site

Cost: No cost for basic account

Equipment: Digital camera, camera phone

Privacy Settings: Can keep album private or share link with others.

Pros	Cons
• Can upload unlimited number of photos • Can create "share sites" for photos, videos, calendars, etc. • Multiple parties can add content	Can't have high resolution Popup advertising • •

Blogging & Microblogging

Tips & Tricks

- Be short: A good entry specifically for blogging will typically be no more than 500 words. Ideally around 250.

- Be casual: Readers want to hear your thoughts and feelings. Obviously, these should be respectful of the program, the museums and the participants. Read over our sample social media policy (page 10) to get an idea of what not to say.

- If possible, include an image. Visuals are always helpful in engaging readers. Look for something that illustrates what you are discussing in the post.

- Promote engagement. Ask for questions, opinions and comments. We want to begin a dialogue.

WordPress (http://wordpress.com)

Format: Blog site
Cost: No cost for basic account; some usability upgrades have a $5–$90 cost attached
Equipment: Computer
Privacy Settings: Can limit visibility to only normal visitors (not allowing access to search engines), or to only 35 users (each of whom would need a WordPress username).

Pros	Cons
• Can import from Blogger, Type Pad, Vox.com or another WordPress blog • 3 GB image storage	• No template editing. Style sheet editing available as a paid upgrade

Blogger (http://blogspot.com)

Format: Blog site
Cost: Basic account no cost
Equipment: Computer
Privacy Settings: Either open to the public or only to specific readers that you choose to invite (by e-mail address).

Pros	Cons
• Can edit templates, themes, etc.	• Can only import from another Blogspot blog • 1 GB image storage

Twitter (http://twitter.com)

Format: Microblogging site
Cost: No cost
Equipment: Computer

MAP does not have an individual Twitter presence. If there are updates related to the MAP program, they will be found via the AAM Twitter feed @AAMers.

If you choose to create a Twitter account, please remember the following point:

- It requires a constant, engaging presence that means a dedication of staff (or volunteer) time

This will begin to stretch your online presence, decreasing the thought and care you can give your other sites.

Social Networking

Facebook

It is important to remember that your tone on Facebook should be more casual than what is found on your organization's official website. Information is shared on Facebook in a much more relaxed and entertaining manner.

Tips & Tricks

- Be casual: Page members want to read about your museum's experiences.

- If possible, include an image. Visuals are always helpful in engaging readers.

- Promote engagement. Ask for questions, opinions and comments. We want to begin a dialogue.

If you have difficulties posting or would like the update to come from the MAP staff, send the information to map@aam-us.org.

Sample Social Media Policy

AAM Social Media Policy

Current AAM social media activities:

- ➢ Facebook page (MCCA page, EMP group page, Peer Review group page; SPCs: Media and Technology, NAME, EdCom personal page)
- ➢ AAM YouTube channel
- ➢ Annual Meeting (Blog, Flickr)
- ➢ Twitter (AAMers)
- ➢ CFM (Blog, YouTube channel)
- ➢ List-servs (Museum-l, discipline-specific, SPC-related and EMP)

• Content should inform and engage about AAM or the field.

• Subject matter should be appropriate (no griping, no inappropriate language; content should be respectful of others).

• Proprietary information (content for members only) may not be posted on any social media site.

• Internal information about personnel or financial matters may not be posted on any social media site.

• Posts on any social media site should be timely and relevant. Casual language and phrasing is condoned and encouraged as long as it is not offensive.

• Content can be repurposed from elsewhere, but should be different than that available on AAM's website (more informal postings, e.g. rough video clips should post to Facebook).

• Personal blogs (non-AAM-related and open access) should not comment on AAM business matters.

• Only AAM Communications Team members may post on AAM social media pages. Any recommendations for posts should be sent to a team member.

• Only the AAM main Facebook page should be a fan page; all other related pages should be groups.

• Programs should not set up personal Facebook profiles for use in combination with AAM duties.

• AAM staffers who administer groups or the fan page should use their personal Facebook accounts. Creating personal, AAM-specific accounts can create confusion—especially if staffers leave AAM.

• Recognize that everything you write or receive on a social media site is public. Anyone with access to the Web can get access to your activity on social media sites. Regardless of how careful you are in trying to keep them separate, in your online activity, your professional life and your personal life overlap.

• Use the highest level of privacy tools available to control access to your personal activity when appropriate, but don't let that make you complacent. It's just not that hard for someone to hack those tools and make public what you thought was private.

• You should conduct yourself in social media forums with an eye to how your behavior or comments might appear if we were called upon to defend them. In other words, don't behave any differently online than you would in any other public setting.

• Remember that the terms of service of a social media site apply to what you post and gather on that site. The terms might allow for material that you post to be used in a different way than you intended.

• Additionally, law enforcement officials may be able to obtain by subpoena anything you post or gather on a site without your consent—or perhaps even your knowledge.

• Realize that social media communities have their own culture, etiquette and norms, and be respectful of them.

Glossary & Common Terms

Blog Post/Entry: Content published on a blog. Entries may include pictures or embedded videos and links URLs for online sources used.

Blogroll: An assembly of blog URLs—blogs that the blogger reads regularly—displayed at the sidebar of the blog.

Blogs: A website where individuals provide entries of any type of content from video and podcasts to traditional text and photos in order to inform or create discussions; presented in reverse chronological order.

Comments: Replies or opinions in reference to the topic at hand; usually left on blog posts.

Microblogging: A form of blogging where the entries/posts are limited to a certain amount of characters or words, i.e. Twitter.

Online community: A group of people using social media tools and sites on the Internet.

Podcasts: Online audio or visual recordings syndicated on the Internet and available to download to such portable media players as an iPod.

RSS Feed: Really Simple Syndication; a system that generates frequently updated information from a site (i.e. blog posts, online articles).

Reader: Aggregates information from RSS Feed into one site.

Social Bookmarking: A method for people to search, organize, store and share items (i.e. blog posts, online articles, pictures, etc.) of interest using the item's URL.

Social Media: A term used to describe tools and platforms people use to produce, publish and share online content and to interact with one another. Social media tools include blogs, podcasts, videos, microblogs and wikis.

Social Networking Sites: Large sites that host multiple communities comprised of people with profiles who have with similar interests. These sites offer a place where people engage with one another online and share content. Example communities include:

- Facebook: An online community for people to connect or re-connect with others.

- LinkedIn: A professional online community used to network with fellow professionals; an online resume sharing site.

- MySpace: A site where people can meet others with similar interests, creating online communities by sharing videos, photos and personal information.

- YouTube: An online site for uploading and discussing videos; videos can also be embedded from YouTube onto such social media sites as blogs or social networks.

- Flickr: Online site for storing, sharing and commenting on photos.

- Twitter: A microblogging community where posts and links are 140 characters or less .

Tweet: The post/entry made on Twitter.

Hashtag: Similar to regular tags, these are keywords associated and assigned to an item of content with a hash mark (#) attached to the front of the word. Hashtags make it easier to follow a topic of interest discussed on Twitter.

Twitter Search: A search engine that filters out real-time tweets.

Tags: A keyword or term associated and assigned to an item of content (i.e. blog post, video, photo, etc.). Usually added to an item of content to enhance search engine optimization and make content easier to organize and find.

Webinar: An online seminar.

Wiki: Webpage used to collect content about a topic. Anyone with access to the pages can edit or modify the information.

Further Reading

Webinars, Books and Articles

Materials are presented in reverse chronological order, reflecting the ever-changing nature of Web-based resources and technologies.

- Connecting to Collections: Telling the Story of Your Collections to the Press and Using Social Media to Tell Your Collection's Stories
  http://learningtimesevents.org/c2c/

  This free series featured six live online sessions. We've highlighted two of the sessions that may be particularly relevant to museums exploring social media. The second session will be especially useful to museums who already have an introduction to social media.

- PR and Marketing (PRAM): Adopting Interactive Marketing and Social Media Strategies for Museums
  http://www.aam-us.org/getinvolved/learn/prandmarketingwebinar.cfm

  The second part of this webinar provides a great introduction to social media for those starting out using it.

- Horizon Report: Museum Edition
  L. Johnson, H. Witchey, R. Smith, A. Levine, and K. Haywood
  The New Media Consortium, 2010
  http://www.nmc.org/pdf/2010-Horizon-Museum.pdf

  This report at emerging technologies for museum education and interpretation. It identifies six key emerging technologies for the next one to five years and describes trends and challenges surrounding their adoption.

- *The Networked Nonprofit: Connecting with Social Media to Drive Change*
  Beth Kanter and Allison Fine
  Jossey-Bass, 2010

  This book shows nonprofits a new way of operating in an increasingly connected world: a networked approach enabled by social technologies, where connections are leveraged to increase impact in effective ways that drive change for the betterment of our society and planet.

- *Twitter for Museums: Strategies and Tactics for Success*
  MuseumsEtc
  2010
  www.museumsetc.com

  This book explores how museums are using Twitter to involve and expand their audiences.

- "Museum Blogging 1.0" Big Ideas for Small Museums, Issue No. 1
  Garland Courts
  AASLH, 2010
  http://www.aaslh.org/BigIdeasforSmallMuseumsno1.htm

  In the inaugural issue of Big Ideas for Small Museums, Garland Courts explains that one of the best ways to start a social media program is to read and observe what is currently occurring online.

- *Twitterville: How Businesses Can Thrive in the New Global Neighborhoods*
  Shel Israel
  Portfolio Hardcover, 2009

  Shel Israel shares stories of Twitterville residents, from CEOs to the student who became the first to report the devastation of the Szechuan earthquake; from visionaries trying to raise money for a cause to citizen journalists who outshine traditional media companies.

- Museums and the Web 2009: Selected Paper from an International Conference
  Edited by Jennifer Trant and David Bearman
  Archives and Museum Informatics, 2009
  http://www.archimuse.com/mw2009/index.html

  Papers and materials from Museums and the Web 2009. This conference has been held every year since 1997. A digital bibliography found of papers presented going back by year can be accessed here: http://conference.archimuse.com/biblio/conference/mw.

- The Impact of Social Media on Informal Learning in Museums
  Angelina Russo, Jerry Watkins, Susan Groundwater-Smith
  Educational Media International, Vol. 46, no. 2 (Jun 2009), pp. 153 – 166
  Routledge, June 2009
  http://www.informaworld.com/smpp/content~db=all?content=10.1080/09523980902933532

  This paper posits that social networking can take a central role in learning in informal environments such as museums, libraries and galleries. It argues that social media offers young people agency previously unavailable in informal learning environments in order to explore complex responses to and participation with cultural content.

Further Reading

- "Meet Amy Fox of MuseumTweets: Best Practices for Micro Blogging in Museums," Beth's Blog: How Nonprofits Can Use Social Media to Power Social Networks for Change
Beth Kanter
2008
http://beth.typepad.com

  Amy Fox gives a brief look into how museums can navigate Twitter to their advantage. This page also includes links to other blogs examining the relationship between museums and Twitter.

- *The Digital Museum: A Think Guide*
Herminia Din and Phyllis Hecht, editors; introduction by Selma Thomas
American Association of Museums, 2007

  Twenty-five authors, leading thinkers in the fields of technology and museums, lead us through this exciting and rapidly changing terrain, exploring the impact of new technology on all aspects of museum operations, from interpretation to conservation. The book highlights how new technologies can enhance the traditional museum mission while also allowing museums to become laboratories for the tools of digital discourse.

- *Digital Giving: How Technology is Changing Charity*
Richard McPherson
iUniverse
2007

  A short, lively look at how three major technology trends are reshaping how Americans give, join and volunteer. Acclaimed by leaders in charity and technology, the book's candid interviews, short case studies and irreverent observations provide a look at what's changing - and what's coming.

- "Museums and Web 2.0" Museum News
James Yasko
AAM, 2007
http://aam-us.org/pubs/mn/museumsweb.cfm

  This article provides an introduction to various Web 2.0 technologies and how they are utilized by different museums.

- "The 12 Fundamentals of E-Marketing Best Practices"
Carolyn Gardner
Charity Village Research, 2003
http://www.charityvillage.com/cv/research/rdm29.html

  This article examines the best practices in online marketing and "how to avoid looking like a spammer."

Websites, Online Communities and Blogs

- AAM's Information Center
www.aam-us.org

  AAM's Information Center contains a host of information on online learning, information technology, and social media and more.

- AAM's Media & Technology Committee
http://www.mediaandtechnology.org

  AAM's SPC that identifies, examines and advocates appropriate uses of media technologies in helping museums meet the needs of their diverse publics.

- AAM Professional Development
www.aam-us.org

  AAM's Professional Development department provides a wealth of training opportunities, including live webinars, such as the upcoming September 2011 conference, "Technology, Interpretation and Education" as well as webinars on-demand, such as the four part series, "The Digital Museum."

- AAM's Public Relations & Marketing
www.pram-aam.org

  The Public Relations and Marketing Committee (PRAM) of AAM provides professional training, mentoring and networking opportunities to museum public relations, communications and marketing professionals.

- All Facebook
www.allfacebook.com

  A blog devoted to all issues pertaining to Facebook.

- The Center for the Future of Museums
http://futureofmuseums.blogspot.com/

  Musings on the future of museums and society from Elizabeth Merritt, founding director of the Center for the Future of Museums, an initiative of the American Association of Museums.

- conference.archimuse.com: the online space for cultural informatics
http://conference.archimuse.com/

  A collaborative space for professionals creating culture, science and heritage on-line, hosted by Archives & Museum Informatics.

Further Reading

- Know Your Own Bone
  http://colleendilen.com

  Colleen Dilenschneider writes about the evolution of social change in museums and other nonprofit organizations. She often focuses on the growing importance of community engagement, new media and the emergence of Generation Y in the workplace.

- LifeHacker
  http://lifehacker.com

  Blog featuring tips, shortcuts and downloads that help you get things done smarter and more efficiently. Note: not everything on here pertains to social media.

- Mashable
  http://mashable.com

  Largest blog dedicated solely to Web 2.0 and social media. They feature a number of "how-to's" relating to everything you might think of in the social media world.

- Musematic
  http://museumatic.net

  Rants and raves on the latest trends in the world of museum informatics and technology from the Museum Computer Network and AAM's Media and Technology Committee.

- Museum 2.0
  http://museumtwo.blogspot.com/

  Nina Simon explores the way that the philosophies of Web 2.0 can be applied in museums to make them more engaging, community-based, vital elements of society.

- Museum 3.0
  http://museum30.ning.com/

  A network for those interested in the future of cultural institutions such as museums, galleries, science centres and other collecting bodies.

- Museum Computer Network
  http://www.mcn.edu

  MCN supports museum information professionals and the greater community by providing opportunities to explore and disseminate new technologies and best practices in the field. With an annual conference, special interest groups, listserv, and project registry, MCN is here to help you seek out and share knowledge about technology trends and issues you face every day.

- The Museum of the Future
  http://themuseumofthefuture.com/

  Thoughts, examples and best-practices for innovation in museums and the cultural sector by Jasper Vesser of the Museum of National History of the Netherlands.

- Museum Podcasts
  http://museumpodcasts.org/

  Aggregator of nearly 100 museum related podcasts

- MuseumNext Blog
  http://www.museummarketing.co.uk/

  MuseumNext believes that technology is changing the expectations of museum audiences. They no longer want to have information just broadcasted at them. They want to create, to curate and to co-produce cultural experiences.

- Social Media and Cultural Communication
  http://nlablog.wordpress.com/

  This blog examines social media, cultural institutions and digital participation. It's based on the research projects "Engaging with Social Media in Museums" and "New Literacy, New Audiences." Regular contributors are Angelina Russo, Lynda Kelly and Seb Chan.