



**MUSEUM  
SOCIAL  
MEDIA  
CULTURES**  
RESEARCH NETWORK

[WWW.MUSEUMSOCIALMEDIA.COM](http://WWW.MUSEUMSOCIALMEDIA.COM)

# HOW MUSEUMS COULD CONQUER SOCIAL MEDIA

@adamkoszary

# **DISCLAIMER**

This will be very British/Euro-centric



**barney farmer**

@barneyfarmer





29cm



Naming your talk  
'How museums could  
conquer social media'  
implies that museums  
are not conquering  
social media and  
you would be right,  
that is what I'm saying

**EDIT**

**THERE'S NO  
MONEY**

A MARTIN SCORSESE PICTURE



# GEORGE HARRISON LIVING IN THE MATERIAL WORLD

BRUCE STREET PRODUCTIONS presents A MARTIN SCORSESE PICTURE A PRODUCTION OF SPIRIT HE PICTURES AN AEGIALIA PRODUCTIONS GEORGE HARRISON: LIVING IN THE MATERIAL WORLD. Screenplay by LEAN LEVACK and THOMAS COPPER. Directed and Edited by DAVID TUCKER. Executive Producer: LEAN LEVACK. Executive Producer: ROSS W. BERRY. Produced by OLIVER KAMINSKA, NICK SARGENT and MARTIN SCORSESE. Cast by DAVID TUCKER. Directed by MARTIN SCORSESE.

BRUCE STREET PRODUCTIONS

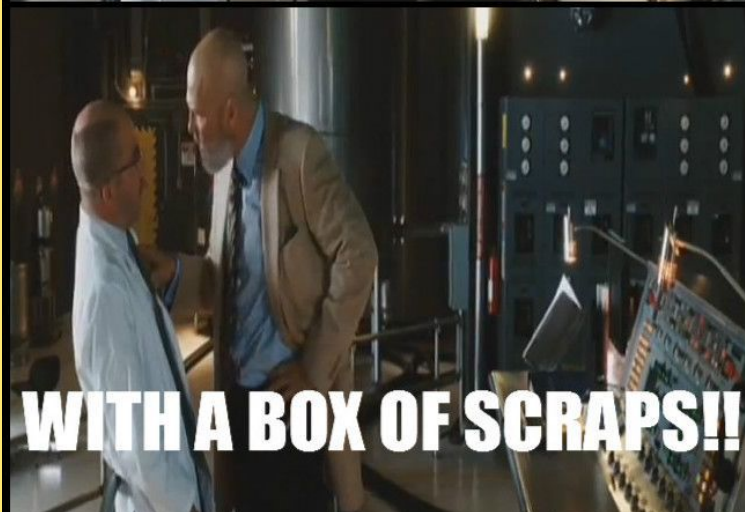
# **IMAGINE YOU HAD NO BUILDING AND NO OBJECTS**

How would you achieve your mission?



A TikToker

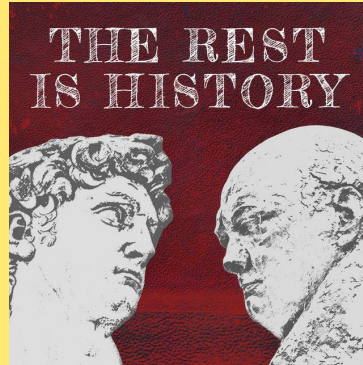
**WAS ABLE TO  
BUILD THIS IN A CAVE!!!**



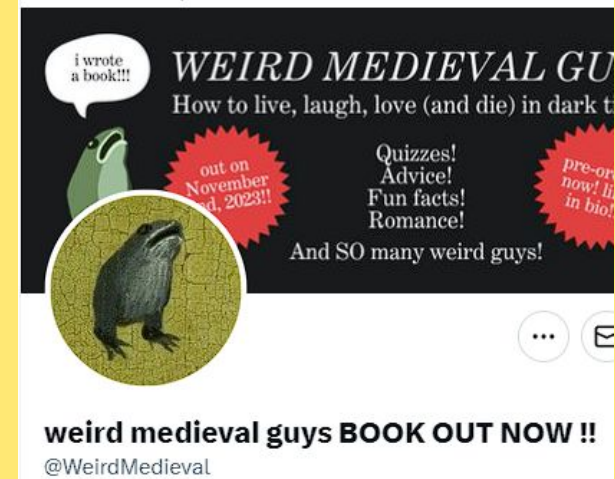
**WITH A BOX OF SCRAPS!!**



There is an appetite for historic content being met by other people



(bit fash though)





Community-centred



Entertaining




Interesting



Online first




Add value

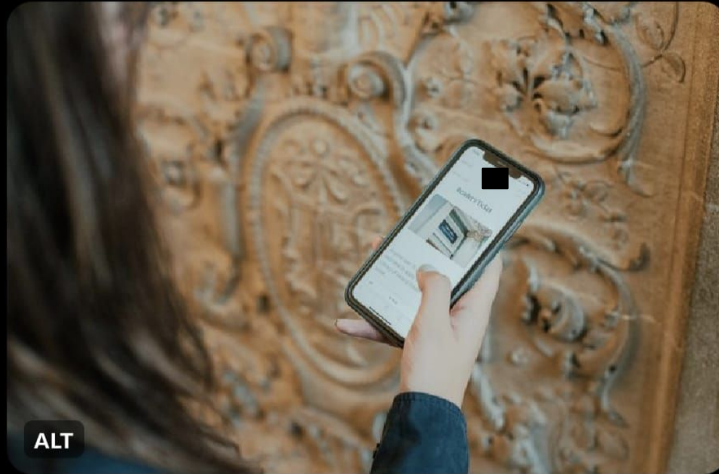


"We're excited to announce"

· 8m

 Did you know you can apply for a [#ReadersTicket](#) for the [redacted] by using our online application form?:

Learn more here:



**OKAY**

**SO HOW CAN**

**WE DO BETTER**

What  
we  
want

What  
people  
want

MUSEUMS

I THINK ABOUT YOUR NEEDS CONSTANTLY.

COMMUNITY

I DON'T THINK ABOUT YOU AT ALL.

What  
people  
want


What  
we  
want

Our content in here!

<https://museumpress.com/letters/do-museums-need-to-stop-trying-to-meet-community-needs>

(nicked from Louise Cohen)


 To stay in touch with what my friends are doing **42%**

 To stay up-to-date with news and current events **41%**


 To fill up spare time **39%**

 To find funny or entertaining content **37%**

 General networking with other people **34%**


 Because a lot of my friends are on them **33%**

 To share photos or videos with others **32%**

 To share my opinion **30%**

 To research / find products to buy **29%**

 To meet new people **27%**

 To hear about the new cakes in the museum cafe

## Top motivations for following were general interest in the topic and entertainment



**WHAT IS  
HOLDING  
US BACK?**



**WE NEED TO BE  
INTENTIONAL PUBLISHERS,  
NOT ACCIDENTAL  
PUBLISHERS**

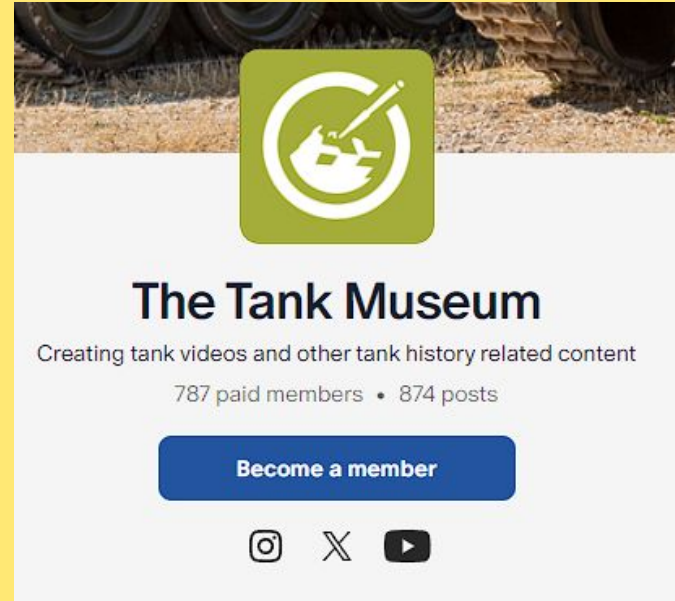
**LEADERSHIP NEEDS TO LET  
SOCIAL MEDIA PLAY TO ITS  
OWN STRENGTHS**



**WE NEED  
RETURN ON INVESTMENT**

**WE NEED TO  
PLAY BY THE INTERNET'S  
RULES**

# YOU CAN BE NICHE, BUT NEVER BORING




# ALWAYS ANSWER THE QUESTION: 'WHO CARES?'



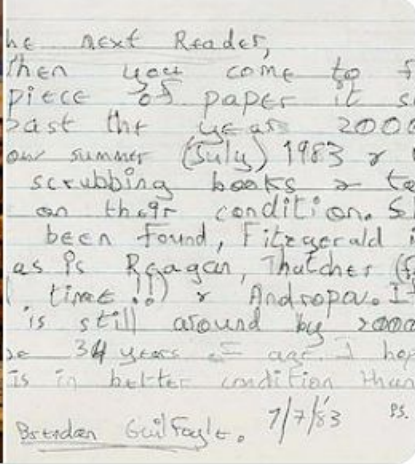

Rip lizzie you wouldve ...



No we're not taking th...

 **Royal Irish Academy Library** @Library\_RIA · Jan 5

A very amusing find in the library recently! While checking stock, one of our Library Assistants found this note. We managed to track down Brendan, who is now a Professor of Mathematics at @MTU\_ie. He has fond memories of cleaning books for £40 a week in the summer of 1983!



The handwritten note reads: "The next Reader, then you come to a piece of paper it is past the year 2000 our summer (July) 1983 or scrubbing books to see on their condition. It has been found, Fitzgerald is as is Reagan, Thatcher (at times) & Andropov. It is still around by 2000 or 34 years - as I hope is in better condition than Brendan Guilfoyle. 7/7/83 PS."

19    356    1.4K    106K

# TURN UP

**Angela Samata CF** @Angelasamata · 23h  
So special to be included in the @nationaltrust collection & book & to sit for an incredible photographer shinning a light on the work of women behind the scenes 📸 @tabithajussa @NThardmanshouse @FollowWestwood ❤️



Tabitha Jussa (@tabithajussa) · Instagram photo

From instagram.com

2 1 4 210

**National Trust** @nationaltrust · 19h  
Great photo!

1 1 1 196

Room Tours 25 w



**ROOM 9**

is your winner! Let's take a closer look at the paintings you can find here.

Reply to nationalgallery...

Who is your romantic persona?



Press and hold to find out!



# TAKE RISKS

 **National Galleries of Scotland** @NatGalleriesSco · Apr 1

With the increasing popularity of TikTok the National Galleries Scotland felt it was time to reframe the collection.

"This new narrow format is clearly the way forward...and, of course, it frees up wall space which allows us to display twice as many works"

 @NialSmith



63     226     1.3K     76K        

 Wellcome Collection  
@ExploreWellcome

Wow. Historic FAKE NEWS leak: 'orange-faced devil grabs people with small hands, urinates'. A TOTAL WITCH HUNT! Shame. #fakenews



2:09 PM · Jan 11, 2017

64     2.4K     2.7K     4    



**HOW DO WE MAKE THIS  
HAPPEN?**

# BE EDITORIAL

What we talk about needs to be a balance between what we want to talk about and what people want to hear.

Content pillars stop you posting about anything and everything.

Use your staff and stuff to add value to for people.

P.S. This requires your museum understands what it is trying to say, who to and why

# INVEST IN THE FOUNDATIONS

You're going to need a lot of images.

You're going to need basic equipment.

You're going to need staff time.

You're going to need strategy.

You're going to need digital literacy

# BE VERY ONLINE

Create a writing room environment.

Save time for reactivity.

Understand what the internet is talking about.

Test and learn.

**HAVE THE RIGHT PEOPLE**

**THE CREATIVE**



**THE MARKETER**

**THE EXPERT**



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