

username	date	time	Tweets
POPindC	16/03/2012	09:21	I 2nd that! MT @MarDixon: #FF @erinblasco & team for the fabulous #musesocial tag. I'm trying to blog about it now but it was overwhelming
MarDixon	16/03/2012	09:12	#FF @erinblasco and team for the fabulous #musesocial tag. I'm trying to blog about it now but it was overwhelming :-)
birdgate	16/03/2012	08:13	RT @MarDixon: Work in museums with social media? Follow #musesocial tag for great discussion.
dpmckenzie	16/03/2012	04:31	@erinblasco thanks for Storifying! Will look forward to catching up on the #musesocial chat
erinblasco	16/03/2012	04:10	MT @cshteynberg: Audience is profile of group you hope 2reach; community is group(s) you're having successful relationship with #musesocial
museweb	16/03/2012	03:20	RT @erinblasco: @nealstimler All good practice for the #mw2012 forum in April. We chat #musesocial again on the 21st and 29th!
lgniteCulture	16/03/2012	03:16	RT @MarDixon: Work in museums with social media? Follow #musesocial tag for great discussion.
GOKConservator	16/03/2012	03:05	Awesome #futureofmuseums thanks to @nealstimler @erinblasco @DarrenMilligan @outtacontext #musesocial
museweb	16/03/2012	03:05	RT @MuseumCN: MT @metmuseum Participate in #MyMet on @Twitter, share links to works & tell us what the Met means to you. #musesocial #musetech #mtogo
PooleMuseum	16/03/2012	02:33	RT @MarDixon: Work in museums with social media? Follow #musesocial tag for great discussion.
unmuseum	16/03/2012	01:09	RT @nealstimler: I believe the #futureofmuseums is in good hands w/ brilliance of @museums365 @adriannerussell too #musesocial + @unmuseum
nealstimler	16/03/2012	01:09	I believe the #futureofmuseums is in good hands w/ brilliance of @museums365 @adriannerussell too #musesocial + @unmuseum
nealstimler	16/03/2012	01:04	I believe the #futureofmuseums is in good hands w/ brilliance of @museums365 @adriannerussell too #musesocial
museums365	16/03/2012	00:57	RT @nealstimler: I believe the #futureofmuseums is in good hands w/ brilliance of @erinblasco @DarrenMilligan @GOKConservator @outtacontext #musesocial
nealstimler	16/03/2012	00:53	I believe the #futureofmuseums is in good hands w/ brilliance of @erinblasco @DarrenMilligan @GOKConservator @outtacontext #musesocial
MuseumCN	16/03/2012	00:01	RT @shineslike: Twitter and blogging have opened up so many opportunities and conversations for me. #musesocial benefits go beyond institutional ones.
shineslike	15/03/2012	23:41	Twitter and blogging have opened up so many opportunities and conversations for me. #musesocial benefits go beyond institutional ones.
MarDixon	15/03/2012	22:35	@clairezammi Will do assuming I get the time to do it tomorrow. :) #musesocial
clairezammi	15/03/2012	22:33	@MarDixon can you post link too. Would be really interested in reading on #musesocial
MarDixon	15/03/2012	22:24	@erinblasco Might try to blog about my thoughts on musesocial - is that ok?
CultureThemes	15/03/2012	22:19	RT @erinblasco: Did my best to Storify, categorize #musesocial chat here: http://t.co/AnT0Syke I know I'm missing stuff! See ya the 21st.
MarDixon	15/03/2012	22:19	RT @erinblasco: Did my best to Storify, categorize #musesocial chat here: http://t.co/AnT0Syke I know I'm missing stuff! See ya the 21st.
erinblasco	15/03/2012	22:12	Did my best to Storify, categorize #musesocial chat here: http://t.co/AnT0Syke I know I'm missing stuff! See ya the 21st.
museums365	15/03/2012	21:45	ER @amelialikespie Perhaps "community" is not group of people so much as safe space for nurturing dialogue/participation. #musesocial
fossilidotty	15/03/2012	21:41	RT @MarDixon: Assuming everyone is online #musesocial RT @MuseumEd Show this to all who say museums online means visitors won't come http://t.co/pvMEgwXu
bleak_midwinter	15/03/2012	21:34	RT @MarDixon: Work in museums with social media? Follow #musesocial tag for great discussion.
MarDixon	15/03/2012	21:23	Assuming everyone is online #musesocial RT @MuseumEd Show this to all who say museums online means visitors won't come http://t.co/pvMEgwXu
ch15t1n3	15/03/2012	21:13	RT @DarrenMilligan: Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
erodley	15/03/2012	21:11	RT @outtacontext: Tweet to react. Blog to reflect. #musesocial
MuseumEd	15/03/2012	21:10	RT @outtacontext: Tweet to react. Blog to reflect. #musesocial
museums365	15/03/2012	21:08	@archivesinfo Hashtag is always open for business, just a little less busy. Join us next Wednesday! #musesocial
DarrenMilligan	15/03/2012	21:07	@erinblasco well, I tried! ;) @outtacontext #musesocial
isalara	15/03/2012	21:06	RT @outtacontext: @museums365 Who said SM is meant to teach ppl anything? SM may help pique interest in a painting. Can't always know. #musesocial
archivesinfo	15/03/2012	21:04	drat! I missed #musesocial !
RobertaGasbarre	15/03/2012	21:03	#musesocial
erinblasco	15/03/2012	21:02	Ack! And @darrenmilligan, who occasionally out controversied @outtacontext. :) #musesocial
johannaberg	15/03/2012	21:01	RT @adriannerussell: @erinblasco I believe in the value of access & information. Museums tend to hoard both. SM does so much to demystify museums. #musesocial
DarrenMilligan	15/03/2012	21:01	Thanks everyone for your insight and openness. Looking forward to next week's discussion ! #musesocial
erinblasco	15/03/2012	20:57	@balpert And thanks to you and @outtacontext â€ @museums365 @amelialikespie! #musesocial
outtacontext	15/03/2012	20:57	@MarDixon Feel free. #musesocial
MarDixon	15/03/2012	20:55	@outtacontext Might take you up on that :-)) #musesocial
erinblasco	15/03/2012	20:55	RT @adriannerussell: @erinblasco Does anyone have a SM wishlist? Projects/ideas you want to try but can't or hesitant to tackle? #musesocial
outtacontext	15/03/2012	20:55	Is it over already?? Had fun chatting. Can't speak for everyone, but if you have any question, drop me a tweet. #musesocial
mdoness	15/03/2012	20:54	@erinblasco good stuff good teamwork :) #mw2012 #musesocial
balpert	15/03/2012	20:54	@erinblasco Nice job Erin! #musesocial
MarDixon	15/03/2012	20:54	@erinblasco Can I point people to @museum_news Front of House http://t.co/CEjnbZa (and mine http://t.co/gtpC0eCk) #musesocial
erinblasco	15/03/2012	20:54	@MarDixon Open! Please continue to use the hashtag freely from here on out. We'll just be more "event style" on the 21st. #musesocial
erinblasco	15/03/2012	20:54	@caw_ That is a very big question. Good topic for next time. "Q: One SM voice or many? 1 account for the org? Several accounts?" #musesocial
AuroreGiguet	15/03/2012	20:54	@unmuseum visual.ly has a great infographic template that pulls FB and Twitter insights, very handy. #musesocial
AshGMartin	15/03/2012	20:53	RT @erinblasco: Woot! RT @billnickrent: Thanks to everyone who put together #musesocial chat. Marking calendar now for March 21 & 29. #musesocial

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erinblasco	15/03/2012	20:53	As we wrap up #musesocial tonight: I'll Storify and share link; keep thinking big questions, use the hashtag, c ya on the 21st! #musesocial
MarDixon	15/03/2012	20:53	*stands and claps* Well done to @erinblasco @museums365 & other hosts of the fabulous #musesocial Next one is March 21!
adriannerussell	15/03/2012	20:53	+1 RT @billnickrent: Thanks to everyone who put together #musesocial chat. Marking calendar now for March 21 & 29.
rocombo	15/03/2012	20:53	RT @MuseumCN: MT @metmuseum Participate in #MyMet on @Twitter, share links to works & tell us what the Met means to you. #musesocial #musetech #mtogo
caw_	15/03/2012	20:52	@erinblasco Q: One SM voice or many? 1 account for the org? Several department accounts? and/or many staff accounts? #musesocial
MarDixon	15/03/2012	20:52	@erinblasco Will the tag remain open until the next chat on the 21? #musesocial
erinblasco	15/03/2012	20:52	Woot! RT @billnickrent: Thanks to everyone who put together #musesocial chat. Marking calendar now for March 21 & 29. #musesocial
unmuseum	15/03/2012	20:52	RT @erinblasco: Big questions remaining: @mardixon staff roles; @unmuseum tools; @delerium69 motivating visits. Big Qs to seed the next chat? #musesocial
erinblasco	15/03/2012	20:52	@billnickrent I agree with funneling/filtering. It's a better customer service thing. But includes diverse staff. #musesocial
AshGMartin	15/03/2012	20:51	@unmuseum from what I hear Google Analytics is great for SM and FB has Insights that does measurements #musesocial
billnickrent	15/03/2012	20:51	Thanks to everyone who put together #musesocial chat. Marking calendar now for March 21 & 29.
erinblasco	15/03/2012	20:51	Big questions remaining: @mardixon staff roles; @unmuseum tools; @delerium69 motivating visits. Big Qs to seed the next chat? #musesocial
adriannerussell	15/03/2012	20:51	@erinblasco Does anyone have a SM wishlist? Projects/ideas you want to try but can't or hesitant to tackle? #musesocial
outtacontext	15/03/2012	20:50	RT @unmuseum: @erinblasco I wanna know what websites people are using for metrics and impact #musesocial
balpert	15/03/2012	20:50	@caw_ If u can pick a few actionable metrics it doesn't have to take much time. Hard part is pairing them w/ur goals #musesocial
billnickrent	15/03/2012	20:50	@MarDixon @erinblasco We funnel through single voice but encourage all depts. to contribute content. #musesocial
erinblasco	15/03/2012	20:50	@mdoness Aw thanks! I'm just one of seven-ish hosts. :) We're back at it on the 21st and 29th before #mw2012. #musesocial
unmuseum	15/03/2012	20:49	@erinblasco I wanna know what websites people are using for metrics and impact #musesocial
mdoness	15/03/2012	20:48	@erinblasco thanks for hosting thourght provoking event. an evenings relaxation for me.. #musesocial #musesocial
erinblasco	15/03/2012	20:47	What questions remain in museums & social media? Staffing: RT @MarDixon: Who should be involved in your venues #musesocial ? #musesocial
mdoness	15/03/2012	20:47	RT @adriannerussell: @erinblasco I believe in the value of access & information. Museums tend to hoard both. SM does so much to demystify museums. #musesocial
nature_ab	15/03/2012	20:47	Takeaways from MT @erinblasco: After survey: dropped Twitter quiz. More image albums. Most dramatic: audiences want to learn. #musesocial
delerium69	15/03/2012	20:47	@erinblasco ...And was it SM that gave them the idea? WOM? Y *does* one visit a museum w/out knowing y it exists? #musesocial
mdoness	15/03/2012	20:47	RT @MarDixon: Everyone else stepped back MT @erinblasco: @adriannerussell I sometimes wonder how we became evangelists for SM. #musesocial
MarDixon	15/03/2012	20:47	@erinblasco Who should be involved in your venue's #musesocial ?
MarDixon	15/03/2012	20:46	RT @erinblasco: In the last official 15 min. or so of #musesocial: what are the big questions YOU still have about museums & social media? #musesocial
AshGMartin	15/03/2012	20:46	@caw_ Of course! Everything is! #musesocial #cupcakes
erinblasco	15/03/2012	20:46	In the last official 15 min. or so of #musesocial: what are the big questions YOU still have about museums & social media? #musesocial
adriannerussell	15/03/2012	20:45	@erinblasco I believe in the value of access & information. Museums tend to hoard both. SM does so much to demystify museums. #musesocial
mdoness	15/03/2012	20:45	RT @adriannerussell: @balpert I think the work is totally valid. Convincing higher-ups is the challenging part. If it was my budget, different story! #musesocial
erinblasco	15/03/2012	20:45	@delerium69 Gotcha. #musesocial
mdoness	15/03/2012	20:45	RT @outtacontext: Tweet to react. Blog to reflect. #musesocial
erinblasco	15/03/2012	20:44	@outtacontext @mardixon Interesting. I was an on-the-floor educator & SM appealed b/c it's so similar. But some don't see that. #musesocial
mdoness	15/03/2012	20:44	@balpert @balpert #musesocial isnt that part of convo in SM?if they talk to u &ask qtns. When did ave casual visitor do that? #musesocial
caw_	15/03/2012	20:44	@AshGMartin Might be even better with cupcakes! RT @AshGMartin: Social media explained with Donuts! #musesocial http://t.co/bVXRWNCU
delerium69	15/03/2012	20:44	@erinblasco Don't know. Experienced many visitors in our museum who don't what it is/y they came so wonder what prompted visit...#musesocial
outtacontext	15/03/2012	20:44	@AshGMartin That pretty well explains it. #musesocial
erinblasco	15/03/2012	20:43	@caw_ That's how I feel. Though if we could cut out time-wasting, low impact stuff, more time for the rad SM stuff? #musesocial
erinblasco	15/03/2012	20:43	@_NatStar @balpert I'm hoping free is ok. I'm alright with less proper-ness if SM. #musesocial
caw_	15/03/2012	20:42	@erinblasco SM analytics need to be actionable, but if there's no time for additional action... #excuses #musesocial
niffur	15/03/2012	20:41	@amandahankerson @dehegley have you guys been following the #musesocial tweets?
erinblasco	15/03/2012	20:41	@adriannerussell What convinced you in the first place? I sometimes wonder how we became evangelists for SM. #musesocial
AshGMartin	15/03/2012	20:40	@outtacontext Social media explained with Donuts! #musesocial http://t.co/bZH46C7z
mdoness	15/03/2012	20:40	RT @amelialikespie: Perhaps "community" is not group of people so much as safe space for nurturing dialogue/participation. #musesocial
mdoness	15/03/2012	20:39	RT @chrisubik: @erinblasco @museums365 That's the beauty of social, though! The museum is open late and all the lights are on. #musesocial
mdoness	15/03/2012	20:39	RT @adriannerussell: @erinblasco It's tied into the immediacy of SM. People are used to taking the long view w/program & exhibition design. #musesocial
balpert	15/03/2012	20:38	@mdoness But... but... <sputter> how do you know people like it? #musesocial #now_'M_outofajob
delerium69	15/03/2012	20:38	RT @outtacontext: Tweet to react. Blog to reflect. #musesocial
adriannerussell	15/03/2012	20:37	@balpert I think the work is totally valid. Convincing higher-ups is the challenging part. If it was my budget, different story! #musesocial
mdoness	15/03/2012	20:37	@erinblasco @adriannerussell #musesocial well there you go ... challenge challenge ... brings progress!?:) #musesocial

username	date	time	Tweets
erinblasco	15/03/2012	20:37	@SSquire Just realized I missed, like, 8 insightful comments of yours due to Twitter fail. Oops! But very wise thoughts. #musesocial
outtacontext	15/03/2012	20:36	Tweet to react. Blog to reflect. #musesocial
balpert	15/03/2012	20:35	@adriannerussell Yes, but the reps will advise u on how much ur saving, in both time AND \$\$. #musesocial #theygottaearnaliving2
adriannerussell	15/03/2012	20:34	@mdoness That is straight-up blasphemy. :) #musesocial
erinblasco	15/03/2012	20:34	After a survey: We stopped our quiz on Twitter. More image albums. Most dramatically, we realized our audiences want to learn. #musesocial
MarDixon	15/03/2012	20:34	@erinblasco Ha! It'll work! #randomcupcake #musesocial
MarDixon	15/03/2012	20:34	RT @erinblasco: What changes have you made or seen based on analyzing SM metrics? #randomcupcake #musesocial
mdoness	15/03/2012	20:33	@erinblasco ..radical thought ...stop measuring. if it feels good and people like it...well keep going #musesocial
balpert	15/03/2012	20:32	@chrisubik @billnickrent Agreed! It's still a stew of not-sure-I-believe-it ;) #musesocial
unmuseum	15/03/2012	20:32	RT @erinblasco: What changes have you made or seen based on analyzing SM metrics? #randomcupcake #musesocial
adriannerussell	15/03/2012	20:32	@balpert So big time and \$\$ commitments? That's a hard sell. #musesocial
erinblasco	15/03/2012	20:32	What changes have you made or seen based on analyzing SM metrics? #randomcupcake #musesocial
mdoness	15/03/2012	20:31	RT @outtacontext: There's a lot of "teaching" that goes on when you advocate for SM. But soft touch teaching. Be prepared. #musesocial
balpert	15/03/2012	20:30	@adriannerussell Prev. Big Co. used Radian6 and liked it. Hitwise is a great tool but a huge timesuck. All R expensive! #musesocial
chrisubik	15/03/2012	20:30	@billnickrent @balpert Agree. No industry consensus on what metrics we should be focusing on, making investment risky. #musesocial
balpert	15/03/2012	20:27	@erinblasco Good point. I've seen big co's spend tons of \$\$ on tools that go unused due to no ppl bandwidth #musesocial
AuroreGiguet	15/03/2012	20:26	RT @MarDixon: or pie @erinblasco #musesocial
adriannerussell	15/03/2012	20:26	@balpert Relied on free stuff, elbow grease, blood, sweat & tears. Not sure what paid tools I would invest in. Suggestions? #musesocial
MarDixon	15/03/2012	20:25	@balpert Wouldn't start paying unless hire ups are asking for more details and are willing to put hands in pockets! #musesocial
erinblasco	15/03/2012	20:25	I'd rather invest in analysis of SM data. If we don't act on our fabulous (free) data, why have it? #musesocial
billnickrent	15/03/2012	20:24	@balpert It's still free tools and elbow grease here. I've not been sure that advanced measurement platforms are worth cost. #musesocial
adriannerussell	15/03/2012	20:24	@erinblasco That can be insanely frustrating. #musesocial
MarDixon	15/03/2012	20:23	RT @erinblasco: RT @balpert: Has anyone committed \$ to advanced measurement platforms, or do we all still rely on free tools and elbow grease? #musesocial
MarDixon	15/03/2012	20:23	@billnickrent Seems to be the growing trend. Families research at night. @chrisubik @erinblasco @museums365 #musesocial
erinblasco	15/03/2012	20:22	RT @balpert: Has anyone committed \$ to advanced measurement platforms, or do we all still rely on free tools and elbow grease? #musesocial
billnickrent	15/03/2012	20:22	@MarDixon @chrisubik @erinblasco @museums365 Nope. I keep up w/ sm for my museum afterhours & weekends thanks to trusty iPhone. #musesocial
AshGMartin	15/03/2012	20:22	RT @adriannerussell: @caw_ @MarDixon @erinblasco Your talk of cupcakes is much appreciated. #secretweapon #musesocial
balpert	15/03/2012	20:22	Has anyone committed \$ to advanced measurement platforms, or do we all still rely on free tools and elbow grease? #musesocial
delerium69	15/03/2012	20:21	RT @amelialikespie: Perhaps "community" is not group of people so much as safe space for nurturing dialogue/participation. #musesocial
adriannerussell	15/03/2012	20:21	@caw_ @MarDixon @erinblasco Your talk of cupcakes is much appreciated. #secretweapon #musesocial
erinblasco	15/03/2012	20:20	@unmuseum @RyanD Our followers are high quality. But we often feed them pre-scheduled TDH due to chaos. #guilty #musesocial
POPindC	15/03/2012	20:20	@AuroreGiguet You are spot-on! I did across all social media platforms. #musesocial
MarDixon	15/03/2012	20:20	@caw_ Cake never lets you down ;) @erinblasco #musesocial
johannaberg	15/03/2012	20:20	RT @MarDixon: Work in museums with social media? Follow #musesocial tag for great discussion.
caw_	15/03/2012	20:19	@MarDixon @erinblasco I really love cake. and cupcakes of all sorts. <sigh> #musesocial
unmuseum	15/03/2012	20:19	@erinblasco @RyanD it's not about how many followers, it's about the quality of ur followers.Put your biggest fans to good use #musesocial
erinblasco	15/03/2012	20:19	@adriannerussell That's true. At a gallery program, I have visitor numbers and a bunch of markers. With SM, instant data. #musesocial
MarDixon	15/03/2012	20:19	Good point: SM is 24/7. Do you stop engaging when you leave at 5 (in theory)? @chrisubik @erinblasco @museums365 #musesocial
mdoness	15/03/2012	20:16	@erinblasco yes.I suppose SM is a bigger whole org. revolution than we may want to admit:letting go of knowledge and control #musesocial
chrisubik	15/03/2012	20:16	@erinblasco @museums365 That's the beauty of social, though! The museum is open late and all the lights are on. #musesocial
MarDixon	15/03/2012	20:16	@RyanD @erinblasco Really?? What is your platform of choice? #musesocial
balpert	15/03/2012	20:16	@erinblasco Yes, reverse corollary is stressing when site #'s decline, even if SM is broadening reach exponentially #musesocial
adriannerussell	15/03/2012	20:16	@erinblasco It's tied into the immediacy of SM. People are used to taking the long view w/program & exhibition design. #musesocial
erinblasco	15/03/2012	20:16	If you're just joining #musesocial for our last 45 min., chime in about social media metrics! @balpert wants to know. #musesocial
outtacontext	15/03/2012	20:15	@erinblasco It's the quality of engagement not the quantity of engagement. Worth fighting for that distinction. #musesocial
MarDixon	15/03/2012	20:14	@erinblasco :) No, but when you don't have events/ activities or something to talk about, mention cake and conversations flow! #musesocial
unmuseum	15/03/2012	20:14	RT @MarDixon: Work in museums with social media? Follow #musesocial tag for great discussion.
erinblasco	15/03/2012	20:14	@RyanD So you're saying we don't see SM as core to the mission? And thus obsess about follower numbers? Wise. #musesocial
outtacontext	15/03/2012	20:14	There's a lot of "teaching" that goes on when you advocate for SM. But soft touch teaching. Be prepared. #musesocial
outtacontext	15/03/2012	20:13	@balpert SM can fly under radar 4 just so long. Take upper hand and write that SM strategy 1st draft. Then be involved in dev. #musesocial

username	date	time	Tweets
caw_	15/03/2012	20:13	@erinblasco right on. Strategy & metrics are the poor stepchildren (I'm guilty) #musesocial
erinblasco	15/03/2012	20:13	@chrisubik @museums365 That is correct. I try to tweet at midnight. But our doors are closed, as is traditional. #musesocial
erinblasco	15/03/2012	20:11	When I report gallery program numbers, nobody is impressed or distressed. But SM numbers must always rise dramatically. #why #musesocial
MarDixon	15/03/2012	20:10	Again, it goes back to being personal to the specific venue and indeed staff. There's no one answer w/ policies. @erinblasco #musesocial
erinblasco	15/03/2012	20:09	I trust @smithsonian to write SM policies w/ my input. But I trust my colleagues to help put the culture in that policy. #musesocial
balpert	15/03/2012	20:09	Re not having a SM policy: R we afraid it invites unwanted scrutiny? Is it still poss for SM to fly under the radar? #musesocial
erinblasco	15/03/2012	20:09	@delerium69 Interesting question. Is there a case study or example you're thinking of? #musesocial
adriannerussell	15/03/2012	20:08	@MarDixon @outtacontext Dang. Forgot about payroll. I wrote the plan but no promotion. Next time! And yes, my wrists are sore. #musesocial
erinblasco	15/03/2012	20:08	RT @balpert: @outtacontext Theres marketing in everything, its not nec a dirty word! Doesnt have to be separate from engagement #musesocial
erinblasco	15/03/2012	20:07	@mdoness No filtering! I agree w/ *idea* of no filtering but I worry that staff w/o customer service experience will oops. #musesocial
outtacontext	15/03/2012	20:06	When someone came up w a g8 idea I'd often say "That's great. And I'll be standing right behind you when you suggest it." LOL #musesocial
MarDixon	15/03/2012	20:05	@outtacontext @adriannerussell And she has red wrists from getting them smacked ;-) #musesocial
outtacontext	15/03/2012	20:05	@adriannerussell So you work in payroll, will write your museums SM plan and then get a promotion? Yeah! ;-) #musesocial
AuroreGiguet	15/03/2012	20:05	@POPInDC Your board may not see it as important or officially adopt the policy, but you can and use it as a guiding doc #musesocial
outtacontext	15/03/2012	20:04	@outtacontext The ole "Ask for forgiveness" ploy. LOL Yes, sometimes necessary. That's what I call an opportunity. #musesocial
delerium69	15/03/2012	20:03	...& when asked, patron says didn't utilize museum's web site or call & ask Q&A so they rly don't know y museum exists/mission? #musesocial
adriannerussell	15/03/2012	20:03	@outtacontext You've outlined my career plan here! :) #musesocial
AuroreGiguet	15/03/2012	20:02	Sometimes its the only way RT @MarDixon @outtacontext I'm a firm believer in jumping in & getting ur hands smacked later. #musesocial
outtacontext	15/03/2012	20:02	@delerium69 That's when the "real world" ppl come into play: educators, docents, wall text. #musesocial
MarDixon	15/03/2012	20:02	@delerium69 Ask them how they could improve. #musesocial
delerium69	15/03/2012	20:01	What does a museum do when ppl use SM to inspire a visit but then don't know y they're visiting or understand the museum?... #musesocial
court lady	15/03/2012	20:01	RT @MarDixon: True @outtacontext - I'm a firm believer in jumping in and getting your hands smacked later as is better than never doing. #musesocial
MissMLynn	15/03/2012	20:01	yes MT @balpert There's marketing in everything, it's not nec a dirty word! #musesocial
erinblasco	15/03/2012	20:01	@caw_ SM done right DOES take time. So do on-site programs. What's suffering is strategy and metrics. Implementation is working. #musesocial
billnickrent	15/03/2012	20:00	MT True! @outtacontext There's marketing in everything, it's not nec a dirty word! Doesn't have to be separate from engagement #musesocial
MarDixon	15/03/2012	20:00	True @outtacontext - I'm a firm believer in jumping in and getting your hands smacked later as is better than never doing. #musesocial
outtacontext	15/03/2012	20:00	@balpert It helps to understand diff btwn marketing and engagement. Good for mission. Both are okay. #musesocial
MarDixon	15/03/2012	19:59	RT @outtacontext: @MarDixon Change starts when someone takes initiative. It will eventually go up the food chain. Or you'll get a promotion. ;-) #musesocial
Crokodillo	15/03/2012	19:59	RT @erinblasco: @GOKConservator When I hear a curator say "Nobody understands [historical concept]," I say SM is a tool for understanding. #musesocial
outtacontext	15/03/2012	19:59	@MarDixon Change starts when someone takes initiative. It will eventually go up the food chain. Or you'll get a promotion. ;-) #musesocial
POPInDC	15/03/2012	19:59	@AuroreGiguet @erinblasco Did. Found the Board had absolutely no policies in place, and kept up that tradition with mine. #musesocial
balpert	15/03/2012	19:58	@outtacontext There's marketing in everything, it's not nec a dirty word! Doesn't have to be separate from engagement #musesocial
caw_	15/03/2012	19:57	@erinblasco @DarrenMilligan I'm all for doing more work in less time, but I think we can agree that SM done right takes time #musesocial
AshGMartin	15/03/2012	19:57	@MarDixon I worked with a SM consultant and read a lot from other institutions. HR should look @ it 2 for hiring/firing policies #musesocial
MarDixon	15/03/2012	19:57	@outtacontext What if I'm not right person? What if I'm, I don't know, payroll? Or FOH? #musesocial #musesocial
MarDixon	15/03/2012	19:56	@adriannerussell Clearly they valued you. That isn't always the case... #musesocial
outtacontext	15/03/2012	19:56	How about u? Then share and discuss. MT @MarDixon: #musesocial What Im asking is who should write social media policy? #musesocial
FahadManiar	15/03/2012	19:55	RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial
adriannerussell	15/03/2012	19:55	@MarDixon I did it for my former employer & you didn't get more front of house than me! It enhanced my SM experience for sure. #musesocial
MarDixon	15/03/2012	19:54	#musesocial Step back: I completely 100% agree that SM policy required. However, what I'm asking is who should write it?
mdoness	15/03/2012	19:54	@erinblasco no filtering. Does management trust workers to be broadly on message ? if not, then thats what needs to change. #musesocial
erinblasco	15/03/2012	19:54	Agreed! RT @AshGMartin: RT @outtacontext: Keep marketing in newsletters (enews if need be). Not social media. #musesocial
unmuseum	15/03/2012	19:53	@erinblasco @AuroreGiguet we have one at @bantinghouse! #musesocial
AshGMartin	15/03/2012	19:53	RT @outtacontext: Keep marketing in newsletters (enews if need be). Not social media. #musesocial
adriannerussell	15/03/2012	19:53	@erinblasco Ah, that is challenging. No way to "hint" at the possibility of planning? :) #musesocial
AuroreGiguet	15/03/2012	19:53	RT @outtacontext: Exactly! MT @chrisubik: No one wants to be friends with a building. #musesocial
POPInDC	15/03/2012	19:53	@erinblasco @AuroreGiguet Boards saw no reason for policy at the small museums I've had affiliations with. #musesocial
erinblasco	15/03/2012	19:53	Favorite non-stat: when I did nightly tweetquiz, regulars played *daily* & bragged about wins. Visibly learning. #musesocial
MarDixon	15/03/2012	19:53	+1 RT @NancyProctor: Hear @adriannerussell! She speaks truth & wisdom. cc @MarDixon @ErinBlasco #musesocial
outtacontext	15/03/2012	19:53	Creating SM policy helps solidify aims. RT @MarDixon: How can you create policy if unsure aims? #musesocial

username	date	time	Tweets
erfgoed20	15/03/2012	19:53	good question - RT @erinblasco: How do you know when a museum is having a high quality engagement with a social media community? #musesocial
adriannerussell	15/03/2012	19:52	@NancyProctor I didn't pay Nancy to say that BTW. :) But thanks! #musesocial
AshGMartin	15/03/2012	19:52	@MarDixon You can also use another institution's SM policies as a guideline #musesocial
museums365	15/03/2012	19:52	@erinblasco @chrisubik Had this convo with #NASAtweetup friends last fall: so many cool events at museums, M-F 10-5, can't go. #musesocial
outtacontext	15/03/2012	19:52	Keep marketing in newsletters (enews if need be). Not social media. #musesocial
DarrenMilligan	15/03/2012	19:51	RT @outtacontext: Exactly! MT @chrisubik: No one wants to be friends with a building. #musesocial
POPindC	15/03/2012	19:51	Amen! My appeals for it went ignored RT @AuroreGiguet: @erinblasco I think every institution needs to have a SM policy #musesocial
mdoness	15/03/2012	19:51	@erinblasco yes exactly ... to me that is argument enough...we have to educate management/funders away from 'numbers' as value #musesocial
MarDixon	15/03/2012	19:51	@erinblasco Think there are plenty that don't have policies yet. How can you create policy if unsure aims? #musesocial
outtacontext	15/03/2012	19:51	Genesis of SM: Someone takes a chance. Ppl notice. Emphasis on stats. SM strategy. Strategy should come second. #musesocial
davesumnersmith	15/03/2012	19:50	RT @BookMarkLee: RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial // Agreed.
erinblasco	15/03/2012	19:50	@NancyProctor Agreed! #musesocial
AuroreGiguet	15/03/2012	19:50	RT @erinblasco: You have a good point. Staff who do 200 things w/ SM being just one of them = crazed. #speakingfromexperience #musesocial
erinblasco	15/03/2012	19:50	So... who does and doesn't have one? RT @AuroreGiguet: @erinblasco I think every institution needs to have a SM policy #musesocial
AshGMartin	15/03/2012	19:50	@MissMLynn Yes, but should be very limited for museums. People do not want to here marketing messages constantly from museums #musesocial
nealstimler	15/03/2012	19:50	RT @erinblasco: @nealstimler All good practice for the #mw2012 forum in April. We chat #musesocial again on the 21st and 29th!
outtacontext	15/03/2012	19:49	Agreed! RT @AuroreGiguet: @erinblasco I think every institution needs to have a SM policy #musesocial
museums365	15/03/2012	19:49	From @chrisubik: "No one wants to be friends with a building." (Even if it's a really friendly building?) #musesocial
outtacontext	15/03/2012	19:49	Exactly! MT @chrisubik: No one wants to be friends with a building. #musesocial
AuroreGiguet	15/03/2012	19:49	@erinblasco I think every institution needs to have a SM policy #musesocial
erinblasco	15/03/2012	19:49	MT @MarDixon: @adriannerussell =ive worked with places that havent had plan - only one person risking it to start venue on sm. #musesocial
chrisubik	15/03/2012	19:48	@museums365 Maybe: if given own channel, fine. Otherwise, keeps PR out of my feed. No one wants to be friends with a building. #musesocial
erinblasco	15/03/2012	19:48	@adriannerussell Yeah some coordination and a plan! But the planner here isn't SM savvy. So I plan alone and remain crazed. ;) #musesocial
MarDixon	15/03/2012	19:47	@adriannerussell Yes but I've worked with places that haven't had plan - only one person 'risking it' to start venue on sm. #musesocial
POPindC	15/03/2012	19:47	RT @outtacontext: As I said last week, invest in making sure all staff know & understand museum's mission. Then trust them to share it. #musesocial
outtacontext	15/03/2012	19:47	@erinblasco I love stamps. Used to collect them. Have my mother's collection. #musesocial
NancyProctor	15/03/2012	19:46	Hear @adriannerussell! She speaks truth & wisdom. cc @MarDixon @ErinBlasco #musesocial
ElevationProd	15/03/2012	19:46	RT @outtacontext: As I said last week, invest in making sure all staff know & understand museum's mission. Then trust them to share it. #musesocial
MarDixon	15/03/2012	19:46	#musesocial Agree that sm strategies should be in place. However, as not always case, create a working plan as you go.
clairey_ross	15/03/2012	19:46	RT @erinblasco: How do you know when a museum is having a high quality engagement with a social media community? #musesocial
erinblasco	15/03/2012	19:46	@POPindC Creative idea about tweet-up participants having classroom connections! #musesocial
POPindC	15/03/2012	19:46	@erinblasco I'd say experiencing in-situ tweets - visitors tweeting to the museums while in-house is a huge indicator. #musesocial
outtacontext	15/03/2012	19:46	As I said last week, invest in making sure all staff know & understand museum's mission. Then trust them to share it. #musesocial
erinblasco	15/03/2012	19:46	@mdoness Honestly, I love engaging with SM visitors because sometimes my on-site programs are sparsely attended. #musesocial
ActivateLearn	15/03/2012	19:45	RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial
adriannerussell	15/03/2012	19:45	@MarDixon Agreed. It should be part of your SM plan. #musesocial
outtacontext	15/03/2012	19:45	@adriannerussell: @MarDixon Also, have SM strategy on paper and rules of the road. Help make SM less amorphous. #musesocial
adriannerussell	15/03/2012	19:44	@erinblasco That was my experience as well. It would have been awesome to have a coordinator. #musesocial
mdoness	15/03/2012	19:44	@erinblasco perhaps tactic is bounce qtn back - do physical museum visitors interact with the museum better than social users? #musesocial
MarDixon	15/03/2012	19:44	@adriannerussell AFTER you're established... #musesocial
POPindC	15/03/2012	19:44	@adriannerussell @erinblasco @mardixon In-classroom alliances (classroom following) should be required of tweetup participants. #musesocial
erinblasco	15/03/2012	19:44	@DarrenMilligan What am I not doing in order to do SM? I'm planning on-site programming FASTER to do some online programming. #musesocial
AshGMartin	15/03/2012	19:44	@MarDixon @outtacontext very true there R studies& papers on the success of SM in museums @phmuseum has papers on the sub #musesocial
adriannerussell	15/03/2012	19:43	@MarDixon Don't limit SM access to direct staff but hire someone to coordinate the efforts. The more voices, the better! #musesocial
erinblasco	15/03/2012	19:43	@adriannerussell You have a good point. Staff who do 200 things w/ SM being just one of them = crazed. #speakingfromexperience #musesocial
BookMarkLee	15/03/2012	19:43	RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial // Agreed.
MarDixon	15/03/2012	19:43	@erinblasco @billnickrent This is where the commitment needs to come in. Many venues started with someone jumping in & doing #musesocial
DarrenMilligan	15/03/2012	19:42	@outtacontext I challenge you to prove that to me. Ask yourself, what are you not doing in order to do SM? Is it working? #musesocial
gordhewett	15/03/2012	19:42	RT @outtacontext: Resist idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial > all abt quality
erinblasco	15/03/2012	19:42	As far as everyone on staff being able to speak on social media, I dig. But with or without a filter? #musesocial

username	date	time	Tweets
balpert	15/03/2012	19:42	Counting followers: convenient cousin to museum visitors but won't help a whit to understand success or improve. #musesocial
erinblasco	15/03/2012	19:41	MT @billnickrent: It can be tough 2explain quality of interaction value, esp. if leaders want sm to drive attendance at gate #musesocial
MarDixon	15/03/2012	19:41	@adriannerussell I argue that sm shouldn't be limited to dedicated staff (w/ exceptions). Everyone in venue shld have access #musesocial
erinblasco	15/03/2012	19:41	@MissMLynn I just feel like there are SO MANY tools for broad PR messaging (um, TV) that SM isn't the best fit all the time. #musesocial
outtacontext	15/03/2012	19:40	MT @adriannerussell: Some museums need dedicated staff 4 SM but wont, then lament the fact their SM is sorely lacking. Commit! #musesocial
NikkiPilkington	15/03/2012	19:40	RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial
billnickrent	15/03/2012	19:40	It can be tough to explain quality of interaction value, esp. if leaders want sm to drive attendance at gate & events. #musesocial
nature_jcp	15/03/2012	19:40	RT @adriannerussell: Some museums need dedicated staff for SM but won't, then lament the fact that their SM is sorely lacking. Commit! #musesocial
erinblasco	15/03/2012	19:40	@MarDixon Yeah and they never take their phones off the table at dinner. #musesocial
MarDixon	15/03/2012	19:40	@DarrenMilligan Depends on size of venue really. #musesocial
erinblasco	15/03/2012	19:40	MT @adriannerussell: Some museums need dedicated staff for SM but wont, then lament the that their SM is sorely lacking. Commit! #musesocial
outtacontext	15/03/2012	19:39	@DarrenMilligan SM doesn't have to be time-consuming. #musesocial
erinblasco	15/03/2012	19:39	@nealstimler All good practice for the #mw2012 forum in April. We chat #musesocial again on the 21st and 29th!
MarDixon	15/03/2012	19:39	@erinblasco Those running it don't come out of the office for 2 days ;-) #musesocial
black_von	15/03/2012	19:39	RT @adriannerussell: Some museums need dedicated staff for SM but won't, then lament the fact that their SM is sorely lacking. Commit! #musesocial
adriannerussell	15/03/2012	19:38	Some museums need dedicated staff for SM but won't, then lament the fact that their SM is sorely lacking. Commit! #musesocial
delerium69	15/03/2012	19:38	RT @erinblasco: I hear colleagues say, "let's do social media, it's a quick way 2 grow community." Agree or disagree with that approach? #musesocial
DarrenMilligan	15/03/2012	19:38	@MarDixon The SM (content generation) and the analytics to show deep engagement w/ a few are time consuming. #musesocial
MissMLynn	15/03/2012	19:38	@AshGMartin depth is key, but is horizontal reach valuable for growing audience, too? is this a role that PR can play? #musesocial
nealstimler	15/03/2012	19:38	Great work @erinblasco & #musesocial contributors!
delerium69	15/03/2012	19:38	RT @adriannerussell: @erinblasco I always think, "And then what?" It's not enough to just "do" it, there should be a plan. #musesocial
erinblasco	15/03/2012	19:38	I save anecdotes and sweet tweets from followers but doesn't always add up to much at "prove this is worth it" meetings. #musesocial
MarDixon	15/03/2012	19:37	RT @erinblasco: How do you know when a museum is having a high quality engagement with a social media community? #musesocial
erinblasco	15/03/2012	19:37	How do you know when a museum is having a high quality engagement with a social media community? #musesocial
caw_	15/03/2012	19:37	Yes! RT @nealstimler: @erinblasco please do a @storify of today's #musesocial Very impt debate. A summary of topics & key pts...
erinblasco	15/03/2012	19:37	@nealstimler Yep, we'll be storifying by category and sharing out! Loving everyone's contributions so far. #musesocial
MarDixon	15/03/2012	19:36	@DarrenMilligan @adriannerussell @outtacontext Doesn't have to be if using GA or analytical tools. #musesocial
nealstimler	15/03/2012	19:35	@erinblasco please do a @storify of today's #musesocial discussion. Very important debate. A summary of topics & key pts made would help.
DarrenMilligan	15/03/2012	19:35	@adriannerussell @outtacontext But how to measure this engagement. It does come down to ROI. SM is time-consuming. #musesocial
AshGMartin	15/03/2012	19:35	@MissMLynn educational& curatorial staff R the best choice 2 run SM 4 museums bc they can engage the audience on a deeper level #musesocial
MissMLynn	15/03/2012	19:35	@outtacontext #devilsadvocate from the journalist/museum consumer perspective :) #musesocial
MarDixon	15/03/2012	19:35	@POPinDC @erinblasco True - but more emphasis could easily be placed on engagement. Did SM up football? If small # easy to see #musesocial
erinblasco	15/03/2012	19:35	RT @POPinDC: In a bean counting world much emphasis is put on follower numbers w/ no understanding of #musesocial as an ed tool #musesocial
delerium69	15/03/2012	19:33	RT @museums365: From "museum consumers" @SometimesRhymes & @veomega: SM great when it gets visitors to try new things, not just stare @ screen. #musesocial
POPinDC	15/03/2012	19:33	@MarDixon @erinblasco In a bean counting world much emphasis is put on follower numbers with no understanding of #musesocial as an ed tool
redmamba	15/03/2012	19:32	RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial
MarDixon	15/03/2012	19:32	Not many To dos but plenty of Don'ts! RT @outtacontext: @MissMLynn Listen, there are no "right" answers. Just right directions. #musesocial
AuroreGiguet	15/03/2012	19:32	True Dat RT @outtacontext: It's the quality of the engagement. Not the number of followers. #musesocial
UCDavisRockwell	15/03/2012	19:32	RT @AuroreGiguet: Web and social media play leading role in public's decision to visit a museum
adriannerussell	15/03/2012	19:32	RT @outtacontext: It's the quality of the engagement. Not the number of followers. #musesocial
museums365	15/03/2012	19:31	RT @outtacontext: @MissMLynn Listen, there are no "right" answers. Just right directions. #musesocial
stephtara	15/03/2012	19:31	RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial
delerium69	15/03/2012	19:31	RT @outtacontext: It's the quality of the engagement. Not the number of followers. #musesocial
outtacontext	15/03/2012	19:30	@MissMLynn Listen, there are no "right" answers. Just right directions. #musesocial
sounddelivery	15/03/2012	19:30	RT @mardixon: Work in museums with social media? Follow #musesocial tag for great discussion.
museums365	15/03/2012	19:30	From "museum consumers" @SometimesRhymes & @veomega: SM great when it gets visitors to try new things, not just stare @ screen. #musesocial
outtacontext	15/03/2012	19:30	Think about interesting ways to use SM in museum and at museum functions. #musesocial
euan	15/03/2012	19:29	RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial
outtacontext	15/03/2012	19:29	It's the quality of the engagement. Not the number of followers. #musesocial

username	date	time	Tweets
outtacontext	15/03/2012	19:29	Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial
MissMLynn	15/03/2012	19:29	@AshGMartin problem with SM in museums = PR and Ed people aren't always in synch. Is there room for both via SM? #musesocial
MarDixon	15/03/2012	19:28	@RyanD @erinblasco I don't think counting followers is important - however, if lose a lot need to know why. #musesocial
SometimesRhymes	15/03/2012	19:27	@museums365 On that note, I think geo-location based services are better than others. You want exploring not screen-staring! #musesocial
MarDixon	15/03/2012	19:27	@AshGMartin @outtacontext Perhaps - but examples of both good/bad practice available so can research a bit on it to help. #musesocial
veomega	15/03/2012	19:27	@museums365 as a museum consumer, I find SM to get me interested in coming in to see things, like that new Mythbusters exhibit! #musesocial
MuseumDirectors	15/03/2012	19:26	RT @MarDixon: Carefully. Musn't Sell Sell Sell. Balance of personable w/ adverts. RT @MissMLynn: #musesocial how SHOULD you use SM for PR ?
delerium69	15/03/2012	19:26	RT @AuroreGiguet: Web and social media play leading role in public's decision to visit a museum
AshGMartin	15/03/2012	19:26	@MarDixon @outtacontext Sort of new for museums, particularly small museums #musesocial
SometimesRhymes	15/03/2012	19:26	@museums365 That & it's helpful to make it very user-friendly to discover/learn about what's around you. #musesocial http://t.co/PTHnHcgr
outtacontext	15/03/2012	19:26	True. MT @MsWZ: Im not official museum staff-been
MuseumDirectors	15/03/2012	19:25	RT @MarDixon: @erinblasco There is nothing quick about building followers. SM is social - you must invest time gauging needs. #musesocial
nature_jcp	15/03/2012	19:25	RT @MarDixon: Work in museums with social media? Follow #musesocial tag for great discussion.
delerium69	15/03/2012	19:24	RT @museums365: From @DarrenMilligan @outtacontext @MissMLynn: SM versus press release? What do we mean when we say press release, anyway? #musesocial
MarDixon	15/03/2012	19:24	@outtacontext New? Not sure I would say it's new... maybe to management. #musesocial
erinblasco	15/03/2012	19:24	RT @MarDixon: @erinblasco There is nothing quick about building followers. SM is social - you must invest time gauging needs. #musesocial
outtacontext	15/03/2012	19:24	@MsWZ Invite curators to speak at Museums and the Web. #musesocial
AshGMartin	15/03/2012	19:24	@MissMLynn By museum professionals such as @cdilly http://t.co/UUslynRJ #musesocial
erinblasco	15/03/2012	19:24	MT @AshGMartin: @museums365 No, museums should not rely on SM to do PR, marketing. There R blogs written about this subject #musesocial
MarDixon	15/03/2012	19:23	RT @POPInDC: @MarDixon @erinblasco Overlooking how years of original social media (word-of-mouth) took to garner now immediate recognition #musesocial
MsWZ	15/03/2012	19:23	@outtacontext I'm not official museum staff-I've been at events before and the museum acct sat silent @ event #musesocial Disappointing.
MsWZ	15/03/2012	19:23	@outtacontext Often its the subject matter expert and the subject matter in a dialog -- MAKE IT KNOWN. #musesocial (::steps away from mic::)
leefendallhouse	15/03/2012	19:23	Hear, hear! MT @JohnGadsby See SM as extension of bricks + mortar efforts to engage + educate-both within my walls + beyond. #musesocial
POPInDC	15/03/2012	19:23	@MarDixon @erinblasco Overlooking how years of original social media (word-of-mouth) took to garner now immediate recognition #musesocial
MsWZ	15/03/2012	19:23	@outtacontext Curators often do speaking events at the museum on a reg basis. These should be live tweeted to draw audience in. #musesocial
outtacontext	15/03/2012	19:23	Too much but SM is new medium. MT @MarDixon: how much can we generalize about SM practice across museum venues? #musesocial
MarDixon	15/03/2012	19:23	Work in museums with social media? Follow #musesocial tag for great discussion.
museums365	15/03/2012	19:21	From @MarDixon: how much can we generalize about SM practice across museum venues? SI vs non-gov't big museums vs small? #musesocial
delerium69	15/03/2012	19:21	@amelialikespie ...But the level of engagement doesn't negate comprehension of their stake in the museum/patron community #musesocial
MarDixon	15/03/2012	19:20	@POPInDC @erinblasco Absolutely because they see big names (Smithsonian, British Museum) instantly get follows. #musesocial
MissMLynn	15/03/2012	19:19	@AshGMartin from the POV of museum staff or the media? #musesocial
museums365	15/03/2012	19:18	@SometimesRhymes Something in the reward structure combined with the trust of museum voice = safe and exciting to do new things? #musesocial
MarDixon	15/03/2012	19:17	@museums365 Sorry, not no. Yes :-) #musesocial
delerium69	15/03/2012	19:17	@amelialikespie Think there is room for both. Ppl may feel connected to museum community at various levels of engagement...#musesocial
MarDixon	15/03/2012	19:17	@museums365 No. It should be what works best for that venue. Taking the time to find out what works best for them is vital. #musesocial
POPInDC	15/03/2012	19:17	RT @MarDixon: @erinblasco There is nothing quick about building followers. SM is social - you must invest time gauging needs. #musesocial
AshGMartin	15/03/2012	19:16	@museums365 No, museums should not rely on social media to do PR or marketing. There have been blogs written about this subject #musesocial
museums365	15/03/2012	19:15	@wizzerfly Awesome having you along for the ride! See you around the hashtag--we'll be back full-on next Wednesday. #musesocial
SometimesRhymes	15/03/2012	19:15	@museums365 I'm a big fan of @foursquare & #MoMA's interaction w/ badges & encouraging users to try new things. #musesocial
wizzerfly	15/03/2012	19:15	Thanks all for great conversation! Got the gears going. See you next chat. #musesocial
MissMLynn	15/03/2012	19:14	@museums365 SM is, by nature, PR. it's one of the many faces of the museum #musesocial
SSquire	15/03/2012	19:14	@erinblasco followup: if it grows quickly but isn't engaged, it will disappear just as quickly. #musesocial
AshGMartin	15/03/2012	19:13	@amelialikespie @museums365 Agreed! Social media also provides a way to include the audience in the curatorial process #musesocial
DarrenMilligan	15/03/2012	19:13	@erinblasco I have been told by senior leaders to "social media that" in order to grow participants in a program. #musesocial
adriannerussell	15/03/2012	19:13	@erinblasco I always think, "And then what?" It's not enough to just "do" it, there should be a plan. #musesocial
MarDixon	15/03/2012	19:13	@museums365 Yes but not on its on. Integrated within other aims and objectives. #musesocial
SSquire	15/03/2012	19:13	@erinblasco Disagree, it isn't about growing community, it's about engaging community. Then it will grow on its own! #musesocial
museums365	15/03/2012	19:13	RT @erinblasco: I hear colleagues say, "let's do social media, it's a quick way 2 grow community." Agree of disagree with that approach? #musesocial

username	date	time	Tweets
MarDixon	15/03/2012	19:13	@erinblasco There is nothing quick about building followers. SM is social - you must invest time gauging needs. #musesocial
museums365	15/03/2012	19:12	Social media for PR? Yes? No? Maybe? How so? #musesocial
museums365	15/03/2012	19:12	@MissMLynn @DarrenMilligan @outtacontext Whoops--missed context on that one. Will try again. Sorry. #musesocial
KyraSchu	15/03/2012	19:12	Now unable to send said related scans to SM because I'm distracted by Twitter! #shinyobjects #musesocial
isalara	15/03/2012	19:11	@DarrenMilligan @outtacontext I use social media for PR every single day & reach plenty of journalists in traditional media :) #musesocial
erinblasco	15/03/2012	19:11	I hear colleagues say, "let's do social media, it's a quick way 2 grow community." Agree or disagree with that approach? #musesocial
MissMLynn	15/03/2012	19:11	@museums365 @DarrenMilligan @outtacontext PR= public relations not press release, for clarification #musesocial
museums365	15/03/2012	19:11	RT @amelialikespie: @museums365 I do love that social media gives us more "floor space"--& motivations- for going in-depth into object stories. #musesocial
nature_jcp	15/03/2012	19:10	RT @MarDixon: Carefully. Musn't Sell Sell Sell. Balance of personable w/ adverts. RT @MissMLynn: #musesocial how SHOULD you use SM for PR ?
museums365	15/03/2012	19:10	From @DarrenMilligan @outtacontext @MissMLynn: SM versus press release? What do we mean when we say press release, anyway? #musesocial
amelialikespie	15/03/2012	19:09	@museums365 I do love that social media gives us more "floor space"--& motivations- for going in-depth into object stories. #musesocial
AshGMartin	15/03/2012	19:09	@erinblasco instead of outright asking them examine ur statuses and the responses to them to see what people seem interested in #musesocial
AuroreGiguet	15/03/2012	19:09	Web and social media play leading role in public's decision to visit a museum
MarDixon	15/03/2012	19:08	Sorry for being late to #musesocial
MissMLynn	15/03/2012	19:08	@outtacontext we journalists use twitter to find story ideas, though #musesocial
MarDixon	15/03/2012	19:08	Carefully. Musn't Sell Sell Sell. Balance of personable w/ adverts. RT @MissMLynn: #musesocial how SHOULD you use SM for PR ?
DarrenMilligan	15/03/2012	19:08	@outtacontext We are using "PR" as a shortcut for telling people what we are doing, announcement style, right?. #musesocial
museums365	15/03/2012	19:08	@Musesocialmedia So glad you could join us! Thanks for all your insights. We'll see you around the hashtag--join us next Weds? #musesocial
outtacontext	15/03/2012	19:07	@MissMLynn IMHO don't use SM for PR. PR goes to traditional media (newspapers, etc.) in traditional forms (PR, natch). #musesocial
DarrenMilligan	15/03/2012	19:07	@MissMLynn Good question about using SM for PR. Many of our followers use SM for this purpose. They don't want dialogue. #musesocial
museums365	15/03/2012	19:07	@SometimesRhymes Tell us more? We're really interested to hear from visitors on this one. Any great or awful examples? #musesocial
SometimesRhymes	15/03/2012	19:06	@museums365 Also, glad my Sappho tweet made you smile! But I have to thank the #musesocial tag for providing the inspiration.
museums365	15/03/2012	19:06	Here @HolocaustMuseum, curator @KyraSchu is scanning photos of a monkey puppet for our SM guru. Sharing unexpected collections! #musesocial
MissMLynn	15/03/2012	19:05	#musesocial how SHOULD you use SM for PR ?
SometimesRhymes	15/03/2012	19:05	@museums365 In what ways? Interaction w/ virtual exhibits? Or as a supplement to the real content? I'm strongly for the latter. #musesocial
Musesocialmedia	15/03/2012	19:05	This was amazing. I plan on looking the rest of this convo up later. Thank you! #musesocial
museums365	15/03/2012	19:02	From @amelialikespie and @delerium69: Community as shared depth of understanding of value in museum/audience relationship. #musesocial
delerium69	15/03/2012	19:02	RT @elizabethsjb: @museums365 @disciullol Lose authenticity -museums need to trust their staff like they trust the public by allowing SM comments #musesocial
amelialikespie	15/03/2012	19:02	@outtacontext Yes, straight-up press release. Engagement through SM. #musesocial
amelialikespie	15/03/2012	19:01	@delerium69 ... depth of understanding of value of relationship betw person/museum. #musesocial
museums365	15/03/2012	19:01	(@SometimesRhymes' amazing tweet about, well, muses reminds us that yes, we're trending in the DC area. Woot!) #musesocial
amelialikespie	15/03/2012	19:01	@delerium69 Intriguing. Community then involves not depth of "engagement" so much as ... #musesocial
outtacontext	15/03/2012	19:00	Don't talk like a press release when using social media. A blog post is not a press release. It's more conversational. #musesocial
disciullol	15/03/2012	19:00	@SometimesRhymes Social media in museums #musesocial
outtacontext	15/03/2012	18:59	@amelialikespie From press releases on SM? And what type of engagement? SM engagement or coming to the museum engagement? #musesocial
KimSilarski	15/03/2012	18:59	RT @outtacontext: Social media is a conduit for information. It isn't content. #musesocial
SometimesRhymes	15/03/2012	18:59	Seriously, though, what is #MuseSocial? Because all I can see is some weird "Sex in the City" style sitcom starring the classical Muses.
Musesocialmedia	15/03/2012	18:58	RT @outtacontext: Don't use Twitter or Facebook as a press release. #musesocial
museums365	15/03/2012	18:58	RT @Musesocialmedia: Is the key understanding that SM is a tool to help not the answer when it comes to learning? #musesocial
AuroreGiguet	15/03/2012	18:58	RT @outtacontext: Don't use Twitter or Facebook as a press release. #musesocial
museums365	15/03/2012	18:58	RT @SometimesRhymes: I imagine at the #MuseSocial, Sappho feels a bit out of place. The other muses are probably all, "Oh, Plato was just being nice."
amelialikespie	15/03/2012	18:58	@outtacontext We've gotten some of our highest "engagement" numbers from press releases. Total surprise to us. #musesocial
disciullol	15/03/2012	18:58	@erinblasco Do we need urgency to visit every exhibit at every museum? No one has time to do so! Blasphemy? #musesocial
museums365	15/03/2012	18:58	@GOKConservator Thanks for joining us! See you next Wednesday on the hashtag? #musesocial
erinblasco	15/03/2012	18:57	@SarahatReynolda I usually just raise my hand and say, "A question from Twitter..." the speaker's usually impressed. :) #musesocial
delerium69	15/03/2012	18:57	@amelialikespie Yes. I believe that's one of the reasons a person wants to be part of a community. #musesocial
SometimesRhymes	15/03/2012	18:57	I imagine at the #MuseSocial, Sappho feels a bit out of place. The other muses are probably all, "Oh, Plato was just being nice."
Musesocialmedia	15/03/2012	18:57	Is the key understanding that SM is a tool to help not the answer when it comes to learning? #musesocial
erinblasco	15/03/2012	18:57	@AshGMartin Yep, interacting frequently. But ask for open-ended suggestions for "what we could do" and it's silence or offbase. #musesocial

username	date	time	Tweets
outtacontext	15/03/2012	18:57	Don't use Twitter or Facebook as a press release. #musesocial
erinblasco	15/03/2012	18:56	@museums365 @outtacontext Art was nice but I'd seen ALL on Twitter. I know, it's not the real thing. But no urgency to visit. #musesocial
museums365	15/03/2012	18:56	@wizzerfly I'm loving @RealTimeWWII for the same reason. Know what happens in the end, details along the way fascinating. #musesocial
GOKConservator	15/03/2012	18:56	@erinblasco #musesocial Astonishing exchange. Learned lots! Gotta go but will search the rest of discussion tonight! Thank you!
JohnGadsby	15/03/2012	18:56	Madam, thank you for such nice words! @erinblasco Mr. Gadsby is as jovial/social today via SM as in GW's time #musesocial
Musesocialmedia	15/03/2012	18:55	@museums365 @outtacontext I like to think the learning is an added bonus. Just like 3-D. you can talk doesn't mean they listen. #musesocial
outtacontext	15/03/2012	18:55	Social media can point to content and, perhaps add a context. #musesocial
amelialikespie	15/03/2012	18:54	@delerium69 That issue of "greater stake" is interesting. A community gets direct value out of their participation? #musesocial
bakeraaronj	15/03/2012	18:54	@outtacontext "Use social media to wet ppl's appetite." - this works as long as it isn't straight advertisement/spamming #musesocial
museums365	15/03/2012	18:54	@Musesocialmedia How DOES it differ? #musesocial
wizzerfly	15/03/2012	18:54	Kind of like @TitanicRealTime - we all know the outcome, but interesting following along. #musesocial
museums365	15/03/2012	18:53	RT @outtacontext: @museums365 I wouldn't worry about that. Use social media to wet ppl's appetite. Not made to give ppl the whole enchilada. #musesocial
elizabethskene	15/03/2012	18:53	RT @outtacontext: Social media is a conduit for information. It isn't content. #musesocial
museums365	15/03/2012	18:53	RT @outtacontext: Social media is a conduit for information. It isn't content. #musesocial
outtacontext	15/03/2012	18:53	Social media is a conduit for information. It isn't content. #musesocial
museums365	15/03/2012	18:53	@delerium69 The question about what they expect from our SM efforts as opposed to our in-gallery efforts? #musesocial
Musesocialmedia	15/03/2012	18:52	@museums365 depends there is a difference between engaging a SM experience and engaging a museum experience. How does it differ? #musesocial
outtacontext	15/03/2012	18:52	@museums365 I wouldn't worry about that. Use social media to wet ppl's appetite. Not made to give ppl the whole enchilada. #musesocial
delerium69	15/03/2012	18:52	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
museums365	15/03/2012	18:51	From @outtacontext, throwing it to the crowd: "Who said SM is meant to teach people anything?" #musesocial
museums365	15/03/2012	18:51	From @erinblasco: @JohnGadsby as jovial today as in his time; what about tone from institutions like @HolocaustMuseum? #musesocial
AuroreGiguet	15/03/2012	18:51	@museums365 SM is one tool, but it should be part of a wider initiative. #musesocial
museums365	15/03/2012	18:50	@outtacontext Maybe the wrong word--but if the goal was to bring people to the exhibit and @erinblasco chose not to b/c of SM... #musesocial
outtacontext	15/03/2012	18:50	@museums365 Who said SM is meant to teach ppl anything? SM may help pique interest in a painting. Can't always know. #musesocial
outtacontext	15/03/2012	18:48	@museums365 How could SM backfire interest in an exhibition? It may have no effect but backfire? #musesocial
AshGMartin	15/03/2012	18:48	@erinblasco are they interacting with you frequently? #musesocial
museums365	15/03/2012	18:48	@outtacontext But if social media is a conduit, can visitors learn through it alone? #musesocial
outtacontext	15/03/2012	18:47	@GOKConservator I'm sure I've got you beat. LOL (1960s theory of West Coast painting: palette was derived from catalogues.) #musesocial
delerium69	15/03/2012	18:47	RT @museums365: @erinblasco raises a great bogeyman of museum SM practice: online exhibit content -> people won't come see it in person? #musesocial
museums365	15/03/2012	18:47	@Musesocialmedia @erinblasco ie, were they trying to drive interest in the exhibit and it backfired? #musesocial
museums365	15/03/2012	18:46	@Musesocialmedia @erinblasco With exhibit that was completely SM-shared, are we looking at a disconnect in goals and methods? #musesocial
erinblasco	15/03/2012	18:45	I know how to ask if audiences like what we're already doing. But when we ask what we aren't doing that they'd like, no answer. #musesocial
unmuseum	15/03/2012	18:45	RT @outtacontext: @unmuseum I'd forget ROI (\$\$). Stick with stats, positive comments, and any great dialogues. #musesocial
outtacontext	15/03/2012	18:45	@museums365 An exhibition is content. SM is a conduit of info. Different structures. #musesocial
MissMLynn	15/03/2012	18:45	RT @museums365: What DO our visitors expect from SM content? Do they hold it to the same standards as exhibitions? #musesocial
erinblasco	15/03/2012	18:44	I love how @JohnGadsby is as jovial/social today via SM as in GW's time. Very natural fit. Harder to be @HolocaustMuseum? #musesocial
outtacontext	15/03/2012	18:44	@museums365 @MissMLynn Look for little gems instead of "Grand Canyon." #musesocial
museums365	15/03/2012	18:44	What DO our visitors expect from SM content? Do they hold it to the same standards as exhibitions? #musesocial
MissMLynn	15/03/2012	18:43	RT @wizzerfly: Love that! @outtacontext Repeat after me: there's nothing like seeing real thing. Nothing + pass that on to others in museum #musesocial
Musesocialmedia	15/03/2012	18:43	@museums365 @erinblasco How interested were they in content if SM is enough for them? Controversial. #musesocial
museums365	15/03/2012	18:42	From @MissMLynn: "What if you can't offer visitors the 'grand canyon' of museum experiences?" #musesocial
outtacontext	15/03/2012	18:42	@museums365 As a soc media advocate I say "there's nothing like c'ing real thing." Hearing an advocate say that puts ppl at ease #musesocial
disciullol	15/03/2012	18:41	@MissMLynn Offer something you genuinely believe is worthwhile even if it's not the Grand Canyon. #musesocial
wizzerfly	15/03/2012	18:41	Love that! @outtacontext Repeat after me: there's nothing like seeing real thing. Nothing + pass that on to others in museum #musesocial
outtacontext	15/03/2012	18:40	@DarrenMilligan We did that at our museum. We started Twitter so our conservators could tell front desk they should send ppl. #musesocial
AuroreGiguet	15/03/2012	18:39	RT @outtacontext: @unmuseum I'd forget ROI (\$\$). Stick with stats, positive comments, and any great dialogues. #musesocial
JohnGadsby	15/03/2012	18:39	Current Tavernkeepers see SM as extension of bricks + mortar efforts to engage and educate - both within my walls + beyond. #musesocial
museums365	15/03/2012	18:39	@erinblasco raises a great bogeyman of museum SM practice: online exhibit content -> people won't come see it in person? #musesocial
DarrenMilligan	15/03/2012	18:38	@outtacontext What about interacting w/ it, creating something w/ it, using it to solve a real problem? #musesocial #seeingainteverything
Musesocialmedia	15/03/2012	18:38	RT @outtacontext: @erinblasco Repeat after me: there's nothing like seeing the real thing. Nothing. And pass that on to others in your museum. #musesocial

username	date	time	Tweets
MissMLynn	15/03/2012	18:37	@disciullol ha! true. but what if you can't offer visitors the "grand canyon" of museum experiences to begin with? #musesocial
katefarina	15/03/2012	18:37	@erinblasco Selling memberships is probably an unfair metric, in any case...what about just looking at attendance figures? #musesocial
museums365	15/03/2012	18:37	RT @disciullol: @museums365 Most interesting idea = museum not allowed to use social media. That's like... not being allowed to have brochures. #musesocial
outtacontext	15/03/2012	18:36	@erinblasco Repeat after me: there's nothing like seeing the real thing. Nothing. And pass that on to others in your museum. #musesocial
disciullol	15/03/2012	18:36	@MissMLynn How often does anyone say, "I saw an awesome photo of the Grand Canyon, so now I don't need to go in real life!"? #musesocial
KulturWelt	15/03/2012	18:36	RT @nealstimler: Gary Vikan, Director of @walters_museum, shares ideas about #museum leadership http://t.co/tuZLr7Tp . #musetech #musesocial #mtogo
AuroreGiguet	15/03/2012	18:36	@GOKConservator #musesocial That's an outdated way of thinking SM isn't just about engaging & building communities it's the new mass media
katefarina	15/03/2012	18:35	@erinblasco That \$\$ ROI "problem" isn't exclusive to museums or non-profits though. #musesocial
erinblasco	15/03/2012	18:35	I once skipped an exhibit after seeing every canvas through daily tweets. I'm a bad SM practitioner! Hopefully an outlier? #musesocial
outtacontext	15/03/2012	18:35	@Musesocialmedia Develop a social media strategy before debating whether every dept should participate. #musesocial
DarrenMilligan	15/03/2012	18:35	@Musesocialmedia You are thinking the right way, it must be spread, unless you can prove it is having major impact. #musesocial
disciullol	15/03/2012	18:35	@museums365 Most interesting idea = museum not allowed to use social media. That's like... not being allowed to have brochures. #musesocial
outtacontext	15/03/2012	18:34	@unmuseum I'd forget ROI (\$\$). Stick with stats, positive comments, and any great dialogues. #musesocial
DarrenMilligan	15/03/2012	18:34	@MissMLynn Most SM staff museums are also doing traditional digi tasks. So, if they are in SM, what are they not doing anymore? #musesocial
MissMLynn	15/03/2012	18:34	@Musesocialmedia "they wont come in if we provide too much outside of the museum" --is there a possibility this is true? #musesocial
outtacontext	15/03/2012	18:33	@Musesocialmedia Counter by saying "There's nothing like seeing the real thing." Soc med will never supplant a visit to museum." #musesocial
Musesocialmedia	15/03/2012	18:33	@MissMLynn @DarrenMilligan I often think of this question Is this where having each dept help out can lessen the load? #musesocial
unmuseum	15/03/2012	18:33	RT @erinblasco: I've never been able to prove financial the ROI of SM. Just one person was inspired to buy a membership. Once. #musesocial
AuroreGiguet	15/03/2012	18:32	RT @erinblasco: In that case I think you use different platforms - but each objective can still be met. #musesocial
erinblasco	15/03/2012	18:31	I've never been able to prove financial the ROI of SM. Just one person was inspired to buy a membership. Once. #musesocial
museums365	15/03/2012	18:31	Halftime for our first Thursday Throwdown. What's been the most interesting/challenging idea at #musesocial so far today?
Musesocialmedia	15/03/2012	18:31	@erinblasco yes! I couldn't believe it. I have even heard "they wont come in if we provide to much outside of the museum" #musesocial
erinblasco	15/03/2012	18:30	If you're watching the #musesocial chat, jump in & share strategies for getting staff excited about social media. #musesocial
outtacontext	15/03/2012	18:29	Start by being an opportunist. When you see a way their content could be distributed, show them.
AuroreGiguet	15/03/2012	18:29	@disciullol Ah, I haven't run into that problem. #musesocial
MissMLynn	15/03/2012	18:29	@DarrenMilligan what about w/ limited staff? where does SM fall in the hierarchy of tasks #musesocial
outtacontext	15/03/2012	18:29	Strategies 4 exciting curators about social media. Discuss. #musesocial
erinblasco	15/03/2012	18:29	Demonstrating value of social media for a museum: @outtacontext says stats = useful. @darrenmilligan asks if there IS value. #musesocial
GOKConservator	15/03/2012	18:28	RT @erinblasco: @GOKConservator When I hear a curator say "Nobody understands [historical concept]," I say SM is a tool for understanding. #musesocial
Musesocialmedia	15/03/2012	18:28	RT @erinblasco: @GOKConservator When I hear a curator say "Nobody understands [historical concept]," I say SM is a tool for understanding. #musesocial
erinblasco	15/03/2012	18:27	@Musesocialmedia Seriously? #musesocial
wizzerfly	15/03/2012	18:26	Yes, that is why I created the matrix. Much happier place. #musesocial
erinblasco	15/03/2012	18:26	@GOKConservator When I hear a curator say "Nobody understands [historical concept]," I say SM is a tool for understanding. #musesocial
outtacontext	15/03/2012	18:26	@MissMLynn I was able to get a lg rise in our blog stats by syndicating our content on other blogs. Then I show admin the stats. #musesocial
amelialikespie	15/03/2012	18:24	@outtacontext @GOKConservator Depends on the type of curator. Our curator, @kyraschu, is awesome on social media. #musesocial.
outtacontext	15/03/2012	18:24	Stats, reblogging of your content. RT @MissMLynn how can you prove to other staff that SM is a valid use of time/resources? #musesocial
erinblasco	15/03/2012	18:24	@wizzerfly Oh no! Did you learn a good lesson from former over-sharing? Better balance now? #musesocial
GOKConservator	15/03/2012	18:23	@erinblasco #musesocial Imagine a Ven diagram of curators' agenda & museum users'-visitor's agenda. Not much overlap!
erinblasco	15/03/2012	18:23	Great point from @Musesocialmedia: user-generated content often marginalized. Where is the best place for it--center, margins? #musesocial
outtacontext	15/03/2012	18:23	@Musesocialmedia Categorizing content is always a challenge. Student podcasts in our ed section. Our podcasts elsewhere. #musesocial
DarrenMilligan	15/03/2012	18:23	Do you think that it IS a good use? RT @MissMLynn how can you prove to other staff that SM is a valid use of time/resources? #musesocial
wizzerfly	15/03/2012	18:22	@erinblasco We did Pepsi challenge few years ago and it was b.a.d. Lots of unfollows. #musesocial
VOABuzz	15/03/2012	18:22	@VOABuzz incorporates #socialmedia, audiovisual #tours, and a #website to engage our #followers and #fans #musesocial http://t.co/8zyCTrMV
Musesocialmedia	15/03/2012	18:22	@erinblasco great question! My museum has even ignored suggestions from a consultant they hired. @GOKConservator #musesocial.
outtacontext	15/03/2012	18:22	@GOKConservator Yes, curators have been slow to jump on soc med bandwagon. Too busy w traditional ways of getting kudos. #musesocial
erinblasco	15/03/2012	18:21	@wizzerfly Good spacing-it-out strategy. Ever had anyone complain of too many tweets or posts? What are expectations? #musesocial
erinblasco	15/03/2012	18:20	@GOKConservator Is there a way to help curators see the usefulness of social media? Or the fun, at least? #musesocial
ClevelandEMP	15/03/2012	18:20	RT @erinblasco: Great Q. from @outtacontext: What resistance do you see to social media at your institution? And how to address it? #musesocial
Musesocialmedia	15/03/2012	18:20	@GOKConservator @outtacontext an example! the Smithsonian has great podcasts from kids hidden and far away from the "real" ones #musesocial

username	date	time	Tweets
outtacontext	15/03/2012	18:20	Be an opportunist. Look 4 opening. MT @MissMLynn: how can you prove to other staff that SM is a valid use of time/resources? #musesocial
erinblasco	15/03/2012	18:19	@MissMLynn Especially if you have fewer community members on SM than bodies in the galleries? @outtacontext #musesocial
erinblasco	15/03/2012	18:19	Have heard a few say that curators + senior staff resistant to social media. What's the best way to demonstrate its value? #musesocial
erinblasco	15/03/2012	18:18	@ragmuseumed Thanks for joining us! We're back at it on the 21st and 29th in prep for #mw2012! #musesocial
MissMLynn	15/03/2012	18:18	@erinblasco @outtacontext + how can you prove to other staff that SM is a valid use of time/resources? #musesocial
GOKConservator	15/03/2012	18:18	@outtacontext #musesocial Curators, w/out a doubt. They're concerned the only voice heard in a museum B the authoritative one: authoritarian
Musesocialmedia	15/03/2012	18:18	@Musesocialmedia @outtacontext I also work at a children's museum so there is a new issue of security when it comes to images. #musesocial
erinblasco	15/03/2012	18:18	@AuroreGiguet Let's say PR wants to focus on new exhibits. But educators want a big dialog on an unrelated topic? #musesocial
ragmuseumed	15/03/2012	18:17	Must head out, thanks #musesocial folks and @erinblasco for facilitating! Looking forward to next week's convo
erinblasco	15/03/2012	18:17	@DarrenMilligan He's starting our demure. Just wait. @outtacontext will resurrect the controversial-ness re: social media! #musesocial
wizzerfly	15/03/2012	18:17	We use SM matrix to plot out week of tweets/posts so to space it out and shift focus if needed. #musesocial
unmuseum	15/03/2012	18:16	RT @erinblasco: Hey museum social media practitioners, how do you measure your SM successes? What metrics matter? #musesocial
disciullol	15/03/2012	18:16	@AuroreGiguet Possible conflict: learning negative things about that which is being celebrated/glorified by museum #musesocial
erinblasco	15/03/2012	18:16	Great Q. from @outtacontext: What resistance do you see to social media at your institution? And how to address it? #musesocial
Musesocialmedia	15/03/2012	18:15	@outtacontext I actually find it to be senior staff afraid of lack of control when it comes to the web. #musesocial
ragmuseumed	15/03/2012	18:15	@outtacontext Curator only resistant to using it herself- not resistant to wide community of others in museum using it #musesocial
erinblasco	15/03/2012	18:14	@outtacontext Poss. education vs PR conflict: you don't want to post TOO much on FB (and alienate ppl). Which msg has priority? #musesocial
AuroreGiguet	15/03/2012	18:13	@DarrenMilligan @disciullol @erinblasco I don't see how learning could conflict with PR message. #musesocial
erinblasco	15/03/2012	18:13	@SarahatReynolda Tried @scvngr once. Found interface tough and the "only one answer" thing limiting for learning. #musesocial
DarrenMilligan	15/03/2012	18:13	@outtacontext You are not being nearly as controversial as promised. #musesocial
outtacontext	15/03/2012	18:13	If you work in a museum who's most resistant to using social media? (No names required, just titles. -g) #musesocial
Musesocialmedia	15/03/2012	18:13	@DarrenMilligan @disciullol @erinblasco It is! its the classic curatorial vs. education fight just replace curate with PR. @musesocial
disciullol	15/03/2012	18:12	@outtacontext Learning, for example, that the museum presented something in accurately or insensitively. #musesocial
erinblasco	15/03/2012	18:12	@SarahatReynolda Do followers ask questions when you live tweet lectures? Do you encourage participation? #musesocial #musesocial
wizzerfly	15/03/2012	18:12	Ditto on @scvngr. Thinking of using this for 1812 education/engagement. #musesocial
GOKConservator	15/03/2012	18:11	@erinblasco #musesocial As we R doing right now! SM users pick an object, curatorial idea, exhibit precis, museum event & kick it around!
AuroreGiguet	15/03/2012	18:11	@erinblasco I like to look at total reach. #musesocial
SarahatReynolda	15/03/2012	18:11	We're exploring @scvngr ... who has used that effectively to engage visitors? #musesocial
outtacontext	15/03/2012	18:11	Like what kind of learning? RT @disciullol: @erinblasco "What if learning conflicts w/ a PR message?" THAT is the question. #musesocial
DarrenMilligan	15/03/2012	18:10	RT @disciullol: @erinblasco "What if learning conflicts w/ a PR message?" THAT is the question. #musesocial
erinblasco	15/03/2012	18:09	What's learning look like on SM? asks @ragmuseumed. We used to do a nightly quiz. Could see tweeters using reasoning skills. #musesocial
disciullol	15/03/2012	18:09	@AuroreGiguet Depends who the poster's audience is. They might just be posting for benefit of their fellow 13-year-old friends. #musesocial
disciullol	15/03/2012	18:08	@erinblasco "What if learning conflicts w/ a PR message?" THAT is the question. #musesocial
SarahatReynolda	15/03/2012	18:08	@museums365 We use Twitter to post updates/factoids from lectures & gallery talks, & let followers know the hashtag. #musesocial
erinblasco	15/03/2012	18:08	Hey museum social media practitioners, how do you measure your SM successes? What metrics matter? #musesocial
AuroreGiguet	15/03/2012	18:07	@disciullol finding conversations isn't creepy. If you're posting something to SM you're looking for engagement #musesocial
erinblasco	15/03/2012	18:07	@GOKConservator What kind of important things should we be doing via SM? What it learning conflicts w/ a PR message? #musesocial
Musesocialmedia	15/03/2012	18:07	@disciullol Do you just ask? and if so how do you get participation in an online survey? or question. #musesocial
ragmuseumed	15/03/2012	18:07	@erinblasco Think this q extends beyond just SM to all edu activities- we need common defs for what learning looks like on SM #musesocial
erinblasco	15/03/2012	18:06	@disciullol But are we really listening... that seems to be the question! And how to act on it? #musesocial
erinblasco	15/03/2012	18:06	@disciullol Some social media sites have really good listening tools to help you hear what your audience says about you. #musesocial
Musesocialmedia	15/03/2012	18:05	@erinblasco @ragmuseumed would love to hear how you can find out in either a qualitative or quantitative way. My thesis is this. #musesocial
disciullol	15/03/2012	18:05	@erinblasco Evidence could be found. E.G. look at what people put in their own words when posting a link on FB #musesocial
GOKConservator	15/03/2012	18:05	#musesocial PR is industrial age think: museum (knowledge & learning) as commodity. VALUE- DOING something important earns SM participation
disciullol	15/03/2012	18:04	I don't mean find out what people are posting privately, but how people share on SM outside official museum sites/handles/pages #musesocial
erinblasco	15/03/2012	18:03	So @ragmuseumed says people learn in different ways through social media. Do we have any evidence that they learn? #musesocial
disciullol	15/03/2012	18:02	How is social media being used to share museum experiences outside of museum's page, but instead, friend to friend? Can we know? #musesocial
erinblasco	15/03/2012	18:02	@cshteynberg Thanks so much for joining us! We'll chat again next week, too. #musesocial
erinblasco	15/03/2012	18:02	RT @disciullol: @erinblasco Too bad, they're learning anyway. #musesocial
disciullol	15/03/2012	18:01	How do we find out what audiences, esp. young people, are posting about museums... without being creepy? #musesocial

username	date	time	Tweets
cshteynberg	15/03/2012	18:01	Gotta peace out for a meeting! Thx to all and @erinblasco for organizing. Great convo and look forward to the Storify! #musesocial
ragmuseumed	15/03/2012	18:01	@erinblasco Don't think it's true- you have ppl who just want to read facts & ppl who want to dialogue. 2 diff kinds of learning #musesocial
cshteynberg	15/03/2012	18:00	RT @ragmuseumed: @erinblasco @cshteynberg Convo outside of SM can help- told some active indiv how valued they are & now they're ambassadors #musesocial
disciullol	15/03/2012	17:59	@erinblasco Too bad, they're learning anyway. #musesocial
erinblasco	15/03/2012	17:58	@cliffmanning Thanks for joining us! Another #musesocial on 21st and 29th?
erinblasco	15/03/2012	17:58	People don't want to learn on social media. DISCUSS. #musesocial
disciullol	15/03/2012	17:58	@erinblasco Ed mindset probably more reflective, less intent on spinning/advertising own museum. #IKnow! #mBiased #musesocial
AshGMartin	15/03/2012	17:57	RT @DarrenMilligan: Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
cliffmanning	15/03/2012	17:57	ps. anyone here going to MuseumNext conference in barcelona in May? be good to meet in 3d! #musesocial
Musesocialmedia	15/03/2012	17:57	RT @erinblasco: Ok, here's a hairy question: How well do you think museums know their social media audiences? #musesocial
ccarl0911	15/03/2012	17:57	RT @DarrenMilligan: Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
wizzerfly	15/03/2012	17:56	Depends on topic. @erinblasco @disciullol when is a serious tone better than funish? #musesocial
cliffmanning	15/03/2012	17:56	have to dip out its getting to home time in UK - will catch up later - great to meet folk and really useful discussion #musesocial
Musesocialmedia	15/03/2012	17:56	@erinblasco scary but important question.It depends on how invested the museum is in their online audience. #musesocial
erinblasco	15/03/2012	17:55	Attending #mw2012? Join the #musesocial convo now re: museums + social media audiences.
disciullol	15/03/2012	17:55	RT @museums365: @disciullol That is a GREAT point. So we create a demarcation between on-site voice and off-site voice--do we really want to? #musesocial
erinblasco	15/03/2012	17:54	@JohnGadsby @disciullol Yes, welcome dinos and tavern keepers! Speaking of which... when is a serious tone better than funish? #musesocial
erinblasco	15/03/2012	17:53	@ragmuseumed @cshteynberg Great social media strategy--connecting in actual real life! #musesocial
erinblasco	15/03/2012	17:53	@MissMLynn Is there an education vs. PR mindset in museum social media? Can we prove SM is good for either? #musesocial
disciullol	15/03/2012	17:53	@erinblasco That's true. All this social media = less mail for Owney to deliver #musesocial
ragmuseumed	15/03/2012	17:52	@erinblasco @cshteynberg Convo outside of SM can help- told some active indiv how valued they are & now they're ambassadors #musesocial
MissMLynn	15/03/2012	17:51	@erinblasco "Engagement, learning, enjoyment, support"- do these community goals differ from audience goals? education vs pr :) #musesocial
AuroreGiguet	15/03/2012	17:51	@erinblasco @cshteynberg create a Flickr group for members to submit photos #musesocial
disciullol	15/03/2012	17:51	@erinblasco In all seriousness: yes, audiences also like hearing from objects in collection, like Owney. It makes it fun. #musesocial
erinblasco	15/03/2012	17:51	@disciullol Well @Owneythedog is very lazy, as you may be aware. He's napping through #musesocial. "Newfangled technology" he grumbled.
JohnGadsby	15/03/2012	17:51	Or tweeting Tavernkeeper. @disciullol @erinblasco Every museum needs a tweeting dog. #musesocial
GOKConservator	15/03/2012	17:51	SO TRUE " @disciullol: @erinblasco Every museum needs a tweeting dog. #musesocial"
Musesocialmedia	15/03/2012	17:51	@disciullol @erinblasco or a tweeting dino. Sue from the field museum? Genius use of twitter. #musesocial
erinblasco	15/03/2012	17:50	Ok, here's a hairy question: How well do you think museums know their social media audiences? #musesocial
AuroreGiguet	15/03/2012	17:50	@Musesocialmedia @elizabethsjb on instagram you can like and comment on photos people have taken in your museum #musesocial
PAFedMuseums	15/03/2012	17:50	Correction: that hashtag is #musesocial
Musesocialmedia	15/03/2012	17:50	tweet #musesocial. There is a museum social media throw down going on between 12-5 pm eastern time. Join in the... http://t.co/MNBVzFKG
disciullol	15/03/2012	17:49	@erinblasco In fact, why isn't @Owneythedog here right now? #musesocial
cshteynberg	15/03/2012	17:49	@erinblasco: nudging hasn't worked 4 us. Asking ?s; giving public projects to help with; calling them out for good work have #musesocial
disciullol	15/03/2012	17:49	@erinblasco What is definition of "leader/advocate"? Cynical thought - someone who donates money. #musesocial
disciullol	15/03/2012	17:48	@erinblasco Every museum needs a tweeting dog. #musesocial
erinblasco	15/03/2012	17:48	@cshteynberg Good point. What's the best way to nudge a community member from participant to leader/advocate? #musesocial
erinblasco	15/03/2012	17:47	@disciullol And dogs. #musesocial
erinblasco	15/03/2012	17:47	Engagement, learning, enjoyment, support, says @GOKConservator. Are these your goals for SM communities? #musesocial
museums365	15/03/2012	17:47	@disciullol But we look to them to be our advocates. Community relationship--some shared trust. #musesocial
cliffmanning	15/03/2012	17:47	RT @Musesocialmedia: @elizabethsjb often visitors use their instagram or fb as a form of documentation of their trip. How can museums use this? #musesocial
AuroreGiguet	15/03/2012	17:46	RT @cshteynberg: @erinblasco: Flickr has exist comm.; photo/history enthusiasts; lots of scholars/researchers--exact audiences we desired! #musesocial pt. 1
ragmuseumed	15/03/2012	17:46	@erinblasco @disciullol Great q- they may not nec care, but diversity of perspectives would lend a richness to discussions #musesocial
disciullol	15/03/2012	17:46	@erinblasco But yes, maybe they'd like to hear perspectives from curator, educator, conservator, registrar, etc. #musesocial
disciullol	15/03/2012	17:45	@erinblasco Haha maybe not, maybe it's just that we all want to talk #musesocial
erinblasco	15/03/2012	17:45	@cliffmanning Heard moans about Flickr's decline. Now there are a ton of photo-sharing options. Place for dialog or display? #musesocial
cshteynberg	15/03/2012	17:44	@erinblasco pt. 2: so, as u said: harness existing comm.! It also lots of work; and u need to recog. comm. members who help #musesocial
Musesocialmedia	15/03/2012	17:44	@disciullol yes! I created a fb page for our staff kickball team and we ended up continuing it post kickball season. #musesocial

username	date	time	Tweets
erinblasco	15/03/2012	17:43	Q inspired by @disciullol: Do museum communities/audiences want 2 hear from diverse staff ? Do they care who's talking? #musesocial
ragmuseumed	15/03/2012	17:43	@disciullol Amen! Esp educators- isn't SM just a virtual form of outreach? #musesocial
cliffmanning	15/03/2012	17:43	for photos http://t.co/VgKdils7 seems to have bigger growing community than flickr #musesocial
cshteynberg	15/03/2012	17:43	@erinblasco: Flickr has exist comm.; photo/history enthusiasts; lots of scholars/researchers--exact audiences we desired! #musesocial pt. 1
disciullol	15/03/2012	17:42	@Musesocialmedia Allowing photos definitely a start to letting visitors document trip. #musesocial
GOKConservator	15/03/2012	17:42	@erinblasco #musesocial Exactly! Even when ideas are not nuanced or sophisticated, there can be engagement & learning, enjoyment & support
disciullol	15/03/2012	17:42	Maybe museum staff need internal social media community too? #musesocial
erinblasco	15/03/2012	17:41	@cshteynberg What makes Flickr so community-oriented? How can museums best harness that? #musesocial
Musesocialmedia	15/03/2012	17:41	@elizabethsjb often visitors use their instagram or fb as a form of documentation of their trip. How can museums use this? #musesocial
nealstimler	15/03/2012	17:40	RT @GOKConservator: #musesocial when #museum users check & explore the "fit" of an idea they have about an object, digitally or otherwise, we fulfill R mission
disciullol	15/03/2012	17:40	BUT non-PR staff would also like to have a way to participate, be a part of the community. #musesocial
erinblasco	15/03/2012	17:40	@disciullol @museums365 Well I do RT visitors' impressions of the museum, even when they don't @ us. (If they're positive, ha!) #musesocial
cliffmanning	15/03/2012	17:40	RT @erinblasco: If you're just joining #musesocial, we're discussing museum social media tone of voice. Does your museum have a personality on SM?
cshteynberg	15/03/2012	17:39	@erinblasco Absolutely! The Flickr Commons is gr8 for bldg. comm. & learning more about our own collec!: http://t.co/2vMfQTmS #musesocial
disciullol	15/03/2012	17:39	@museums365 Visitors aren't wearing museum staff uniform or using museum twitter handle. Their opinions don't reflect museum #musesocial
nealstimler	15/03/2012	17:39	RT @GOKConservator: @DarrenMilligan @museums365 #musesocial When users virtually take a museum object & "do" something w/it they begin what museum scholars do
erinblasco	15/03/2012	17:39	Good Q from @ragmuseumed: Any museums using SM to spark collaboration & creation? #musesocial
MuseumCN	15/03/2012	17:39	RT @erinblasco Great #musesocial question! Who's using photo and image-related SM for outreach? Instagram, Pinterest, Flickr, etc? #musetech
erinblasco	15/03/2012	17:38	@GOKConservator Kind of a "be a curator" model for museum communities on social media? #musesocial
erinblasco	15/03/2012	17:38	@elizabethsjb Gotcha. Our Facebook has been around for definitely 40s and 50s. But that may be how we use it. #musesocial
ragmuseumed	15/03/2012	17:37	Q: Any museums using SM to spark collaboration & creation? Thinking spec of Soundcloud and similar collab communities #musesocial
disciullol	15/03/2012	17:37	@erinblasco In personal experience, I post museums photos, friends see, comment, maybe want to visit. & I remember visit better #musesocial
erinblasco	15/03/2012	17:37	If you're just joining #musesocial, we're discussing museum social media tone of voice. Does your museum have a personality on SM?
museums365	15/03/2012	17:37	@elizabethsjb @disciullol Interesting. In single-staff paradigm, do we trust our visitors more than our staff members? #musesocial
GOKConservator	15/03/2012	17:37	#musesocial when #museum users check & explore the "fit" of an idea they have about an object, digitally or otherwise, we fulfill R mission
cshteynberg	15/03/2012	17:37	@auroregiguet: we are heavily involved on Flickr ourselves, but I love hearing about what others are using #musesocial
Karl_Famous	15/03/2012	17:37	RT @FuFu_and_Soup: RT @Karl_Famous: @FuFu_and_Soup @iamDMVevents got #musesocial trending...shit just got real!<---yesirrr!
elizabethsjb	15/03/2012	17:37	@erinblasco Hmm I was thinking 18-35. We already get many teens & younger. I'd like to extend along with targeted events #musesocial
disciullol	15/03/2012	17:36	@museums365 Or demarcation between employees with and without work computers. Trusted voice is important though. #musesocial
museums365	15/03/2012	17:36	RT @elizabethsjb: @museums365 @disciullol Lose authenticity -museums need to trust their staff like they trust the public by allowing SM comments #musesocial
erinblasco	15/03/2012	17:36	@AuroreGiguet @cshteynberg @disciullol And do you find the photo-sharing sites to be community-building places or not? #musesocial
school_closures	15/03/2012	17:35	RT @cliffmanning @DarrenMilligan v good point - but is the museum then 'closed' outside of a school visit? #musesocial
disciullol	15/03/2012	17:35	@erinblasco Newseum soon to open digital news gallery. Social media is both the content & tool for presentation. Includes photos #musesocial
museums365	15/03/2012	17:35	@disciullol That is a GREAT point. So we create a demarcation between on-site voice and off-site voice--do we really want to? #musesocial
AuroreGiguet	15/03/2012	17:35	@cshteynberg @disciullol We use Flickr, Pinterest, and may start to use Instagram to document our renovation #musesocial
JohnGadsby	15/03/2012	17:34	Bad Technology...a voice from the past. @erinblasco @museums365 what's the best voice and tone for museums on SM? #musesocial
JohnGadsby	15/03/2012	17:34	@erinblasco . @museums365 has a great question: what's the best voice and tone for museums on SM? #musesocial
delerium69	15/03/2012	17:33	@amelialikespie I would think a community has a greater stake or investment in content. #musesocial
disciullol	15/03/2012	17:33	@museums365 Definitely less fear. But then FOH staff-public face of museum-only participates in cool twitter convos on days off. #musesocial
FuFu_and_Soup	15/03/2012	17:33	RT @Karl_Famous: @FuFu_and_Soup @iamDMVevents got #musesocial trending...shit just got real!<---yesirrr!
cliffmanning	15/03/2012	17:32	@ragmuseumed @DarrenMilligan we did some stuff this way - m created space/resourc kids did stuff at school https://t.co/Ts6WIGc #musesocial
cshteynberg	15/03/2012	17:32	@wizzerfly Good to know! #musesocial
GOKConservator	15/03/2012	17:32	@DarrenMilligan @museums365 #musesocial When users virtually take a museum object & "do" something w/it they begin what museum scholars do
ragmuseumed	15/03/2012	17:32	@erinblasco @museums365 SM is oft more egalitarian space than galleries. Should it be where museum takes on more informal voice? #musesocial
museums365	15/03/2012	17:32	@erinblasco Wanting lots of different voices to talk back TO us doesn't nec. mean we need lots of voices talking FROM us. #musesocial
elizabethsjb	15/03/2012	17:31	@museums365 @disciullol Lose authenticity -museums need to trust their staff like they trust the public by allowing SM comments #musesocial
museums365	15/03/2012	17:31	.@erinblasco If SM is run by 1 person trusted by "traditional" public affairs staff at museum, then unified voice & less fear? #musesocial
erinblasco	15/03/2012	17:31	Great #musesocial question! Who's using photo and image-related SM for outreach? Instagram, Pinterest, Flickr, etc?
DarrenMilligan	15/03/2012	17:31	@cliffmanning With digi, the museum never has to close, right? The question remains, what do these audiences want from us. #musesocial
wizzerfly	15/03/2012	17:30	I use my Hipstamatic app to showcase @johngadsby museum. He seems to like it. #musesocial

username	date	time	Tweets
erinblasco	15/03/2012	17:30	@DarrenMilligan @ragmuseumed @cliffmanning Also, less work. They're there already! No need to build from scratch. #musesocial
DarrenMilligan	15/03/2012	17:29	@ragmuseumed @cliffmanning @erinblasco So we are back to Erin's idea of asking to be part of an existing convo. I like. #musesocial
cshteynberg	15/03/2012	17:29	@disciullol re: museums allowing photos. Anyone out there use Instagram or other smart phone photo tools as part of SM outreach? #musesocial
erinblasco	15/03/2012	17:29	@elizabethsjb Good idea. Interesting thing, though... our followers are OLD. SM hasn't worked for reaching teens for us. #musesocial
Karl_Famous	15/03/2012	17:28	@FuFu_and_Soup @iamDMVevents got #musesocial trending...shit just got real!
wizzerfly	15/03/2012	17:28	Completely agree audiences can learn through SM. I use Twitter for that function. #musesocial
erinblasco	15/03/2012	17:28	. @museums365 has a great question: what's the best voice and tone for museums on SM? #musesocial
cliffmanning	15/03/2012	17:27	@DarrenMilligan v good point - but is the museum then 'closed' outside of a school visit? #musesocial
ragmuseumed	15/03/2012	17:27	@DarrenMilligan @cliffmanning Maybe school becomes facilitator for further convos using sm. Muse becomes just member ofthe convo #musesocial
cshteynberg	15/03/2012	17:27	@erinblasco That's a great model: listen passively, and well, ourselves :) #musesocial
elizabethsjb	15/03/2012	17:27	@erinblasco I'd try to engage with younger tech-lovers & students, and share some of the interesting stuff we do here #musesocial
erinblasco	15/03/2012	17:26	@DarrenMilligan We stumbled on a cool community already existing on Twitter. So we did recruit via SM but they were there first. #musesocial
museums365	15/03/2012	17:26	@disciullol @elizabethsjb Question of in-house voice is definitely on the table. What do we gain/lose from a unified SM voice? #musesocial
Musesocialmedia	15/03/2012	17:26	@museum365 I think you are right, because it takes 2 way conversation for community but only 1 way for an audience.#musesocial
MuseumManage	15/03/2012	17:26	RT @gator_rach: @erinblasco @cliffmanning museums need to invite people so barrier between visitor/expert is broken down. #musesocial #weallwanttofeelwanted
DarrenMilligan	15/03/2012	17:26	Inspiration? Content knowledge? RT @museums365: @DarrenMilligan What is the value in a one-off on-site experience? #musesocial
erinblasco	15/03/2012	17:25	@billnickrent No, we just used Hangout because it was good tech. No work on G+ yet. Worked well for webcam-y focus group. #musesocial
disciullol	15/03/2012	17:24	@cliffmanning One thing museums can do to extend engagement beyond visit: allow visitors to take photos. #musesocial
museums365	15/03/2012	17:24	RT @DarrenMilligan: CONTROVERSIAL IDEA: Maybe we don't want to. DISCUSS MT @cliffmanning: how can museums extend links w/ educ/kids beyond a visit? #musesocial
DarrenMilligan	15/03/2012	17:24	@erinblasco Did you recruit focus group via SM? #musesocial
erinblasco	15/03/2012	17:24	@cshteynberg For our "Hangout" focus group, the goal was to listen in as community members talked w/ each other re: our topic. #musesocial
billnickrent	15/03/2012	17:24	@erinblasco That's interesting. Do you have an active Google+ community? We haven't seen much traction there. #musesocial
erinblasco	15/03/2012	17:23	RT @AuroreGiguet: When creating content to build community keep in mind that if u don't think your content is cool either will they #musesocial
Musesocialmedia	15/03/2012	17:23	#musesocial I believe that museums can engage a conversation with an even larger audience with social media.
DarrenMilligan	15/03/2012	17:23	CONTROVERSIAL IDEA: Maybe we don't want to. DISCUSS MT @cliffmanning: how can museums extend links w/ educ/kids beyond a visit? #musesocial
cshteynberg	15/03/2012	17:22	@erinblasco cc:@darrenmilligan Very cool! Would love to hear more about it/best practices for this type of thing. #musesocial.
AuroreGiguet	15/03/2012	17:22	When creating content to build community keep in mind that if u don't think your content is cool either will they #musesocial
DarrenMilligan	15/03/2012	17:21	That's what we find too. Makes it hard/challenging to think about sustained communities. @cliffmanning @cshteynberg #musesocial
erinblasco	15/03/2012	17:21	@cshteynberg @darrenmilligan We did a focus group via Google Hangouts with a key social media community. Learned a lot! #musesocial
disciullol	15/03/2012	17:21	@elizabethsjb For museums that do use social media, there's also the question of which museum staff are allowed #musesocial
Musesocialmedia	15/03/2012	17:20	RT @sluggernova: I believe they can & do! RT @museums365: Audiences cannot learn through social media. Discuss. #musesocial
erinblasco	15/03/2012	17:20	@elizabethsjb Wow! Well you've come to the right place. If you could use it, how would you? #musesocial
ragmuseumed	15/03/2012	17:20	@elizabethsjb @erinblasco Very interesting! What's the reasoning behind no #musesocial ?
cliffmanning	15/03/2012	17:20	how can museums extend links with educators/kids beyond a visit? - SM helps with this #musesocial
erinblasco	15/03/2012	17:19	#musesocial @ragmuseumed has a good point: some community members are more influential than others. Is the goal max. influence?
cshteynberg	15/03/2012	17:19	@darrenmilligan Yes! :) I've heard several folks recommend these kinds of "focus groups" but we've never done it #musesocial
cliffmanning	15/03/2012	17:19	someone said if you want online community to really grow u need women and celebs - museums have lots of both! #musesocial
elizabethsjb	15/03/2012	17:18	@erinblasco my museum is not allowed to use social media! so I use it to interact w/ other museum profs & learn to make a case #musesocial
cshteynberg	15/03/2012	17:18	RT @cliffmanning, Makes sense: "teachrs value museums highly for resources/space etc but link often just around visits" #musesocial
EugeneMoxley	15/03/2012	17:18	@erinblasco GREAT! Thank you for doing this. #musesocial
DarrenMilligan	15/03/2012	17:18	@cshteynberg You mean... actually talk to the audience we want to know about! ;) #musesocial
erinblasco	15/03/2012	17:18	RT @ragmuseumed: How do we best engage folks that loop others in on social media? Often our best assets i/t/o encouraging wider participation #musesocial
Musesocialmedia	15/03/2012	17:17	RT @erinblasco: #Musesocial confession: when I read a particular art museum's tweets, I always think, "Wow, I am NOT an insider on this topic." Downside?
cshteynberg	15/03/2012	17:17	@erinblasco: haha, no kidding! It has been fun to see museums on Pinterest. See @museum140 list: http://t.co/2pYqLvP1 #musesocial
cliffmanning	15/03/2012	17:17	@DarrenMilligan @cshteynberg from our exp teachrs value museums highly for resources/space etc but link often just around visits #musesocial
erinblasco	15/03/2012	17:17	@EugeneMoxley We'll be doing #musesocial again on the 21st and 29th!
MuseumCN	15/03/2012	17:16	RT @gator_rach: @erinblasco @cliffmanning museums need to invite people so barrier between visitor/expert is broken down. #musesocial #weallwanttofeelwanted
EugeneMoxley	15/03/2012	17:16	I am afraid I have to leave for a class. I'll try to catch up later. #musesocial
erinblasco	15/03/2012	17:15	@cshteynberg @darrenmilligan Totally. And if you want to reach design-loving women, they're on Pinterest. ;) #musesocial
EugeneMoxley	15/03/2012	17:15	Check out @arisgames http://t.co/xOcsZlBk #musesocial

username	date	time	Tweets
ragmuseumed	15/03/2012	17:14	How do we best engage folks that loop others in on social media? Often our best assets i/t/o encouraging wider participation #musesocial
cshteynberg	15/03/2012	17:14	@erinblasco @darrenmilligan: absolutely. that's why we started Smithsonian Flickr Commons too--the photo comm was already there. #musesocial
erinblasco	15/03/2012	17:14	Just joining the #musesocial chat? Let us know what social media communities/audiences you interact with!
gator_rach	15/03/2012	17:14	@cshteynberg @cliffmanning @amelialikespie so much better IMO. less expensive too #musesocial
MOBIAnyc	15/03/2012	17:13	RT @DarrenMilligan: Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
EugeneMoxley	15/03/2012	17:13	I just played the NASA iphone game Comet Quest. #musesocial
cshteynberg	15/03/2012	17:13	@darrenmilligan No truer words have been spoken :) Have you ever thought about interviewing some teachers to ask? #musesocial
DarrenMilligan	15/03/2012	17:12	@EugeneMoxley SM Gamification for educators? Tell me more! #musesocial
cshteynberg	15/03/2012	17:12	@cliffmanning @gator_rach @amelialikespie: Absolutely--that's one of the great things about online outreach, IMO #musesocial
erinblasco	15/03/2012	17:11	@cshteynberg @darrenmilligan Figuring out where the audience/community already convenes is helpful. Works for us on Twitter. #musesocial
cshteynberg	15/03/2012	17:11	@amelialikespie hey, that's the challenge of measuring social media/other impact. Do u use any tools to look at quality? #musesocial
EugeneMoxley	15/03/2012	17:11	@DarrenMilligan Have you considered SM Gamification to do both teach and promote? I hear and see this all too often. #musesocial
DarrenMilligan	15/03/2012	17:10	@cshteynberg Trying to figure out IF educators even want to be in a museum-hosted community. You can't force community. #musesocial
cshteynberg	15/03/2012	17:09	@amelialikespie: Great! I'll definitely check it out. #musesocial
gator_rach	15/03/2012	17:08	@cliffmanning @erinblasco incentives even small ones are a great way to "nudge" #musesocial
cshteynberg	15/03/2012	17:08	@darrenmilligan That's a good point: u need to find right venue for audience. What's ur strategy: direct contact with teachers? #musesocial
amelialikespie	15/03/2012	17:08	@cshteynberg Perhaps way to project \$s is based on \$s and quality of texts museums produce. A bit abstract, I know... #musesocial
cliffmanning	15/03/2012	17:07	@erinblasco yes conversation opens opp for more participation rather than shouting at people to leave a comment or add stuff #musesocial
wizzerfly	15/03/2012	17:07	@EugeneMoxley since I wear mulitple hats + small staff, I focus on Twitter + FB. but lots of other great opportunity out there. #musesocial
gator_rach	15/03/2012	17:06	@erinblasco @cliffmanning museums need to invite people so barrier between visitor/expert is broken down. #musesocial #weallwanttofeelwanted
amelialikespie	15/03/2012	17:06	@cshteynberg He theorize publics (communities) gather around texts. Museums produce texts. pt2 #musesocial
amelialikespie	15/03/2012	17:05	@cshteynberg Michael Warner wrote a book on "publics"--conceived much like how we think of communities. pt1 #musesocial
libralthinking	15/03/2012	17:05	RT @erinblasco: #Musesocial confession: when I read a particular art museum's tweets, I always think, "Wow, I am NOT an insider on this topic." Downside?
amelialikespie	15/03/2012	17:05	@cshteynberg Perhaps, but I don't know how much store we can put in it. #musesocial
cliffmanning	15/03/2012	17:05	#museumnext folk - why not join the conversation happening now around social media for museums at #musesocial
DarrenMilligan	15/03/2012	17:05	@cshteynberg I work with putting museum content/tools into the hands of teachers. Not sure if SM is the right tool. #musesocial
erinblasco	15/03/2012	17:04	For those just joining #musesocial we are discussing communities vs. audiences, particularly levels of engagement. Welcome!
cshteynberg	15/03/2012	17:04	RT @gator_rach: Nice summary! audience v community. Value of participation. Lurkers. What is worth doing in social media? #musesocial
dauidgentilini	15/03/2012	17:04	RT @capmuseum: Great debate, one of our favorites. Check it out at #musesocial
erinblasco	15/03/2012	17:03	@cliffmanning True! Nudging=key. Yesterday we asked for votes for cover image #1 or #1 on FB--it was our most popular post ever. #musesocial
cshteynberg	15/03/2012	17:03	@amelialikespie Maybe not, but don't we need some kind of proof that we're putting time into right things? #musesocial
EugeneMoxley	15/03/2012	17:02	@wizzerfly That is what I was curious in, the different platforms and how you use one over the other. #musesocial
MuseumCN	15/03/2012	17:02	RT @erinblasco: #Musesocial confession: when I read a particular art museum's tweets, I always think, "Wow, I am NOT an insider on this topic." Downside?
cshteynberg	15/03/2012	17:01	@darrenmilligan It depends on who you are? We have no exhibition space/little physical space, so for us, yes! For u? #musesocial
gator_rach	15/03/2012	17:01	@cliffmanning audience v community. Value of participation. Lurkers. What is worth doing in social media? #musesocial
capmuseum	15/03/2012	17:01	Great debate, one of our favorites. Check it out at #musesocial
cliffmanning	15/03/2012	17:01	@erinblasco @gator_rach @amelialikespie retweeting/sharing is not to be undervalued tho - but can you nudge sharers to comment #musesocial
cshteynberg	15/03/2012	17:00	@gator_rach Also, we find at Smithsonian, people come for "expert" opinion and don't necc. expect to comment on our blogs. #musesocial
cliffmanning	15/03/2012	17:00	messed big chunk of #musesocial chat because of other meetings. anyone summarise in 140 chrs? :)
MuseumActueel	15/03/2012	17:00	RT @MuseumDirectors: RT @DarrenMilligan: Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial via @AAMers
erinblasco	15/03/2012	16:59	@cshteynberg @gator_rach @amelialikespie Great point about RSS metrics! And it's true: I'm not a commenting person myself! #musesocial
DarrenMilligan	15/03/2012	16:59	If this the goal, is SM the tool? RT @cshteynberg: "how do we use social media to empower niche communities." Niche being key! #musesocial
cshteynberg	15/03/2012	16:59	@amelialikespie Agreed--me too! #musesocial
amelialikespie	15/03/2012	16:59	@erinblasco @cshteynberg @gator_rach The eternal rub. Should we really have to prove that observation/reading is valuable tho? #musesocial
wizzerfly	15/03/2012	16:59	@DarrenMilligan sorry, brain on slow. each channel has differnet voice + "community." I use twitter 2engage differently than FB. #musesocial
erinblasco	15/03/2012	16:58	@amelialikespie Yeah occasional "we're talking about X and if you don't know what that means, here's a definition" would work #musesocial
gator_rach	15/03/2012	16:58	@amelialikespie @cshteynberg me too! I don't find value in commenting on blogs. It's just not for me but I love reading them! #musesocial
cshteynberg	15/03/2012	16:58	@erinblasco @gator_rach @amelialikespie: well, in terms of metrics, RSS subscribers is a "conversion": regular, engaged users! #musesocial
AuroreGiguet	15/03/2012	16:58	Totally Agree RT @amelialikespie: Perhaps "community" is not group of people but safe space for nurturing dialogue/participation #musesocial
cshteynberg	15/03/2012	16:57	RT @darrenmilligan: @wizzerfly "how do we use social media to empower niche communities." Niche being key! #musesocial

username	date	time	Tweets
erinblasco	15/03/2012	16:57	@Girlinthe We'll storify! http://t.co/AnTOSyke #musesocial
amelialikespie	15/03/2012	16:56	@cshtheynberg @gator_rach I love those people. They're me! #musesocial
erinblasco	15/03/2012	16:56	@cshtheynberg @gator_rach @amelialikespie I value their lurking. But hard to visibly prove it's "worth staff time!" #musesocial
amelialikespie	15/03/2012	16:56	@erinblasco Downside may be only if museum doesn't offer an obvious way for you to start to become an "insider". #musesocial
Girlinthe	15/03/2012	16:55	Does anyone summarise/save the #musesocial tweets? Will be looking through later today/tomorrow, but what abt longer term?
cshtheynberg	15/03/2012	16:55	@erinblasco @amelialikespie: haha, beat me to the punch! #musesocial
MuseumDirectors	15/03/2012	16:55	RT @DarrenMilligan: Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial via @AAMers
PresNewsLink	15/03/2012	16:55	RT @DarrenMilligan: Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
amelialikespie	15/03/2012	16:55	Perhaps "community" is not group of people so much as safe space for nurturing dialogue/participation. #musesocial
cshtheynberg	15/03/2012	16:54	@gator_rach @amelialikespie: or people who participate often, but passively (e.g. read blog through RSS feed, but don't comment) #musesocial
AmerWriteMuseum	15/03/2012	16:54	RT @DarrenMilligan: Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
amelialikespie	15/03/2012	16:54	@erinblasco @gator_rach Readers who might not be ready to participate publicly. #musesocial
AAMers	15/03/2012	16:53	RT @DarrenMilligan: Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
DarrenMilligan	15/03/2012	16:53	@wizzerfly I think where I am going is how do we use social media to empower niche communities. Not through general FB pages. #musesocial
erinblasco	15/03/2012	16:53	@gator_rach @amelialikespie Truth, community members can be passive, tag-along types, too. Re-tweeters but not commenters. #musesocial
gator_rach	15/03/2012	16:52	where is the line between excluding people and growing a community? How exclusive is appropriate? #musesocial
unmuseum	15/03/2012	16:52	The #musesocial chat is happening RIGHT NOW! Tune in for some awesome conversation!
amelialikespie	15/03/2012	16:51	@gator_rach Very true. And they have the potential to participate at some point http://t.co/H8QBxY08 #musesocial
erinblasco	15/03/2012	16:51	#Musesocial confession: when I read a particular art museum's tweets, I always think, "Wow, I am NOT an insider on this topic." Downside?
gator_rach	15/03/2012	16:51	@gator_rach @amelialikespie ugh I meant #lurkers? #autocorrectfail #musesocial
wizzerfly	15/03/2012	16:51	@DarrenMilligan This speaks to evolution of museums. Tools/models 50 years ago don't necessarily work 2day for engagement #musesocial
gator_rach	15/03/2012	16:50	@amelialikespie additionally you can have people who consider themselves part of the community but never participate #linkers? #musesocial
gator_rach	15/03/2012	16:49	@amelialikespie the label isn't as important as their actions. We can consider them part of the comm if they act like they are #musesocial
BowenMurphy	15/03/2012	16:49	RT @erinblasco: Niche groups realize their community is different from others. Sense of "we're dorks about this topic" is positive. #musesocial
erinblasco	15/03/2012	16:47	RT @amelialikespie: Does it matter if the people in the "communities" we identify don't see themselves as such? #musesocial
nealstimler	15/03/2012	16:46	RT @erinblasco: "Talking to each other" as @museums365 said is, I think, really valuable. We may host but it's not always about us. #musesocial
amelialikespie	15/03/2012	16:45	@gator_rach Not quite sure I follow. Can you elaborate? #musesocial
erinblasco	15/03/2012	16:45	Volunteers have always been community-ish--there for social reasons, advocacy, etc. Now you can volunteer remotely. #musesocial #musesocial
gator_rach	15/03/2012	16:44	@amelialikespie I think in that case actions speak louder than words #musesocial
DarrenMilligan	15/03/2012	16:43	@wizzerfly Those that found R story imp? How did they act, as a community? wht tools did we give them 2 help them sustain, grow? #musesocial
amelialikespie	15/03/2012	16:43	Does it matter if the people in the "communities" we identify don't see themselves as such? #musesocial
wizzerfly	15/03/2012	16:41	@DarrenMilligan Museum always had communities. Those that found our collections, story important. Now sharing faster + further. #musesocial
amelialikespie	15/03/2012	16:41	@DarrenMilligan No, not better. I think community/audience sets up false binary akin to dialogue/dissemination. Both have value. #musesocial
ElpinikiMei	15/03/2012	16:40	RT @DarrenMilligan: Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
erinblasco	15/03/2012	16:40	@MissMLynn Great point. Community members double as advocates. Audience members not as much. #musesocial
cshtheynberg	15/03/2012	16:40	RT @darrenmilligan: great?: Did we attempt to create community before digital tools? Examples? #musesocial
amelialikespie	15/03/2012	16:39	@DarrenMilligan Interesting way to put it. Maybe more developed in a particular moment of engagement? #musesocial
cshtheynberg	15/03/2012	16:39	RT @gator_rach: @museums365 @cshtheynberg exactly. Every1 reached is part of an audience and those interacting w/ others & the museum = community #musesocial
ElpinikiMei	15/03/2012	16:38	RT @DarrenMilligan: I am wondering about museums creating communities. Did we attempt to do this before digital tools? Who's got good examples? #musesocial
gator_rach	15/03/2012	16:38	@DarrenMilligan membership groups, lecture audiences, book clubs, volunteer groups, student clubs #musesocial
DarrenMilligan	15/03/2012	16:38	Care to debate? Social Media and Museums THROWDOWN going on right now (from 12-5 ET) on Twitter. Follow #musesocial
DarrenMilligan	15/03/2012	16:36	I am wondering about museums creating communities. Did we attempt to do this before digital tools? Who's got good examples? #musesocial
gator_rach	15/03/2012	16:35	@museums365 @cshtheynberg exactly. Every1 reached is part of an audience and those interacting w/ others & the museum = community #musesocial
museums365	15/03/2012	16:34	@amelialikespie Right; it takes a whole lot of guts to put thoughts out there for the rest of a museum's listening audience. #musesocial
cshtheynberg	15/03/2012	16:33	@museums365 @gator_rach: all communities are audiences/only some audiences are communities: I think that's fair, what do u think #musesocial
MissMLynn	15/03/2012	16:32	#musesocial communities stand up for you & let you make mistakes; audiences will still judge you
DarrenMilligan	15/03/2012	16:32	@amelialikespie Potential for a community? So, is a community then the "developed" stage of an audience? Is it better? #musesocial
erinblasco	15/03/2012	16:31	Talking to each other as @museums365 said is, I think, really valuable. We may host but it's not always about us. #musesocial
EugeneMoxley	15/03/2012	16:31	I forgot earlier. Before I have to head off to class, I'm tuning into #MuseSocial to find out how the local DC museums use social media.
museums365	15/03/2012	16:30	@cshtheynberg @gator_rach So . . . all communities are audiences, but only some audiences are communities? #musesocial

username	date	time	Tweets
cshteynberg	15/03/2012	16:29	@gator_rach I was never good at those kinds of test questions :) Perhaps that's why I'm in the arts? Rephrase? #musesocial
amelialikespie	15/03/2012	16:28	@museums365 Creating opps seems key. I worry that we often want to only provide public opps when priv/anony. may be preferred. #musesocial
nealstimler	15/03/2012	16:27	@GOKConservator asking important #musetech ?s. He is raising ideas about #creativity #interaction #scholarship & #authority! #musesocial
wizzerfly	15/03/2012	16:26	@erinblasco Overall goals toward a community, but then targeted goals to specific audience. #musesocial
GOKConservator	15/03/2012	16:26	RT @MuseumCN: RT @metmuseum What's your Met? Which works of art are your favorites, and why? Share with us here: http://t.co/UQuZXkRm #MyMet #musesocial
gator_rach	15/03/2012	16:25	@cshteynberg so audience is to community as rectangle is to square? #musesocial
amelialikespie	15/03/2012	16:25	@cshteynberg What does a successful relationship look like betw a community & museum? #musesocial
museums365	15/03/2012	16:24	@amelialikespie Sure. Sometimes a matter of figuring out who's listening, then creating opps for them 2 talk 2 us/each other? #musesocial
cshteynberg	15/03/2012	16:24	RT @erinblasco: . @amelialikespie Great starting question for #musesocial! What's the diff between an audience and a community in social media?
tonnet	15/03/2012	16:23	RT @gator_rach: U can always find an audience but u have to build a community. It can b quantity v quality but it's all about your goals! #musesocial
amelialikespie	15/03/2012	16:22	I think of communities/audiences more on a spectrum of engagement. It's not really 1 or the other in my book. #musesocial
museums365	15/03/2012	16:22	@cliffmanning I feel like we'd be hard-pressed to say that we don't want to learn from our audiences too, though. #musesocial
delerium69	15/03/2012	16:21	RT @museums365: . @amelialikespie W/ audiences, museums focus on pushing content out; with communities, we want content, ideas, curiosity back. #musesocial
cshteynberg	15/03/2012	16:21	Audience is profile of some group you hope to reach; community is group(s) you're having intimate, successful relationship with #musesocial
amelialikespie	15/03/2012	16:21	@museums365 Are these really exclusive from each other though? Can't an audience provide the potential for a community? #musesocial
gator_rach	15/03/2012	16:21	@erinblasco @cliffmanning why make your job harder if the community already exists #musesocial
wizzerfly	15/03/2012	16:20	By audiences are you thinking more along demographic lines? You can sometimes, but specific interests as well. #musesocial
delerium69	15/03/2012	16:20	RT @amelialikespie: #musesocial chat starts now! What is difference between a community & an audience? Is one really better than the other?
cliffmanning	15/03/2012	16:20	should one of goals be for the museum to learn from their community, not just goals about what museum can reach/activate #musesocial
erinblasco	15/03/2012	16:20	. @cliffmanning @gator_rach My museum "found" a pre-existing community through Twitter and kinda asked to join. They said ok. #musesocial
delerium69	15/03/2012	16:19	RT @gator_rach: U can always find an audience but u have to build a community. It can b quantity v quality but it's all about your goals! #musesocial
museums365	15/03/2012	16:19	.@wizzerfly By audiences are you thinking more along demographic lines? We non-marketers want to know more! #musesocial
cliffmanning	15/03/2012	16:18	RT @gator_rach: U can always find an audience but u have to build a community. It can b quantity v quality but it's all about your goals! #musesocial
cliffmanning	15/03/2012	16:18	@gator_rach agree about building versus finding #musesocial
gator_rach	15/03/2012	16:18	@amelialikespie @erinblasco it can create a long lasting positive experience! High impact doesn't need 2 b long term #musesocial
museums365	15/03/2012	16:18	. @amelialikespie W/ audiences, museums focus on pushing content out; with communities, we want content, ideas, curiosity back. #musesocial
wizzerfly	15/03/2012	16:17	Diff between a community & an audience? I think you have various audiences w/i a community...my marketing bckgrnd coming out #musesocial
museums365	15/03/2012	16:16	RT @gator_rach: U can always find an audience but u have to build a community. It can b quantity v quality but it's all about your goals! #musesocial
museums365	15/03/2012	16:15	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
erinblasco	15/03/2012	16:15	RT @gator_rach: U can always find an audience but u have to build a community. It can b quantity v quality but it's all about your goals! #musesocial
erinblasco	15/03/2012	16:15	. @amelialikespie I guess I think of a community as something that is ongoing. But a fast flashmob community is valuable, too. #musesocial
gator_rach	15/03/2012	16:14	U can always find an audience but u have to build a community. It can b quantity v quality but it's all about your goals! #musesocial
erinblasco	15/03/2012	16:13	@wizzerfly Good tip about TweetChat! #musesocial
amelialikespie	15/03/2012	16:13	@erinblasco Is the temporariness of a dialogue really a bad thing? #musesocial
erinblasco	15/03/2012	16:11	Why your museum first joined social networks, were you hoping to form a community or audience? What was the goal then vs. now? #musesocial
erinblasco	15/03/2012	16:09	As an educator, I always gravitate towards forming a community (lots of dialog, shared values) but it's hard to maintain. #musesocial
erinblasco	15/03/2012	16:07	. @amelialikespie Great starting question for #musesocial! What's the diff between an audience and a community in social media?
balpert	15/03/2012	16:07	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, &...
amelialikespie	15/03/2012	16:04	#musesocial chat starts now! What is difference between a community & an audience? Is one really better than the other?
amelialikespie	15/03/2012	16:02	RT @erinblasco: @MarDixon Oh good point. I guess we should warn that we're storifying #musesocial for evil conference purposes.
outtacontext	15/03/2012	15:55	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
IDCA2012	15/03/2012	15:12	RT @MetEveryday "My Met. My Job." pleased to announce @metmuseum's new social media campaign! http://t.co/5LWWay2b #MyMet #musesocial
MuseumCN	15/03/2012	15:10	MT @metmuseum Participate in #MyMet on @Twitter, share links to works & tell us what the Met means to you. #musesocial #musetech #mtogo
lesbarkeit	15/03/2012	15:06	RT @disciullol: My question: Friend is new mom, can't go to museums much, wants to know best museums to visit online & get comparable experience #musesocial
Museocat	15/03/2012	14:35	RT @disciullol: My question: Friend is new mom, can't go to museums much, wants to know best museums to visit online & get comparable experience #musesocial
disciullol	15/03/2012	14:29	#EmbarrassingMoment Just realized my computer clock is somehow two hours fast. No wonder this chat isn't too busy right now! Eek #musesocial
MarDixon	15/03/2012	14:27	@disciullol Lots of brilliant apps are coming out to assist with this (with follow up to museum when they can! :-)) #musesocial
disciullol	15/03/2012	14:26	My question: Friend is new mom, can't go to museums much, wants to know best museums to visit online & get comparable experience #musesocial
disciullol	15/03/2012	14:24	@wizzerfly Thanks! #musesocial
wizzerfly	15/03/2012	14:21	@disciullol - I like to use http://t.co/iHKUvnm when participating in events like this. #digitalnewbieproblems #musesocial

username	date	time	Tweets
PooleMuseum	15/03/2012	14:17	RT @culturethemes: New them! March 15th #musesocial and March 19th @museum140 #MusCafe http://t.co/F81d8H8U Pls RT and Get Involved!
disciullol	15/03/2012	14:14	Oops #musesocial @museums365 @erinblasco How does it work? Is a facilitator going to throw out a question/topic or can anyone do so?
museums365	15/03/2012	14:08	@disciullol @erinblasco All at #musesocial on Twitter, will be Storified and archived on the wiki after. (Good q!)
disciullol	15/03/2012	14:05	@museums365 @erinblasco Is it a Twitter convo using #musesocial hashtag or is it taking place in wikispaces or both? #digitalnewbieproblems
museums365	15/03/2012	13:56	It's finally here! You ready to throw down? Join the conversation today from 12-5 EDT: http://t.co/3TCTb9Ds #musesocial
kironcmukherjee	15/03/2012	13:31	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
ROMKids	15/03/2012	13:30	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
unmuseum	15/03/2012	13:21	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
EmilyKotecki	15/03/2012	13:03	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
erinblasco	15/03/2012	13:02	#musesocial ish MT @maria_sanchez_: Vamos a usar el hashtag #ICOM5 para los tuits sobre la revista de #museos y #redesSociales hoy. Â¡PÃ¡salo!
MuseumCN	15/03/2012	12:55	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
erinblasco	15/03/2012	12:51	@MarDixon Oh good point. I guess we should warn that we're storifying #musesocial for evil conference purposes.
RobertaGasbarre	15/03/2012	12:51	RT @outtacontext: Audiences are dead in social media. Long live Communities. Museums shouldn't be broadcasting. We want conversations. Discuss. #musesocial
MarDixon	15/03/2012	12:46	@erinblasco Thanks for the RT - excited about #musesocial?
RobertaGasbarre	15/03/2012	12:37	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
sluggernova	15/03/2012	11:48	RT @erinblasco: Chat about #musesocial today12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
gator_rach	15/03/2012	11:41	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
disciullol	15/03/2012	11:28	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
erinblasco	15/03/2012	11:08	Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
Girlinthe	15/03/2012	09:51	Am busy going to look at banned books this evening, so will miss #chartership chat and #musesocial. #toomuchgoodstuffhappening
erinblasco	14/03/2012	22:10	Ditto. @missmelodylynn has ideas RT @AuroreGiguet: RT @LizMusEd: We've thought about using 4sq but have yet to do it. #musetech #musesocial
CultureThemes	14/03/2012	22:04	RT @museecluny: RT @culturethemes: New them! March 15th #musesocial and March 19th @museum140 #MusCafe http://t.co/EOpuMF69 Pls RT and Get Involved!
AuroreGiguet	14/03/2012	20:06	RT @LizMusEd: We've thought about using foursquare but have yet to do it. #musetech #musesocial
AuroreGiguet	14/03/2012	20:05	Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning. (RT @erinblasco)
cshteynberg	14/03/2012	18:51	RT @erinblasco: Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning.
cshteynberg	14/03/2012	18:50	RT @erinblasco: So many lively forums coming up about #museums and social media! Don't miss these: http://t.co/ClffdikM #musesocial
adriannerussell	14/03/2012	18:35	RT @erinblasco: So many lively forums coming up about #museums and social media! Don't miss these: http://t.co/4MXWgw0V #musesocial
MuseumActueel	14/03/2012	18:32	RT @MuseumCN: RT @erinblasco So many lively forums coming up about #museums and social media! Don't miss these: http://t.co/MaTHBF86 #musesocial #musetech
MuseumCN	14/03/2012	18:30	RT @erinblasco So many lively forums coming up about #museums and social media! Don't miss these: http://t.co/MaTHBF86 #musesocial #musetech
mobilejpop	14/03/2012	18:13	RT @erinblasco: So many lively forums coming up about #museums and social media! Don't miss these: http://t.co/ClffdikM #musesocial
erinblasco	14/03/2012	18:08	So many lively forums coming up about #museums and social media! Don't miss these: http://t.co/ClffdikM #musesocial
MissMLynn	14/03/2012	15:24	RT @erinblasco: Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning.
WorldWildArt	14/03/2012	12:55	RT @museecluny: RT @culturethemes: New them! March 15th #musesocial and March 19th @museum140 #MusCafe http://t.co/EOpuMF69 Pls RT and Get Involved!
NURFCjamie	14/03/2012	12:48	RT @erinblasco: Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning.
MuseumCN	14/03/2012	12:48	RT @erinblasco: Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning.
museecluny	14/03/2012	10:43	RT @culturethemes: New them! March 15th #musesocial and March 19th @museum140 #MusCafe http://t.co/EOpuMF69 Pls RT and Get Involved!
MarDixon	14/03/2012	10:33	RT @CultureThemes: New them! March 15th #musesocial and March 19th @Museum140 #MusCafe http://t.co/rpbFyeoY Pls RT and Get Involved!
CultureThemes	14/03/2012	10:30	New them! March 15th #musesocial and March 19th @Museum140 #MusCafe http://t.co/rpbFyeoY Pls RT and Get Involved!
CultureThemes	14/03/2012	10:30	RT @erinblasco: Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning.
MarDixon	14/03/2012	10:30	RT @erinblasco: Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning.
cliffmanning	14/03/2012	10:23	RT @erinblasco: Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning.
erinblasco	14/03/2012	10:22	Chat about #musesocial on 3/15 from 12-5 ET. We're discussing #museum social media goals, management, audiences learning.
LizMusEd	14/03/2012	03:25	Check out the new post about #merit badges, #foursquare & #SCVNGR uses for museums: http://t.co/8L3WjqdD #musetech #musesocial pls comment!
gretchjenn	14/03/2012	02:24	RT @erinblasco: Please join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media metrics, learning, & more.
boschultolkvov1	13/03/2012	23:07	Hashtag to tune into while pretending to pay attention to meetings on 3/15: musesocial chat from 12-CBI
maurambqv8	13/03/2012	23:07	Hashtag to tune into while pretending to pay attention to meetings on 3/15: musesocial chat from 12-07WD1C
LizMusEd	13/03/2012	16:20	RT @mobilejpop: Calling EMPs! Interested in digi media testing event? Check details & let me know: http://t.co/RLRqd2iu #musetech #musesocial
julipants	13/03/2012	16:01	RT @erinblasco: Please join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media metrics, learning, & more.
wrdodger	13/03/2012	15:15	RT @erinblasco: Please join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media metrics, learning, & more.
ardirect	13/03/2012	15:08	RT @erinblasco: Please join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media metrics, learning, & more.

username	date	time	Tweets
LizMusEd	13/03/2012	15:04	RT: Anyone know of institutions using SCVNGR, foursquare, or other online badge-earning opportunities for engagement? #musetech #musesocial
okayokay	13/03/2012	14:52	RT @erinblasco: Please join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media metrics, learning, & more.
NYCMER	13/03/2012	13:33	RT @erinblasco: Please join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media metrics, learning, & more.
balpert	13/03/2012	13:28	@cliffmanning Is that something you track using a particular tool, or <shudder> manually? #musesocial
rdmond	13/03/2012	12:35	RT @erinblasco: Please join #musesocial Twitter chat on 3/15 from 12-5 ET. talking about #museum social media metrics, & more. #nyuisva
outtacontext	13/03/2012	12:17	RT @erinblasco: Please join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media metrics, learning, & more.
erinblasco	13/03/2012	12:11	Please join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media metrics, learning, & more.
CultureThemes	13/03/2012	08:26	RT @MarDixon: RT @CultureThemes: New theme! March 15th #musesocial and March 19th @Museum140 #MusCafe http://t.co/YQh9Lk9Q Pls RT and Get Involved!
MarDixon	13/03/2012	08:26	RT @CultureThemes: New theme! March 15th #musesocial and March 19th @Museum140 #MusCafe http://t.co/YQh9Lk9Q Pls RT and Get Involved!
MattBenEaton	13/03/2012	02:44	RT @LizMusEd: Anyone know of institutions using SCVNGR, foursquare, or other online badge-earning opportunities for engagement? #musetech #musesocial
shaunaedson	13/03/2012	02:43	RT @LizMusEd: Anyone know of institutions using SCVNGR, foursquare, or other online badge-earning opportunities for engagement? #musetech #musesocial
LizMusEd	13/03/2012	02:17	Anyone know of institutions using SCVNGR, foursquare, or other online badge-earning opportunities for engagement? #musetech #musesocial
cliffmanning	12/03/2012	22:37	@balpert when likes and comments tip into organic conversations is good sign of impact I think #musesocial
ragmuseumed	12/03/2012	21:11	RT @erinblasco: Join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media communities, metrics, & more.
MuseumCN	12/03/2012	20:22	RT @studiomuseum Have you joined us on @Tumblr yet? http://t.co/Q2RgQzX2 #musesocial #musetech
MuseumCN	12/03/2012	20:21	MT @ericdmj Museum social media peeps: validity for what you're doing! http://t.co/YxFyp2P by @cdilly #musesocial #musetech
balpert	12/03/2012	19:52	@cliffmanning Daft indeed. How do you measure impact Cliff? (In, ahem, 140 characters ;-)) #musesocial
MuseumCN	12/03/2012	16:46	RT @caw_ : MT @EmilyKotecki: which museum does the best job of social media integration on their website? /cc @MuseumCN #musesocial #musetech #artstech
caw_	12/03/2012	16:00	MT @EmilyKotecki: which museum does the best job of social media integration on their website? /cc @MuseumCN #musesocial #musetech #artstech
joanebeaudoin	12/03/2012	13:23	RT @erinblasco: Join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media communities, metrics, & more.
erinblasco	12/03/2012	13:20	Yep, museums, social media matters. My Facebook photos of orchids at the botanic gardens inspired at least 1 co-worker to visit. #musesocial
erinblasco	12/03/2012	10:26	Join #musesocial Twitter chat on 3/15 from 12-5 ET. We're talking about #museum social media communities, metrics, & more.
MarDixon	11/03/2012	21:50	RT @adriannerussell: MT @sluggernova: Thus 3/15 #musesocial conversation about museums, audiences, & social media Noon-5 EDT: http://t.co/MhXJBRTM
IDCA2012	11/03/2012	21:50	RT @sluggernova: Don't forget this Thus 3/15, #musesocial conversation about museums, audiences, & social media Noon-5 EDT: http://t.co/MO7QtmrD
adriannerussell	11/03/2012	21:49	MT @sluggernova: Thus 3/15 #musesocial conversation about museums, audiences, & social media Noon-5 EDT: http://t.co/MhXJBRTM
sluggernova	11/03/2012	21:11	@museums365 AH! Thanks for catching that. #musesocial
museums365	11/03/2012	21:07	@sluggernova Are we going with musesocial or museusocial for the hashtag?
SarahNEmerson	11/03/2012	20:54	RT @sluggernova: Don't forget this Thus 3/15, #musesocial conversation about museums, audiences, & social media Noon-5 EDT: http://t.co/MO7QtmrD
MuseumCN	11/03/2012	20:53	RT @sluggernova: Don't forget this Thus 3/15, #musesocial conversation about museums, audiences, & social media Noon-5 EDT: http://t.co/MO7QtmrD
sluggernova	11/03/2012	20:05	Don't forget this Thus 3/15, #musesocial conversation about museums, audiences, & social media Noon-5 EDT: http://t.co/MO7QtmrD
museum140	11/03/2012	19:48	RT @CultureThemes: New theme! March 15th #musesocial and March 19th @Museum140 #MusCafe http://t.co/rpbFyeoY Pls RT and Get Involved!
MarDixon	11/03/2012	19:34	RT @CultureThemes: New theme! March 15th #musesocial and March 19th @Museum140 #MusCafe http://t.co/rpbFyeoY Pls RT and Get Involved!
CultureThemes	11/03/2012	19:34	New theme! March 15th #musesocial and March 19th @Museum140 #MusCafe http://t.co/rpbFyeoY Pls RT and Get Involved!
nealstimler	11/03/2012	18:47	Gary Vikan, Director of @walters_museum, shares ideas about #museum leadership http://t.co/tuZLr7Tp . #musetech #musesocial #mtogo
jasondennison	11/03/2012	13:47	Important info. RT @Doug4Cincy: Everything Your Employees Need to Know About Social Media [INFOGRAPHIC] http://t.co/GIUvAJAq #musesocial
erinblasco	11/03/2012	00:02	RT @disciullol: @erinblasco Museum people, not at work on a Sat? Maybe the museum needs #musesocial staff every day they need FOH staff.
disciullol	11/03/2012	00:01	@erinblasco Museum people, not at work on a Saturday? Maybe the museum needs #musesocial staff every day they need FOH staff.
erinblasco	10/03/2012	23:32	@MarDixon Hehe yes. And it feels wrong not responding in the moment, weekend or no. Kind of a customer service thing. #musesocial
MarDixon	10/03/2012	23:31	@erinblasco If your audience is family, teens, OAPs, students, disabled, researchers or breathing ... then yes. #musesocial
erinblasco	10/03/2012	23:30	@labroides Agreed. Our Sunday FB posts are way popular. But taxing. Think audiences can tell when everything's pre-scheduled? #musesocial
erinblasco	10/03/2012	23:28	Seems like wknds are key, right? @MarDixon: @erinblasco Absolutely in the perfect world. However, not everything is fair... #musesocial
MarDixon	10/03/2012	23:27	@erinblasco Absolutely in the perfect world. However, not everything is fair... #musesocial
erinblasco	10/03/2012	23:25	It's Saturday. We aren't at work but our audiences are on social media. To monitor, post, interact? That is the question. #musesocial
Zerahlyne	10/03/2012	23:17	RT @erinblasco: Don't forget the #musesocial Twitter chat on 3/15 from 12-5 ET. Share, learn, bicker, network, #museogeeks! http://t.co/1KbXNEqL
museums365	10/03/2012	23:11	RT @erinblasco: Don't forget the #musesocial Twitter chat on 3/15 from 12-5 ET. Share, learn, bicker, network, #museogeeks! http://t.co/1KbXNEqL
erinblasco	10/03/2012	22:57	Don't forget the #musesocial Twitter chat on 3/15 from 12-5 ET. Share, learn, bicker, network, #museogeeks! http://t.co/1KbXNEqL
nealstimler	10/03/2012	14:27	@LACMA Based on pics of crowds & dialogue w/ public via @Twitter, #LevitatedMass was a significant social media event of 2012 #musesocial
erinblasco	10/03/2012	14:06	@POPInDC Oooh cool. All about the social media one! How #musesocial.
archivesinfo	10/03/2012	12:59	RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial #sm
erinanderson86	10/03/2012	05:25	RT @erinblasco: Hashtag to tune into while pretending to pay attention to meetings on 3/15: #musesocial chat from 12-5 ET. http://t.co/1KbXNEqL

username	date	time	Tweets
Artgrrl12	10/03/2012	01:40	RT @DarrenMilligan: RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
MuseumCN	09/03/2012	22:19	RT @sluggernova: RT @erinblasco: Can you #FF a hashtag? I've decided you can. Thus, #FF to #musesocial & save the date for 3/15. http://t.co/MO7Qtmrd
sluggernova	09/03/2012	22:01	MT @MuseumCN: @MaxAndersonUSA appoints @rjstein Deputy Director @DallasMuseumArt http://t.co/dHH8Z2qs #si20 #mtogo #musesocial
sluggernova	09/03/2012	21:57	RT @erinblasco: Can you #FF a hashtag? I've decided you can. Thus, #FF to #musesocial & save the date for 3/15. http://t.co/MO7Qtmrd
museums365	09/03/2012	19:11	RT @erinblasco: Can you #FF a hashtag? I've decided you can. Thus, #FF to #musesocial and save the date for 3/15. http://t.co/aqq56s80
erinblasco	09/03/2012	19:06	Can you #FF a hashtag? I've decided you can. Thus, #FF to #musesocial and save the date for 3/15. http://t.co/aqq56s80
erinblasco	09/03/2012	19:03	. @outtacontext @NURFCjamie @bathlander Are the goals for social media sometimes different than the whole org's goals? #musesocial
SBanks20	09/03/2012	18:10	RT @sluggernova: .@outtacontext yes! Mission/goals 1st. What other criteria for who in the museum engages w/audiences via social media? #musesocial
sluggernova	09/03/2012	18:00	.@outtacontext yes! Mission/goals 1st. What other criteria for who in the museum engages w/audiences via social media? #musesocial
outtacontext	09/03/2012	17:54	@NURFCjamie @bathlander Everyone who uses soc med 2 speak about their museums should be clear on organization's mission & goals. #musesocial
sluggernova	09/03/2012	17:28	@erinblasco @SBanks20 Yes, experts are all around. Many interact regularly w/public already #musesocial
erinblasco	09/03/2012	16:45	@SBanks20 @sluggernova Easier to just put it in my own words as an educator and social media kid. But lacks diversity. #musesocial
SBanks20	09/03/2012	16:43	Agreed! @sluggernova @erinblasco: want 2 incl diverse staff voices in social media-via filter. Coord & filter. is a ton of work. #musesocial
erinblasco	09/03/2012	16:41	Like journalism. Hunting around for an interview, photos, story. A lot of work to bring in other voices. #musesocial @sluggernova
sluggernova	09/03/2012	16:39	Yes MT @erinblasco: I want to incl diverse staff voices in social media-via a filter. Coord & filtering is a ton of work, tho. #musesocial
gator_rach	09/03/2012	16:20	RT @DarrenMilligan: RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
erinblasco	09/03/2012	16:17	I want to include diverse staff voices in social media--via a filter. Coordinating and filtering is a ton of work, though. #musesocial
jasondennison	09/03/2012	16:11	@bcrosbie @bathlander Too easy for volunteer/staff to post personal view/negatives but be construed as official. Just say no. #musesocial
cliffmanning	09/03/2012	15:30	RT @DarrenMilligan: RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
sluggernova	09/03/2012	15:29	Agreed :) MT @cliffmanning: seems daft to NOT use social media just make sure you DO measure reach and impact - it can be done #musesocial
bathlander	09/03/2012	15:27	RT @erinblasco: @NURFCjamie I hope not. Filtered, yes. Minus filter = customer service disaster. @bathlander #musesocial
bathlander	09/03/2012	15:27	RT @BergFulton: @bathlander @museums365 Don't know if collections folks can always speak unfiltered, the job can be very sensitive at times. #musesocial
bathlander	09/03/2012	15:27	MT @jasondennison everyone should be able to speak on social media, and be identified as part of museum, but not official policy #musesocial
cliffmanning	09/03/2012	15:24	@sluggernova @balpert seems daft to NOT use social media just make sure you DO measure reach and impact - it can be done #musesocial
sluggernova	09/03/2012	15:21	RT @balpert: "Museums should not engage in programs such as social media that can't be measured." Discuss :-) #musesocial
SBanks20	09/03/2012	14:46	RT @erinblasco: Hashtag to tune into while pretending to pay attention to meetings on 3/15: #musesocial chat from 12-5 ET. http://t.co/1KbXNEqL
erinblasco	09/03/2012	14:32	@wizzerfly Awesome! This one will inform our #mw2012 forum. Our goal is to have three #musesocial chats before San Diego.
erinblasco	09/03/2012	14:30	Hashtag to tune into while pretending to pay attention to meetings on 3/15: #musesocial chat from 12-5 ET. http://t.co/1KbXNEqL
balpert	09/03/2012	14:28	Museums should not engage in programs such as social media that can't be measured. Discuss :-) #musesocial
MuseumCN	09/03/2012	14:24	RT @sluggernova: RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
DarrenMilligan	09/03/2012	14:24	RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
erinblasco	09/03/2012	14:24	@wizzerfly We're meeting on the Twitter machine at the #musesocial hashtag. So alas that means BYO beer. ;)
BergFulton	09/03/2012	14:20	@bathlander @museums365 Don't know if collections folks can always speak unfiltered, the job can be very sensitive at times. #musesocial
outtacontext	09/03/2012	14:14	RT @sluggernova: RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
sluggernova	09/03/2012	14:09	RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
erinblasco	09/03/2012	14:08	@LizMusEd @wizzerfly @JohnGadsby Hope you can be part of a conversation re: audiences & social media on 3/15 from 12-5 ET! #musesocial
MarDixon	09/03/2012	14:07	Done. RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
Lotus_The_Hippo	09/03/2012	14:06	RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
retius	09/03/2012	14:05	RT @erinblasco: Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
erinblasco	09/03/2012	14:05	Save the date for a conversation about museums, audiences, & social media on March 15 from 12-5 ET #musesocial
erinblasco	09/03/2012	13:38	@NURFCjamie I hope not. Filtered, yes. Minus filter = customer service disaster. @bathlander #musesocial
NURFCjamie	09/03/2012	13:08	Every1 on staff? RT @bathlander: "Every1 should be able to speak on behalf of the museum, unfiltered, on social media." Discuss. #musesocial
bathlander	09/03/2012	12:56	RT @jasondennison: Nope. RT @bathlander: "Everyone should be able to speak on behalf of the museum, unfiltered, on social media." Discuss. #musesocial