

Twitter ID	Date	Time	Status / Tweet
MarDixon	23/03/2012	16:36	Archiving all #musesocial again - will just add to bottom of existing blog with latest Storify if that is ok?
outtacontext	23/03/2012	15:59	RT @erinblasco: Woot! RT @PopUpMuseum: @erinblasco I'm looking forward to the #musesocial conversation on 3/29!
erinblasco	23/03/2012	15:56	Woot! RT @PopUpMuseum: @erinblasco I'm looking forward to the #musesocial conversation on 3/29!
jenn_seeley	23/03/2012	15:08	great q&a + ideas! RT @mw12social Who in a museum should manage social media? #musesocial chat on Storify: <a href="http://t.co/7xozfkoz">http://t.co/7xozfkoz</a>
pdeiser	23/03/2012	14:42	RT @erinblasco: Our next #musesocial chat about what the public wants from museum social media is March 29 from 12-5 pm ET. Who's in? #mw2012
PopUpMuseum	23/03/2012	14:24	@erinblasco I'm looking forward to the #musesocial conversation on 3/29!
PopUpMuseum	23/03/2012	14:23	RT @erinblasco: What do our audiences really want from museum social media? Discuss on 3/29 from 12-5 pm ET. #musesocial
mw12social	23/03/2012	14:02	The next #musesocial chat is March 29th from 12-5 p.m. eastern time. Join us--and invite your museum's followers to chat too!
mw12social	23/03/2012	14:00	Do you call your social media followers audience or community? Thoughts from the last #musesocial chat on Storify: <a href="http://t.co/gPRpaDOM">http://t.co/gPRpaDOM</a>
mw12social	23/03/2012	13:59	Who in a museum should manage social media? Here's what we said in our last #musesocial chat on Storify: <a href="http://t.co/vdquADap">http://t.co/vdquADap</a>
opheliarossetti	23/03/2012	13:56	RT @erinblasco: What do our audiences really want from museum social media? Discuss on 3/29 from 12-5 pm ET. #musesocial
nealstimler	23/03/2012	13:53	@NGIreland follow #musesocial for debates about use of social media in #museums. #roundtable2012 #musetech #MW2012
NYCMER	23/03/2012	13:50	RT @erinblasco: What do our audiences really want from museum social media? Discuss on 3/29 from 12-5 pm ET. #musesocial
SBanks20	23/03/2012	13:49	RT @erinblasco: What do our audiences really want from museum social media? Discuss on 3/29 from 12-5 pm ET. #musesocial
chrisubik	23/03/2012	13:48	RT @erinblasco: What do our audiences really want from museum social media? Discuss on 3/29 from 12-5 pm ET. #musesocial
MuseumCN	23/03/2012	13:48	RT @erinblasco: Our next #musesocial chat about what the public wants from museum social media is March 29 from 12-5 pm ET. Who's in? #mw2012
erinblasco	23/03/2012	13:47	What do our audiences really want from museum social media? Discuss on 3/29 from 12-5 pm ET. #musesocial
museummarketing	23/03/2012	13:15	RT @MuseumManage: What does Twitter Think of Museums? #musesocial <a href="http://t.co/Gllvi6RB">http://t.co/Gllvi6RB</a>
StichtingE30	23/03/2012	12:55	RT @MuseumManage: What does Twitter Think of Museums? #musesocial <a href="http://t.co/Gllvi6RB">http://t.co/Gllvi6RB</a>
NewarkMuseum	23/03/2012	12:54	RT @MuseumManage: What does Twitter Think of Museums? #musesocial <a href="http://t.co/Gllvi6RB">http://t.co/Gllvi6RB</a>
erinblasco	23/03/2012	12:16	Our next #musesocial chat about what the public wants from museum social media is March 29 from 12-5 pm ET. Who's in? #mw2012
danya	23/03/2012	10:25	RT @cshteynberg: How the Smithsonian Institution Archives is using Flickr Commons to learn from & with the public via SM: <a href="http://t.co/McDQkxbl">http://t.co/McDQkxbl</a> #musesocial
cliffmanning	23/03/2012	09:11	Students blog about their visit to imperial war museum - add your comments <a href="https://t.co/aM7ZxY5f">https://t.co/aM7ZxY5f</a> #musesocial @I_W_M #museumnext #classblogs
lehnertzbtav0	23/03/2012	08:42	MuseSocial Q2 Again it goes back to taking the time to listen
MuseumManage	22/03/2012	23:15	What does Twitter Think of Museums? #musesocial <a href="http://t.co/Gllvi6RB">http://t.co/Gllvi6RB</a>
EmilNilsson	22/03/2012	21:51	RT @AronAmbrosiani: museer i sociala medier â€”Â diskussion pÃ¥gÃ¥r! <a href="http://t.co/HnNnCG7s">http://t.co/HnNnCG7s</a> #musesocial
AronAmbrosiani	22/03/2012	21:16	museer i sociala medier â€”Â diskussion pÃ¥gÃ¥r! <a href="http://t.co/HnNnCG7s">http://t.co/HnNnCG7s</a> #musesocial
skrivsmart	22/03/2012	19:45	RT @bathlander: MT @nature_jcp: We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
KepaJRodriguez	22/03/2012	19:39	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
RustyBaker647	22/03/2012	19:13	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
rellypops	22/03/2012	19:13	RT @clairey_ross: the brilliant @MarDixon has archived all the #musesocial tweets some interesting questions in there! <a href="http://t.co/0OHcnqba">http://t.co/0OHcnqba</a>
rellypops	22/03/2012	19:12	RT @MarDixon: Permission & knowing what to share RT @bathlander What prevents more staff from participating on social media for their museum? #musesocial
rellypops	22/03/2012	19:12	RT @erinblasco: Do they need training? RT @bathlander: Curators have public outreach in job description, so social media should be part of this #musesocial
rellypops	22/03/2012	19:10	RT @cshteynberg: How the Smithsonian Institution Archives is using Flickr Commons to learn from & with the public via SM: <a href="http://t.co/McDQkxbl">http://t.co/McDQkxbl</a> #musesocial
rellypops	22/03/2012	19:10	RT @susan_m_steele: RT @archivesinfo: The more people museums reach, the more awareness there is about our profession, goals, purpose in general #musesocial
rellypops	22/03/2012	19:09	RT @willak: In a crazy world, museums are sanctuaries of thought + reflection. What if your museum's tweets could function in the same way? #musesocial
museweb	22/03/2012	19:05	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
museweb	22/03/2012	19:02	RT @clairey_ross: the brilliant @MarDixon has archived all the #musesocial tweets some interesting questions in there! <a href="http://t.co/0OHcnqba">http://t.co/0OHcnqba</a>
museweb	22/03/2012	19:01	Sorry to miss it! RT: @balpert Thought-provoking debate - social media in museums. Session goes live @ 3pm! Follow #musesocial #mw2012
museweb	22/03/2012	18:59	RT @sluggernova: @RyanD if we bring yummy snacks, will you participate at our #mw2012 #musesocial forum? ;) @erinblasco @sbanks20
disciullol	22/03/2012	18:24	tweeting re: "should all staff be allowed to tweet for museum?" convo now bc I was at work when convo was happening. #irony #musesocial
disciullol	22/03/2012	18:22	Or at least speak ABOUT you? RT @MarDixon Everyone - if you don't trust them to speak for you why let them work there #musesocial

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disciullo	22/03/2012	18:19	RT @MarDixon: Yes & yes. Shows diversity RT @bathlander: Is it okay for 1 museum to have multiple "voices"? Shld we identify who is speaking? #musesocial
disciullo	22/03/2012	18:13	@bathlander Staff greeting visitors in person are not the same people tweeting to audiences online. Big divide at big museums. #musesocial
disciullo	22/03/2012	18:08	RT @willak: In a crazy world, museums are sanctuaries of thought + reflection. What if your museum's tweets could function in the same way? #musesocial
MuseumManage	22/03/2012	17:56	RT @SFMOMA: An insightful #musesocial perspective from inside Twitter HQ: MT @MuseumManage: What does Twitter Think of Museums? <a href="http://t.co/NfYvnJ5K">http://t.co/NfYvnJ5K</a>
SFMOMA	22/03/2012	17:55	An insightful #musesocial perspective from inside Twitter HQ: MT @MuseumManage: What does Twitter Think of Museums? <a href="http://t.co/NfYvnJ5K">http://t.co/NfYvnJ5K</a>
cshteynberg	22/03/2012	14:18	@mobilejpop I also read many blogs written by musem prof., but not by museums, and I think that there is def. a difference there #musesocial
cshteynberg	22/03/2012	14:17	@mobilejpop Credibility is in the gut, no? You read and take to heart what feels authentic, and discard what doesn't. #musesocial
earprint	22/03/2012	12:04	RT @GOKConservator: #musesocial MT @ericumsey Mobile is the Needle, Social is the Thread: Information Today is Woven Into Our Lives (PEW) <a href="http://t.co/9aB4iUxW">http://t.co/9aB4iUxW</a> "
rewilkin	22/03/2012	11:16	RT @willak: My only words of #musesocial "wisdom": CONTENT IS KING. Period. Throw your followers a bone (and the bone better not be a coupon code).
stephjonsson	22/03/2012	08:37	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
myleejeoseph	22/03/2012	08:25	RT @GOKConservator: #musesocial MT @ericumsey Mobile is the Needle, Social is the Thread: Information Today is Woven Into Our Lives (PEW) <a href="http://t.co/9aB4iUxW">http://t.co/9aB4iUxW</a> "
myleejeoseph	22/03/2012	08:22	RT @willak: In a crazy world, museums are sanctuaries of thought + reflection. What if your museum's tweets could function in the same way? #musesocial
ktculture	22/03/2012	07:19	RT @DarrenMilligan: I am wondering about museums creating communities. Did we attempt to do this before digital tools? Who's got good examples? #musesocial
willak	22/03/2012	04:45	In a crazy world, museums are sanctuaries of thought + reflection. What if your museum's tweets could function in the same way? #musesocial
willak	22/03/2012	04:43	My only words of #musesocial "wisdom": CONTENT IS KING. Period. Throw your followers a bone (and the bone better not be a coupon code).
willak	22/03/2012	04:42	Reading thru tweets from today's #musesocial chat. Seems everyone can agree on 1 thing: nobody knows quite what 2 do w/ #musesocial!
grantrstevens	22/03/2012	03:27	RT @archivesinfo: The more people museums reach, the more awareness there is about our profession, goals, purpose in general #musesocial
GOKConservator	22/03/2012	03:01	@mobilejpop Glad I have you in the mobile learning info feed! Enjoyed your posts on #musesocial today!
gastronomicdiva	22/03/2012	02:23	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
GOKConservator	22/03/2012	02:15	#musesocial MT @ericumsey Mobile is the Needle, Social is the Thread: Information Today is Woven Into Our Lives (PEW) <a href="http://t.co/9aB4iUxW">http://t.co/9aB4iUxW</a> "
MichaelDeLongSF	22/03/2012	02:09	RT @cshteynberg: How the Smithsonian Institution Archives is using Flickr Commons to learn from & with the public via SM: <a href="http://t.co/McDQkhl">http://t.co/McDQkhl</a> #musesocial
TechSoup	22/03/2012	02:09	RT @cshteynberg: How the Smithsonian Institution Archives is using Flickr Commons to learn from & with the public via SM: <a href="http://t.co/McDQkhl">http://t.co/McDQkhl</a> #musesocial
emergingarts	22/03/2012	02:04	RT @cshteynberg: How the Smithsonian Institution Archives is using Flickr Commons to learn from & with the public via SM: <a href="http://t.co/McDQkhl">http://t.co/McDQkhl</a> #musesocial
GOKConservator	22/03/2012	02:00	@mw12social #musesocial 3.29 ? Could different #museum staff post SM descripts of how they do their jobs=accurate info + multiple voices?
phimseto	22/03/2012	01:53	@CMYKcompany @bathlander BW's willingness to engage *is* a problem when their own words can be effectively thrown back @them. #musesocial
GOKConservator	22/03/2012	01:49	@mw12social #musesocial Grt dialogue 2day. Was on vacation so followed it at end of the day. Grt questions & answers. Suggestion:....
willak	22/03/2012	01:31	I, too, wonder this. Ha! @archivesinfo: I wonder, how many museums have SM strategy docs? #musesocial
GOKConservator	22/03/2012	01:13	MT @mobilejpop Are we telling visitors what they're looking at or asking what they see?" Do more that charge visitors-Engage them#musesocial
sluggernova	21/03/2012	22:50	@RyanD if we bring yummy snacks, will you participate at our #mw2012 #musesocial forum? ;) @erinblasco @sbanks20
mobilejpop	21/03/2012	22:40	@gretchjenn I forwarded your twitter post to @erinblasco who's been organizing the #musesocial chats. Thanks for the tips!
susan_m_steele	21/03/2012	22:35	Fabulous tweets coming out of #musesocial!
susan_m_steele	21/03/2012	22:35	RT @archivesinfo: The more people museums reach, the more awareness there is about our profession, goals, purpose in general #musesocial
OlifantMedia	21/03/2012	22:31	RT @karin_nilsson: RT @nature_jcp:We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
JennyRosander	21/03/2012	21:40	RT @karin_nilsson: RT @nature_jcp:We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
jenkidd	21/03/2012	21:25	Interesting discussion coming out of #musesocial
bathlander	21/03/2012	20:56	RT @MarDixon: @adriannerussell @bathlander There aren't many topics or situations where bringing in cakes doesn't spur on! #musesocial
MarDixon	21/03/2012	20:50	See you then! I'll bring the cake ;-)) RT @adriannerussell: Enjoyed the #musesocial chat as always. Looking forward to 3/29!
adriannerussell	21/03/2012	20:49	Enjoyed the #musesocial chat as always. Looking forward to 3/29!
cshteynberg	21/03/2012	20:44	How the Smithsonian Institution Archives is using Flickr Commons to learn from & with the public via SM: <a href="http://t.co/McDQkhl">http://t.co/McDQkhl</a> #musesocial
LaraKline	21/03/2012	20:44	MT @balpert: #musesocial Overheard: "Is a typo in a tweet worse than a typo on the wall?" No, tweets = impromptu, wall = vetted signage
MarDixon	21/03/2012	20:43	@adriannerussell @bathlander There aren't many topics or situations where bringing in cakes doesn't spur on! #musesocial
mw12social	21/03/2012	20:43	And as we plan for the next chat on 3/29, what topics should we feature? We're hoping to include museum fans/visitors/audiences. #musesocial

Twitter ID	Date	Time	Status / Tweet
Chrispenalva	21/03/2012	20:42	RT @bathlander: Curators have public outreach in their job description, so social media should be part of this #musesocial
mw12social	21/03/2012	20:42	So as we come to the end of our chat, what are the big questions that remain in your mind? Most exciting topic today? #musesocial
Reuterdahl	21/03/2012	20:41	RT @karin_nilsson: RT @nature_jcp:We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
Zerahlyne	21/03/2012	20:40	Speak of devil @amhistorymuseum just erred and corrected themselves on SM #musesocial
LaraKline	21/03/2012	20:40	RT @karin_nilsson: RT @nature_jcp:We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
MarDixon	21/03/2012	20:39	RT @amhistorymuseum Oops, that's embarrassing. RT @sethsk82 Disappointed to see link contains WRONG info "Who shot JR?" date. #musesocial
CMYKompany	21/03/2012	20:37	@Zerahlyne @chrisubik @bathlander That's a great way to phrase it! FWIW, it's not just museums having trouble with that... #musesocial
AronAmbrosiani	21/03/2012	20:36	RT @karin_nilsson: RT @nature_jcp:We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
karin_nilsson	21/03/2012	20:35	RT @nature_jcp:We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
chrisubik	21/03/2012	20:34	@mobilejpop @amelialikespie Depends on what is being requested (e.g. can't alter an exhib sched made 3 years in advance) #musesocial
mw12social	21/03/2012	20:33	MT @Zerahlyne What restrictions, if any, shld b placed on staffmentioning institution on own accounts? Arent they visitors too? #musesocial
adriannerussell	21/03/2012	20:32	@Zerahlyne @batlander Agreed. It's a huge problem that reflects larger issues w/organizational structure & culture. #musesocial
mobilejpop	21/03/2012	20:29	RT @amelialikespie: @mobilejpop Aren't those the same things? ;) Sometimes. Other times, again, it's about resources. #musesocial
mobilejpop	21/03/2012	20:28	@chrisubik @amelialikespie why? #musesocial
amelialikespie	21/03/2012	20:28	@mobilejpop @chrisubik We should do both. 1 is not necessarily better than the other. #musesocial
adriannerussell	21/03/2012	20:28	@Zerahlyne Some places don't even allow you to mention the company. <a href="http://t.co/XBytE3wU">http://t.co/XBytE3wU</a> #musesocial
Zerahlyne	21/03/2012	20:28	@adriannerussell @bathlander museums must stop siloing SM = social in & out of the museum and not rely on 1 person for content #musesocial
amelialikespie	21/03/2012	20:26	@chrisubik @mobilejpop Of course. Limits keep us creative. #musesocial (PS I just learned thru SM. Had to google "grok.")
donundeen	21/03/2012	20:25	â€œ@RyanD: <a href="http://t.co/3l1gsnUf">http://t.co/3l1gsnUf</a> #musesocialâ€œ "1.1 bln internet users BUT ONLY 55 mln HAVE BLOGS" oh noes! explain to me the bads here...
BostonEMPs	21/03/2012	20:25	RT @archivesinfo: The more people museums reach, the more awareness there is about our profession, goals, purpose in general #musesocial
mobilejpop	21/03/2012	20:25	@amelialikespie @chrisubik agreed, but are we telling visitors what they're looking at or asking what they see? It's a diff Q. #musesocial
chrisubik	21/03/2012	20:24	@amelialikespie @mobilejpop I grok, but even then there are limitations to what can be done #musesocial
mobilejpop	21/03/2012	20:23	@chrisubik @amelialikespie Serious, why the resistance to user-generated content? Why is that such a problem? #musesocial
mobilejpop	21/03/2012	20:23	@chrisubik @amelialikespie good point. So what is a "visitor-driven" experience then? Seems like a good use of SM? #musesocial
chrisubik	21/03/2012	20:23	@Zerahlyne None, as long as it isn't confidential info/negative. SM not the place for airing dirty laundry/settling vendettas #musesocial
amelialikespie	21/03/2012	20:22	@mobilejpop Aren't those the same things? ;) Sometimes. Other times, again, it's about resources. #musesocial
adriannerussell	21/03/2012	20:22	@Zerahlyne @bathlander Or shared SM responsibility is removed once it proves to be successful & siloed in one department. #musesocial
amelialikespie	21/03/2012	20:21	@chrisubik @mobilejpop I didn't mean responding to all queries. I meant taking interests into consideration in practice. #musesocial
mobilejpop	21/03/2012	20:21	@cshteynberg In a culture of info-overload, how do we tell what's credible & not? Are museum blog becomes "most" credible? #musesocial
chrisubik	21/03/2012	20:20	@bathlander "For their museum" officially or unofficially? Different answers for either scenario. #musesocial
MarDixon	21/03/2012	20:20	@Zerahlyne @bathlander #musesocial Another good point - they need to be flexible.
Zerahlyne	21/03/2012	20:19	What restrictions, if any, should be placed on employees mentioning institution on own accounts? Aren't they visitors too? #musesocial
Zerahlyne	21/03/2012	20:18	@bathlander control over content and losing responsibility in job (w/ & w/out) keeps many out of the SM in museums #musesocial
bathlander	21/03/2012	20:17	RT @archivesinfo: I wonder, how many museums have SM strategy docs? #musesocial
MarDixon	21/03/2012	20:17	@nature_jcp Absolutely - know few who can teach sm guros a thing or two! Just referring to the small % not right for job... #musesocial
adriannerussell	21/03/2012	20:17	Yes to desserts! :) RT @MarDixon: Cake!! RT @bathlander: We're often most enthusiastic about off-limit topics. #musesocial
johannaberg	21/03/2012	20:16	RT @MarDixon: Everyone - if you don't trust them to speak for you why are you letting them work there? #Q2: who should speak for a museum? #musesocial
chrisubik	21/03/2012	20:16	@amelialikespie @mobilejpop I think the public understands there are limits to responsiveness. Does not excuse zero response #musesocial
bathlander	21/03/2012	20:16	RT @mobilejpop: @cshteynberg the variety of media sources makes keeping up w/ the most current discussion kind of hard! :) #musesocial
bathlander	21/03/2012	20:16	RT @MarDixon: @nature_jcp Haha n! - saying not all curators best for sm - there is a certain personality that goes w/ sm representing venues #musesocial
bathlander	21/03/2012	20:16	RT @Zerahlyne: @bathlander it's not about complete accuracy but owning up to errors when warranted. SM should be personal even for a museum #musesocial
cshteynberg	21/03/2012	20:15	@mobilejpop I know! I keep popping off to go read some of them :) #musesocial

Twitter ID	Date	Time	Status / Tweet
bathlander	21/03/2012	20:15	RT @Zerahlynne: @bathlander Ground Zero Museum and @museumnerd had a fantastic convo that showed what not to do - swearing, caps, and deletion #musesocial
RachelCockett	21/03/2012	20:14	@erinblasco agree and it can certainly be both or either. All depends where that social media link takes you. #MuseSocial #Q1
johannaberg	21/03/2012	20:14	RT @bathlander: MT @nature_jcp:We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
Zerahlynne	21/03/2012	20:14	@bathlander Ground Zero Museum and @museumnerd had a fantastic convo that showed what not to do - swearing, caps, and deletion #musesocial
MarDixon	21/03/2012	20:14	@nature_jcp Haha nl - saying not all curators best for sm - there is a certain personality that goes w/ sm representing venues #musesocial
mobilejpop	21/03/2012	20:13	@cshteynberg the variety of media sources makes keeping up w/ the most current discussion kind of hard! :) #musesocial
johannaberg	21/03/2012	20:13	RT @MarDixon: Yes & yes. Shows diversity RT @bathlander: Is it okay for 1 museum to have multiple "voices"? Shld we identify who is speaking? #musesocial
mobilejpop	21/03/2012	20:13	@amelialikespie are they clinging to tradition or just scared of change? #musesocial
amelialikespie	21/03/2012	20:13	@mobilejpop Too true. But, it's not always bcuz of timidity. SM takes devoted resources to do well. #musesocial
cshteynberg	21/03/2012	20:12	RT @bathlander: Live session ending! join us next Thurs, 12-5 EST on Twitter #musesocial <a href="http://t.co/ghZHARok">http://t.co/ghZHARok</a>
johannaberg	21/03/2012	20:12	RT @bathlander: "rules about social media and what you can say, are often ridiculous" #musesocial
cshteynberg	21/03/2012	20:12	@erinblasco et al:There are some great resources that have been shared today! Hope that they will get added to the wiki as well! #musesocial
mobilejpop	21/03/2012	20:10	@amelialikespie nice. There's a bunch of museums like that then! #musesocial
amelialikespie	21/03/2012	20:10	RT @bathlander: Live session ending! join us next Thurs, 12-5 EST on Twitter #musesocial <a href="http://t.co/SovMtEk2">http://t.co/SovMtEk2</a>
Zerahlynne	21/03/2012	20:10	@bathlander it's not about complete accuracy but owning up to errors when warranted. SM should be personal even for a museum #musesocial
bathlander	21/03/2012	20:10	RT @MarDixon: Can't get blood from stone RT @erinblasco: Do they need training? RT @bathlander Curators have public outreach in job descrip #musesocial
bathlander	21/03/2012	20:09	RT @Zerahlynne: @chrisubik @bathlander true, but many museums are still having trouble letting go of control & using SM for more than marketing #musesocial
archivesinfo	21/03/2012	20:09	I wonder, how many museums have SM strategy docs? #musesocial
bathlander	21/03/2012	20:09	Live session ending! join us next Thurs, 12-5 EST on Twitter #musesocial <a href="http://t.co/SovMtEk2">http://t.co/SovMtEk2</a>
johannaberg	21/03/2012	20:08	RT @bathlander: Curators have public outreach in their job description, so social media should be part of this #musesocial
MarDixon	21/03/2012	20:08	Can't get blood from stone RT @erinblasco: Do they need training? RT @bathlander Curators have public outreach in job descrip #musesocial
johannaberg	21/03/2012	20:08	RT @bathlander: RT @CMYKompany: If an organization's social media rules make their social media efforts seem antisocial, they're doing it wrong. #musesocial
heideland	21/03/2012	20:08	RT @bathlander: Have found that people are interested in becoming more deeply involved with museum ppl through social media #musesocial
bathlander	21/03/2012	20:07	@phimseto Next Thursday, noon 'til 5pm! No live session, all online. #musesocial
erinblasco	21/03/2012	20:07	Do they need training? RT @bathlander: Curators have public outreach in job description, so social media should be part of this #musesocial
Zerahlynne	21/03/2012	20:07	@chrisubik @bathlander true, but many museums are still having trouble letting go of control & using SM for more than marketing #musesocial
yatesc	21/03/2012	20:07	RT @CMYKompany: @phimseto @bathlander There are MANY problems with the way ME3 is being handled. "BioWare is too social" is not one of them. #musesocial
bathlander	21/03/2012	20:06	RT @phimseto: @bathlander <a href="http://t.co/J8hrCGyd">http://t.co/J8hrCGyd</a> First post is a compilation, absolutely compelling reading about PR crisis mgmt. Recommended. #musesocial
bathlander	21/03/2012	20:06	RT @CMYKompany: @phimseto @bathlander There are MANY problems with the way ME3 is being handled. "BioWare is too social" is not one of them. #musesocial
bathlander	21/03/2012	20:06	RT @phimseto: @bathlander In the ME3 forum, there's a case being made that new media is defeating traditional PR efforts. Let me get the link #musesocial
phimseto	21/03/2012	20:06	@bathlander This was fun, but I have to swing back to some other projects! Let me know when this conversation takes place again! #musesocial
phimseto	21/03/2012	20:04	@bathlander I feel like I just had the twitter version of that dream where you realize you're naked in front of the class. :-/ #musesocial
CMYKompany	21/03/2012	20:01	@phimseto @bathlander There are MANY problems with the way ME3 is being handled. "BioWare is too social" is not one of them. #musesocial
phimseto	21/03/2012	20:01	@bathlander <a href="http://t.co/J8hrCGyd">http://t.co/J8hrCGyd</a> First post is a compilation, absolutely compelling reading about PR crisis mgmt. Recommended. #musesocial
bathlander	21/03/2012	20:01	RT @jennifuchs: I second that ;- ) RT @MarDixon: Cake!! RT @bathlander: We're often most enthusiastic about off-limit topics. #musesocial
bathlander	21/03/2012	20:00	@phimseto LOVE that you started #museantisocial :) #musesocial
phimseto	21/03/2012	20:00	@bathlander In the ME3 forum, there's a case being made that new media is defeating traditional PR efforts. Let me get the link #musesocial
jennifuchs	21/03/2012	19:59	I second that ;- ) RT @MarDixon: Cake!! RT @bathlander: We're often most enthusiastic about off-limit topics. #musesocial
amelialikespie	21/03/2012	19:59	@mobilejpop Depends on museum. Museums that don't want to listen/consider public thru SM should stick to e-mail marketing. #musesocial
mobilejpop	21/03/2012	19:58	RT @amelialikespie: @mobilejpop I'm not sure it's about challenging authority. More about challenging hierarchy of who gets to claim it. #musesocial
bathlander	21/03/2012	19:58	RT @phimseto: @bathlander Wait...we're "live"? There's an event tied to all this?!? NO COMMENT! NO COMMENT! #musesocial #museantisocial
bathlander	21/03/2012	19:57	â€œ@allwiley: @bathlander is it ever an issue to have too many cooks in the kitchen?â€ #musesocial



Twitter ID	Date	Time	Status / Tweet
bathlander	21/03/2012	19:57	RT @CMYKompany: If an organization's social media rules make their social media efforts seem antisocial, they're doing it wrong. #musesocial
MarDixon	21/03/2012	19:57	Not all curators are best on sm RT @bathlander: Curators have public outreach in job description, so sm shld be part of this #musesocial
bathlander	21/03/2012	19:56	RT @phimseto: @bathlander For example, look at Bioware's ME3 controversy. Statements by multiple employees are being used against the company. #musesocial
phimseto	21/03/2012	19:56	@bathlander Wait...we're "live"? There's an event tied to all this?!? NO COMMENT! NO COMMENT! #musesocial #museantisocial
HeatherMayumi	21/03/2012	19:56	RT @LaraKline: SM makes museums more individual, personalized. The casual nature of the medium helps chip away at our marble facades. #musesocial
bathlander	21/03/2012	19:56	RT @sitesExhibits: @balpert Typos happen. Happy to admit that SI colleagues have come to the rescue before through a DM. We got your backs! #musesocial
bathlander	21/03/2012	19:55	RT @phimseto: @bathlander My other hat is in legal education, & I can tell you that the higher the stakes, the more sense such rules make. #musesocial
phimseto	21/03/2012	19:55	@bathlander For example, look at Bioware's ME3 controversy. Statements by multiple employees are being used against the company. #musesocial
bathlander	21/03/2012	19:55	Curators have public outreach in their job description, so social media should be part of this #musesocial
bathlander	21/03/2012	19:55	(I'm reading some tweets in the live presentation, just so you know, keep talking! #musesocial)
phimseto	21/03/2012	19:54	@bathlander My other hat is in legal education, & I can tell you that the higher the stakes, the more sense such rules make. #musesocial
adriannerussell	21/03/2012	19:54	@bathlander No one asks them, they're unsure how it works or they're not allowed to. #musesocial
bathlander	21/03/2012	19:54	RT @nature_jcp: @bathlander NOT saying curators shouldn't tweet, but if PR Dept asks for their help, should they pay for extra effort? #musesocial
sitesExhibits	21/03/2012	19:54	@balpert Typos happen. Happy to admit that SI colleagues have come to the rescue before through a DM. We got your backs! #musesocial
amelialikespie	21/03/2012	19:53	@mobilejpop As long as museums pay attention & are responsive, yes. #musesocial
bathlander	21/03/2012	19:52	RT @phimseto: @bathlander Because anything on the internet stays there, & I imagine people are fearful of anything damaging their reputations. #musesocial
bathlander	21/03/2012	19:52	RT @MarDixon: Cake!! RT @bathlander: We're often most enthusiastic about off-limit topics. #musesocial
bathlander	21/03/2012	19:52	RT @MarDixon: Permission & knowing what to share RT @bathlander What prevents more staff from participating on social media for their museum? #musesocial
cshteynberg	21/03/2012	19:52	@mobilejpop: "blogs & stuff aren't in the physical space so much though" True, but that's def. where I keep up with colleagues. #musesocial
bathlander	21/03/2012	19:52	Often it's about legal documents needing to change to accomodate social media around acquired and loaned objects #musesocial
adriannerussell	21/03/2012	19:52	RT @LaraKline: SM makes museums more individual, personalized. The casual nature of the medium helps chip away at our marble facades. #musesocial
amelialikespie	21/03/2012	19:50	@mobilejpop I'm not sure it's about challenging authority. More about challenging hierarchy of who gets to claim it. #musesocial
mobilejpop	21/03/2012	19:50	@amelialikespie "museum: a place to find authoritative answers." Q: are we helping find the right Q's though? Can SM help that? #musesocial
bathlander	21/03/2012	19:50	rules about social media and what you can say, are often ridiculous #musesocial
phimseto	21/03/2012	19:50	@bathlander Because anything on the internet stays there, & I imagine people are fearful of anything damaging their reputations. #musesocial
nature_jcp	21/03/2012	19:50	@bathlander NOT saying curators shouldn't tweet, but if PR Dept asks for their help, should they pay for extra effort? #musesocial
MarDixon	21/03/2012	19:50	Cake!! RT @bathlander: We're often most enthusiastic about off-limit topics. #musesocial
MarDixon	21/03/2012	19:49	Permission & knowing what to share RT @bathlander What prevents more staff from participating on social media for their museum? #musesocial
bathlander	21/03/2012	19:49	RT @nature_jcp: @bathlander Issue of who pays for tweet-time. If curator tweets are they working for PR Dept? Who backfills curating job? #musesocial
cshteynberg	21/03/2012	19:49	RT @bathlander: MT @nature_jcp: We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
nature_jcp	21/03/2012	19:49	@bathlander Issue of who pays for tweet-time. If curator tweets are they working for PR Dept? Who backfills curating job? #musesocial
bathlander	21/03/2012	19:49	RT @MissMLynn: #musesocial what you're missing if you're not @airandspace ...fun space facts interrupting the discussion via loudspeakers :)
bathlander	21/03/2012	19:49	RT @archivesinfo: RT @LaraKline: SM makes #museums more individual, personalized. casual nature of medium helps chip away at our marble facades. #musesocial
bathlander	21/03/2012	19:48	We're often most enthusiastic about off-limit topics. #musesocial
ruibeep	21/03/2012	19:48	#musesocial It has been great. I need to grab some food. Let's stay in touch.
bathlander	21/03/2012	19:48	Ppl often are put off when they want to post info about something that cannot be public. #musesocial
MissMLynn	21/03/2012	19:48	#musesocial what you're missing if you're not @airandspace ...fun space facts interrupting the discussion via loudspeakers :)
archivesinfo	21/03/2012	19:48	RT @LaraKline: SM makes #museums more individual, personalized. casual nature of medium helps chip away at our marble facades. #musesocial
bathlander	21/03/2012	19:47	What prevents more staff from participating on social media for their museum? #musesocial
adriannerussell	21/03/2012	19:47	@bathlander Mistakes prove the museum isn't staffed by robots. Acknowledging mistakes proves the museum isn't afraid to fail. #musesocial
balpert	21/03/2012	19:47	#musesocial Overheard in the room: "Is a typo in a tweet worse than a typo on the wall?"
bathlander	21/03/2012	19:46	RT @LaraKline: SM makes museums more individual, personalized. The casual nature of the medium helps chip away at our marble facades. #musesocial

Twitter ID	Date	Time	Status / Tweet
chrisubik	21/03/2012	19:46	@bathlander Yes! Identify, always. No one wants to be friends with a building. Multiple voices a bonus, but not mandatory. #musesocial
bathlander	21/03/2012	19:46	RT @archivesinfo: YES! RT @amelialikespie ...All knowledge shouldn't be validated. But we should represent knowledge-building as an open exchange. #musesocial
mobilejpop	21/03/2012	19:45	@amelialikespie OMG! Creating the muse exp W/ peeps instead of FOR them? That's the "challenge authority" I was talking about. #musesocial
LaraKline	21/03/2012	19:45	SM makes museums more individual, personalized. The casual nature of the medium helps chip away at our marble facades. #musesocial
bathlander	21/03/2012	19:45	RT @MarDixon: Yes & yes. Shows diversity RT @bathlander: Is it okay for 1 museum to have multiple "voices"? Shld we identify who is speaking? #musesocial
archivesinfo	21/03/2012	19:45	YES! RT @amelialikespie ...All knowledge shouldn't be validated. But we should represent knowledge-building as an open exchange. #musesocial
bathlander	21/03/2012	19:45	RT @conventioneerin: @bathlander do think there are times and places for some kinds of tweets about jobs, but that's true in all fields #musesocial
bathlander	21/03/2012	19:45	MT: @archivesinfo everyone makes mistakes. It's owning up that's important. #musesocial
bathlander	21/03/2012	19:44	MT @nature_jcp:We trust staff to answer the phone so let 'em tweet. Museums make mistakes in displays, will happen here too. #musesocial
amelialikespie	21/03/2012	19:43	@archivesinfo All knowledge shouldn't be validated. But we should represent knowledge-building as an open exchange. #musesocial
bathlander	21/03/2012	19:42	RT @conventioneerin: @bathlander in regards to accuracy: p forgiving? apologize, correct error, move on. people are only human #musesocial
MarDixon	21/03/2012	19:42	Yes & yes. Shows diversity RT @bathlander: Is it okay for 1 museum to have multiple "voices"? Shld we identify who is speaking? #musesocial
conventioneerin	21/03/2012	19:42	@bathlander in regards to accuracy: p forgiving? apologize, correct error, move on. people are only human #musesocial
bathlander	21/03/2012	19:42	Does anyone have any examples of social media gone wrong? Please share! #musesocial
chrisubik	21/03/2012	19:42	Think there is a huge difference btwn "community" and "active community." Who are we courting? Do we know? #musesocial
conventioneerin	21/03/2012	19:41	@bathlander do think there are times and places for some kinds of tweets about jobs, but that's true in all fields #musesocial
RyanD	21/03/2012	19:41	@chrisubik Hence, the balance between populism and museum authority! #musesocial
bathlander	21/03/2012	19:41	RT @LaraKline: MT @bathlander: Should museums care about reaching ppl that never visit? Do YOU care about a museum you will never visit ? YES #musesocial
bathlander	21/03/2012	19:41	RT @sitesExhibits: @bathlander @museumonmainst does a good job of connecting SI with America. Not all small institutions have/use social media. #musesocial
amelialikespie	21/03/2012	19:40	@archivesinfo Absolutely. Correct. Expand. Challenge. Provide nuance. Even perturb. #musesocial
bathlander	21/03/2012	19:40	Is it okay for one museum to have multiple "voices"? Should we identify who is speaking? #musesocial
sitesExhibits	21/03/2012	19:40	@bathlander @museumonmainst does a good job of connecting SI with America. Not all small institutions have/use social media. #musesocial
bathlander	21/03/2012	19:40	RT @mobilejpop: @cshteynberg blogs & stuff aren't in the physical space so much though. & what we do have is hidden as not a primary interaction #musesocial
bathlander	21/03/2012	19:40	RT @LaraKline: Q is whether SM can cause behavioral change. If it can, then museums should engage online w/ the goal of offline visits #musesocial
museummarketing	21/03/2012	19:40	RT @bathlander: "it is important to have ppl creating sm content who understand how to communicate for the museum." #musesocial
LaraKline	21/03/2012	19:39	MT @bathlander: Should museums care about reaching ppl that never visit? Do YOU care about a museum you will never visit ? YES #musesocial
museummarketing	21/03/2012	19:39	RT @MarDixon: Everyone - if you don't trust them to speak for you why are you letting them work there? #Q2: who should speak for a museum? #musesocial
bathlander	21/03/2012	19:39	RT @MarDixon: Mistakes prove real human behind sm RT @bathlander: Would you fall out with a museum if we posted something inaccurate? #musesocial
MarDixon	21/03/2012	19:39	Mistakes prove real human behind sm RT @bathlander: Would you fall out with a museum if we posted something inaccurate? #musesocial
archivesinfo	21/03/2012	19:39	@amelialikespie I agree, but wonder...is it sometimes appropriate to invalidate, to instruct / change misconceptions? #musesocial
TimSven	21/03/2012	19:38	RT @earprint: There is a panel on this subject at AAM 2012 "Can Mobile also be Social?" - Please do our survey <a href="http://t.co/XoZvl058">http://t.co/XoZvl058</a> #musesocial
LaraKline	21/03/2012	19:38	Q is whether SM can cause behavioral change. If it can, then museums should engage online w/ the goal of offline visits #musesocial
mobilejpop	21/03/2012	19:38	@cshteynberg blogs & stuff aren't in the physical space so much though. & what we do have is hidden as not a primary interaction #musesocial
bathlander	21/03/2012	19:38	RT @MarDixon: Everyone - if you don't trust them to speak for you why are you letting them work there? #Q2: who should speak for a museum? #musesocial
bathlander	21/03/2012	19:37	RT @archivesinfo: @bathlander Brick Store Museum did this well in recent exhibit. audience put themselves in another's shoes <a href="http://t.co/G4hJWxgA">http://t.co/G4hJWxgA</a> #musesocial
kironcmukherjee	21/03/2012	19:37	RT @MarDixon: Everyone - if you don't trust them to speak for you why are you letting them work there? #Q2: who should speak for a museum? #musesocial
bathlander	21/03/2012	19:37	Would you fall out with a museum if we posted something inaccurate? How forgiving are you? Do we need to edit every tweet? #musesocial
balpert	21/03/2012	19:37	#musesocial @sluggernova "The thing is to measure to the goal, not the tool."
chrisubik	21/03/2012	19:37	@bathlander Yes. As I mentioned in another #musesocial response, I'm wearing an Arsenal FC cap, yet haven't seen them live. Fandom /= local
MarDixon	21/03/2012	19:36	Everyone - if you don't trust them to speak for you why are you letting them work there? #Q2: who should speak for a museum? #musesocial
bathlander	21/03/2012	19:36	RT @amelialikespie: @mobilejpop Also, museums as "experts" should validate public's knowledge--help them feel confident to be part of convo. #musesocial
bathlander	21/03/2012	19:36	RT @ruibeep: @bathlander Let's start by counting how many museums are in the world! <a href="http://t.co/B64dO6bq">http://t.co/B64dO6bq</a> #musesocial

Twitter ID	Date	Time	Status / Tweet
bathlander	21/03/2012	19:36	Some people feel constrained by museums that prevent 'personal' posting about job on social media. Are we squashing enthusiasm? #musesocial
archivesinfo	21/03/2012	19:36	@bathlander Brick Store Museum did this well in recent exhibit. audience put themselves in another's shoes <a href="http://t.co/G4hJWxgA">http://t.co/G4hJWxgA</a> #musesocial
amelialikespie	21/03/2012	19:36	@mobilejpop Also, museums as "experts" should validate public's knowledge--help them feel confident to be part of convo. #musesocial
ruibeep	21/03/2012	19:35	@bathlander Let's start by counting how many museums are in the world! <a href="http://t.co/B64dO6bq">http://t.co/B64dO6bq</a> #musesocial
LaraKline	21/03/2012	19:35	RT @bathlander: "We should use social media to show the world why museums are important. This will be easier if more people participate." #musesocial
kimberlykowal	21/03/2012	19:35	RT @chrisubik: @bathlander Yes! Transparency is key to earning trust. Open sharing lets public know we're focused on their needs, not just ours #musesocial
bathlander	21/03/2012	19:34	RT @franzuaval: @MarDixon it should be museum primary goal, not to be in the corner and aloof but to invite ppl inside the building #musesocial
amelialikespie	21/03/2012	19:34	@mobilejpop I think it represents the making of authority as a process. #musesocial
bathlander	21/03/2012	19:34	RT @mobilejpop: @amelialikespie SM: more people discussing & coming up w/ group understanding? Does that mean the convo is less "authoritative?" #musesocial
bathlander	21/03/2012	19:34	We should use social media to show the world why museums are important. This will be easier if more people participate. #musesocial
bathlander	21/03/2012	19:34	RT @archivesinfo: @bathlander I think we have potential to be catalyst for empathy. Museums help people see connections to others #musesocial
franzuaval	21/03/2012	19:33	@MarDixon it should be museum primary goal, not to be in the corner and aloof but to invite ppl inside the building #musesocial
mobilejpop	21/03/2012	19:33	@amelialikespie SM: more people discussing & coming up w/ group understanding? Does that mean the convo is less "authoritative?" #musesocial
MarDixon	21/03/2012	19:33	It's an individual thing RT @bathlander: Smithsonian should do better at connecting w affiliate museums. #musesocial
amelialikespie	21/03/2012	19:33	@mobilejpop & muddling museum authority is a good thing. No resting on our laurels. #musesocial
bathlander	21/03/2012	19:33	RT @chrisubik: @bathlander Yes! Transparency is key to earning trust. Open sharing lets public know we're focused on their needs, not just ours #musesocial
bathlander	21/03/2012	19:32	Q2: who should speak for a museum? All staff? unfiltered? Do you want to talk to a real person or ok talking to an institution? #musesocial
KinkadeGifts	21/03/2012	19:32	RT @bathlander: We're interested in hearing from museum visitors as well as museum staffers, so join in #musesocial if you interact with museums in any way
chrisubik	21/03/2012	19:32	@MarDixon Totally agree. "Guessable" may be the best we can hope for in the short term. #musesocial
cshteynberg	21/03/2012	19:31	@mobilejpop I think folks have started. At least at the Smithsonian, and more & more on blogs, SM, etc. #musesocial
bathlander	21/03/2012	19:31	Smithsonian should do better at connecting with affiliate museums. Community exists, but we don't use it enough #musesocial
sitesExhibits	21/03/2012	19:31	RT @bathlander: We're interested in hearing from museum visitors as well as museum staffers, so join in #musesocial if you interact with museums in any way
cshteynberg	21/03/2012	19:30	RT @archivesinfo: @bathlander I think people want to see themselves reflected in collections and interpretation of collections. #musesocial
amelialikespie	21/03/2012	19:30	@mobilejpop Not sure if it is direct challenge. I'd say it can muddle it though. #musesocial
bathlander	21/03/2012	19:30	RT @conventioneerin: @bathlander and I know a lot of people who have never seen SI (despite my pushing... :P), but they care a LOT about that #musesocial
bathlander	21/03/2012	19:30	RT @adriannerussell: @bathlander Yes! I've had memberships to museums I've never visited in person but had strong online presences. #musesocial
bathlander	21/03/2012	19:29	RT @conventioneerin: @bathlander I care a great deal about the museum of science fiction but I'll never get to go, for instance #musesocial
bathlander	21/03/2012	19:29	RT @archivesinfo: @bathlander I think people want to see themselves reflected in collections and interpretation of collections. #musesocial
bathlander	21/03/2012	19:29	Agree with @archivesinfo that people want to see themselves reflected in collections and interpretation. But HOW to do this? #musesocial
chrisubik	21/03/2012	19:29	@bathlander Yes! Transparency is key to earning trust. Open sharing lets public know we're focused on their needs, not just ours #musesocial
conventioneerin	21/03/2012	19:28	@bathlander and I know a lot of people who have never seen SI (despite my pushing... :P), but they care a LOT about that #musesocial
AngelinaMunaret	21/03/2012	19:28	RT @archivesinfo: The more people museums reach, the more awareness there is about our profession, goals, purpose in general #musesocial
archivesinfo	21/03/2012	19:28	@bathlander I think people want to see themselves reflected in collections and interpretation of collections. #musesocial
conventioneerin	21/03/2012	19:28	@bathlander I care a great deal about the museum of science fiction but I'll never get to go, for instance #musesocial
phimseto	21/03/2012	19:27	@bathlander #musesocial sounds great. Let NAVGTR know how we can play a part where video games and museums next intersect.
bathlander	21/03/2012	19:27	RT @chrisubik: @bathlander Yes, 'cuz museums are only relevant if the consumer thinks they're relevant. Applies equally in non/for profit world #musesocial
bathlander	21/03/2012	19:27	RT @janineveazue: RT @archivesinfo: The more people museums reach, the more awareness there is about our profession, goals, purpose in general #musesocial
bathlander	21/03/2012	19:27	RT @chrisubik: @RyanD Also a big difference between respecting/encouraging input and catering to every whim. Limits, always. #musesocial
bathlander	21/03/2012	19:27	How would you feel if a museum inserted itself into your community? Would that be welcome or weird? #musesocial
adriannerussell	21/03/2012	19:27	@bathlander Yes! I've had memberships to museums I've never visited in person but had strong online presences. #musesocial
chrisubik	21/03/2012	19:26	@RyanD Also a big difference between respecting/encouraging input and catering to every whim. Limits, always. #musesocial
janineveazue	21/03/2012	19:26	RT @archivesinfo: The more people museums reach, the more awareness there is about our profession, goals, purpose in general #musesocial

Twitter ID	Date	Time	Status / Tweet
bathlander	21/03/2012	19:25	What do community members want from a museum? What can we give them? #musesocial
bathlander	21/03/2012	19:25	RT @archivesinfo: @bathlander yes. for one, I dream of visiting far away museums. hope to get there one day. Can be vocal support from afar too! #musesocial
chrisubik	21/03/2012	19:25	@bathlander Yes, 'cuz museums are only relevant if the consumer thinks they're relevant. Applies equally in non/for profit world #musesocial
archivesinfo	21/03/2012	19:24	The more people museums reach, the more awareness there is about our profession, goals, purpose in general #musesocial
bathlander	21/03/2012	19:24	Agree with @MarDixon - ppl that never visit the museum can be advocates, too! #musesocial
bathlander	21/03/2012	19:23	RT @MarDixon: They can be Advocates too! From afar ... RT @bathlander: Should museums care about reaching ppl that never visit the building? #musesocial
archivesinfo	21/03/2012	19:23	@bathlander yes. for one, I dream of visiting far away museums. hope to get there one day. Can be vocal support from afar too! #musesocial
bathlander	21/03/2012	19:23	Have found that people are interested in becoming more deeply involved with museum ppl through social media #musesocial
MarDixon	21/03/2012	19:23	They can be Advocates too! From afar ... RT @bathlander: Should museums care about reaching ppl that never visit the building? #musesocial
bathlander	21/03/2012	19:22	RT @MarDixon: Just ask- many dont know you're looking RT @bathlander Big Q for museums how do we find enthusiastic citizen experts to help us? #musesocial
bathlander	21/03/2012	19:21	RT @MarDixon: Absolutely! Share best practice. RT @bathlander Does it benefit public if we connect w other museum prof in a social & open way? #musesocial
bathlander	21/03/2012	19:21	RT @SBanks20: .@bathlander Do you mean on the museum accounts or our own? I wonder if people want to know the person behind the accounts. #musesocial
MarDixon	21/03/2012	19:21	Just ask- many dont know you're looking RT @bathlander Big Q for museums how do we find enthusiastic citizen experts to help us? #musesocial
bathlander	21/03/2012	19:21	Should museums care about reaching ppl that never visit the building? Do YOU care about a museum you will never visit in person? #musesocial
bathlander	21/03/2012	19:20	There is a certain audience that uses social media - not able to find experts in everything on social media #musesocial
chrisubik	21/03/2012	19:20	@MarDixon We need some sort of anthropological classification, though. Ties back to measuring SM & explaining it to stakeholders #musesocial
SBanks20	21/03/2012	19:19	.@bathlander Do you mean on the museum accounts or our own? I wonder if people want to know the person behind the accounts. #musesocial
bathlander	21/03/2012	19:19	(I know how to find enthusiastic video game experts... :-D) #musesocial
MarDixon	21/03/2012	19:19	Absolutely! Share best practice. RT @bathlander Does it benefit public if we connect w other museum prof in a social & open way? #musesocial
bathlander	21/03/2012	19:18	RT @MarDixon: Neither are the ppl RT @conventioneerin: @bathlander museums aren't the same as they were in 1860 or 1950, after all... #musesocial
bathlander	21/03/2012	19:18	RT @archivesinfo: @bathlander absolutely! we should connect w/ other museum professionals AND librarians, archivists, others in related fields #musesocial
bathlander	21/03/2012	19:18	Big question for museums: how do we find enthusiastic citizen experts to help us? #musesocial
katefarina	21/03/2012	19:18	Amen. RT @ryand: #musesocial Only ask for input if you truly want it. Its not all populism, Museums are always about the bal. b/t...
archivesinfo	21/03/2012	19:18	@bathlander absolutely! we should connect w/ other museum professionals AND librarians, archivists, others in related fields #musesocial
allwiley	21/03/2012	19:18	RT @RyanD: #musesocial Only ask for input if you truly want it. Its not all populism, Museums are always about the bal. b/t popularity and authority
MarDixon	21/03/2012	19:17	Neither are the ppl RT @conventioneerin: @bathlander museums aren't the same as they were in 1860 or 1950, after all... #musesocial
SBanks20	21/03/2012	19:17	RT @conventioneerin: @bathlander museums exist in dialogue with visitors, with the world; without that dialogue, the museum doesn't exist #musesocial
bathlander	21/03/2012	19:17	RT @archivesinfo: @conventioneerin YES! I agree. Dialogue very important part of what we do and perhaps THE reason for our existence? #musesocial
bathlander	21/03/2012	19:17	Does it benefit the public if we connect with other museum professionals in a social and open way? #musesocial
bathlander	21/03/2012	19:16	RT @conventioneerin: @bathlander museums aren't the same as they were in 1860 or 1950, after all... #musesocial
bathlander	21/03/2012	19:16	RT @RyanD: #musesocial Only ask for input if you truly want it. Its not all populism, Museums are always about the bal. b/t popularity and authority
MarDixon	21/03/2012	19:16	RT @RyanD: #musesocial Only ask for input if you truly want it. Its not all populism, Museums are always about the bal. b/t popularity and authority
archivesinfo	21/03/2012	19:16	@conventioneerin YES! I agree. Dialogue very important part of what we do and perhaps THE reason for our existence? #musesocial
chrisubik	21/03/2012	19:15	@conventioneerin Let's not forget sports. I'm wearing an Arsenal FC hat at the moment, yet had never seen the team play live #musesocial
RyanD	21/03/2012	19:15	#musesocial Only ask for input if you truly want it. Its not all populism, Museums are always about the bal. b/t popularity and authority
conventioneerin	21/03/2012	19:15	@bathlander museums aren't the same as they were in 1860 or 1950, after all... #musesocial
rocombo	21/03/2012	19:15	RT @earprint: There is a panel on this subject at AAM 2012 "Can Mobile also be Social?" - Please do our survey <a href="http://t.co/XoZvI058">http://t.co/XoZvI058</a> #musesocial
ruibeep	21/03/2012	19:14	Do communities imply participation? #musesocial #Q3 Great resource on participation <a href="http://t.co/UGh45iF7">http://t.co/UGh45iF7</a>
conventioneerin	21/03/2012	19:14	@bathlander new tech, new decades call for new ways of holding that dialogue #musesocial
conventioneerin	21/03/2012	19:14	@bathlander museums exist in dialogue with visitors, with the world; without that dialogue, the museum doesn't exist #musesocial
mobilejpop	21/03/2012	19:14	@ruibeep I do know #askacurator. Number 1 Q: "what's a curator?" #musesocial
bathlander	21/03/2012	19:13	RT @archivesinfo: I think defining "community" is important & I attempted to start a convo in recent blog post <a href="http://t.co/yvkPPOEn">http://t.co/yvkPPOEn</a> #musesocial



Twitter ID	Date	Time	Status / Tweet
bathlander	21/03/2012	19:13	RT @RyanD: @bathlander #musesocial a member's attitude towards contributing content, likely a invisible and fluid boundary to the member.
mobilejpop	21/03/2012	19:13	@amelialikespie toats agree w/ academics in SM. probs: are we butting heads w/ muse "tradition?" does SM challenge "authority?" #musesocial
bathlander	21/03/2012	19:12	Should museums ask for input or care about input from visitors? WHY should we invest in building community? #musesocial
archivesinfo	21/03/2012	19:12	I'm wondering if online communities mirror offline communities for cultural heritage participants...thoughts? #musesocial
chrisubik	21/03/2012	19:12	@MarDixon @SBanks20 Another way that online "communities" are like real communities. #musesocial
RyanD	21/03/2012	19:12	@bathlander #musesocial a member's attitude towards contributing content, likely a invisible and fluid boundary to the member.
MarDixon	21/03/2012	19:11	@RyanD Exactly - we can be there to facilitate either (whether un/conscious) but not label.. #musesocial
bathlander	21/03/2012	19:11	Do audiences just listen while communities interact with you AND each other? #musesocial
archivesinfo	21/03/2012	19:11	I think defining "community" is important & I attempted to start a convo in recent blog post <a href="http://t.co/yvkPPOEn">http://t.co/yvkPPOEn</a> #musesocial
mobilejpop	21/03/2012	19:11	@cshteynberg we're here, but it's not mainstream in museums yet? Are w actively having these discussions in the museum itself? #musesocial
bathlander	21/03/2012	19:11	Q1: what is the difference between a social media audience and a community? #musesocial
SBanks20	21/03/2012	19:10	(@conventioneerin please don't hold back! :) #musesocial)
ruibeep	21/03/2012	19:10	Perfect soundtrack for #musesocial discussion <a href="http://t.co/9A1WJt5b">http://t.co/9A1WJt5b</a>
bathlander	21/03/2012	19:10	Great idea! @conventioneerin: I'd be jazzed if museums were able to generate loyal "fandoms" in the way film, books have #musesocial
RyanD	21/03/2012	19:10	@MarDixon #musesocial I don't even think its a conscious choice, diff. channels will have different participation characteristics.
adriannerussell	21/03/2012	19:09	RT @conventioneerin: In fact, I'd be jazzed if museums were able to generate loyal "fandoms" in the way film, books have #musesocial
mobilejpop	21/03/2012	19:09	@Musesocialmedia audiences need to be defined though. #musesocial
chrisubik	21/03/2012	19:09	RT @ruibeep: @erinblasco @amelialikespie @chrisubik Audiences are not communities and communities are not audiences. Museums need both. #musesocial #Q2
ruibeep	21/03/2012	19:09	Is there a published community strategy? Where can we learn more about communities? links please #musesocial #Q3
MarDixon	21/03/2012	19:09	#musesocial It's the person that decides if they are audience or communities. That's not our decision. We can only decided what to do after.
amelialikespie	21/03/2012	19:08	@chrisubik ... Keeping our goals in mind--& being creative in seeking them-- is more important than what we call visitors. #musesocial
mobilejpop	21/03/2012	19:07	MT: @marlenesouthafr: "SM is getting real/relevant & talking to peeps not only exclusively academics & intellectuals?" #musesocial #Q2
amelialikespie	21/03/2012	19:07	@chrisubik Maybe it's more about being attentive to goals we have when we say "community." ... #musesocial
SBanks20	21/03/2012	19:07	@AuroreGiguet Thanks for joining us! It was great to have your voice in the mix. #musesocial
conventioneerin	21/03/2012	19:06	(and consider myself an SI fan in the truly obsessive sense. I almost drew fanart once... #musesocial )
conventioneerin	21/03/2012	19:06	But I am both weird and EXCEPTIONALLY nerdy ;P #musesocial
conventioneerin	21/03/2012	19:05	In fact, I'd be jazzed if museums were able to generate loyal "fandoms" in the way film, books have #musesocial
archivesinfo	21/03/2012	19:05	@ruibeep audiences are only communities if they continue participating? one time visit does not make you part of community #musesocial
MissMLynn	21/03/2012	19:05	#musesocial live! (@ National Air and Space Museum w/ 10 others) <a href="http://t.co/QLw6ZFXj">http://t.co/QLw6ZFXj</a>
AuroreGiguet	21/03/2012	19:05	So sorry to leave the #musesocial convo. Working on too many things at once - look forward to catching up on Storify.
conventioneerin	21/03/2012	19:05	Looking at the #musesocial list... I for one DO want to be part of a museum community
amelialikespie	21/03/2012	19:05	@ruibeep Why? Not everyone is comfortable performing in public. Stage fright silences people. Why demand they perform publicly? #musesocial
allwiley	21/03/2012	19:04	@ruibeep @amelialikespie how about all of the above? #musesocial
earprint	21/03/2012	19:03	Visit our facebook page to learn more about AAM 2012 panel - "Can Mobile Also Be Social" <a href="http://t.co/ksJOnuZF">http://t.co/ksJOnuZF</a> #musesocial
MarDixon	21/03/2012	19:03	@RyanD Deal :- ) #musesocial
publichistorian	21/03/2012	19:03	RT @bathlander: We're interested in hearing from museum visitors as well as museum staffers, so join in #musesocial if you interact with museums in any way
museums365	21/03/2012	19:03	Oh boy, here we go! Last-minute prep for #MuseSocial #musesocial live session! <a href="http://t.co/kUJv6G6a">http://t.co/kUJv6G6a</a>
ruibeep	21/03/2012	19:03	@erinblasco @amelialikespie @chrisubik Audiences are not communities and communities are not audiences. Museums need both. #musesocial #Q2
ruibeep	21/03/2012	19:02	@amelialikespie @allwiley If you say anonymous, private and offline, I say personal, public and online. ;-) #musesocial #Q2
RyanD	21/03/2012	19:01	@MarDixon While I can see your point, I've found it's easier to qualify, e.g. "Active community" rather than redefine the word. #musesocial
chrisubik	21/03/2012	19:01	@amelialikespie Good question. Depends on how forcefully we push the idea of community and whether it erases a sense of self. #musesocial
bathlander	21/03/2012	19:01	We're interested in hearing from museum visitors as well as museum staffers, so join in #musesocial if you interact with museums in any way

Twitter ID	Date	Time	Status / Tweet
museums365	21/03/2012	19:01	RT @allwiley people have such different levels of how to interact. maybe key is different entry points? is that feasible? #MuseSocial
archivesinfo	21/03/2012	19:00	RT @erinblasco: Chat abt #musesocial today from 12-5 ET....discussing #museum social media goals, communities, audience learning, & more.
erinblasco	21/03/2012	19:00	Great question. RT @amelialikespie: @chrisubik Is it right for us to impose our desire to see "community" on our visitors? #musesocial
sitesExhibits	21/03/2012	19:00	RT @erinblasco: Chat about #musesocial today from 12-5 ET. We're discussing #museum social media goals, communities, audience learning, & more.
amelialikespie	21/03/2012	18:59	@allwiley Agreed! Anonymous, private, and offline ways, as well as public. #musesocial
mobilejpop	21/03/2012	18:59	@ruibeep #Q2 idea: bring a curator along do a #musesocial chat to see the communication/idea share. We have to get curators involved!!!
MarDixon	21/03/2012	18:58	Ppl don't always want to be part of comm. RT @SBanks20 Audience always sounds like such a sterile term to me. Comm is alive. #Q3 #musesocial
allwiley	21/03/2012	18:58	@museums365 people have such different levels of how to interact. maybe key is different entry points? is that feasible? #musesocial
gator_rach	21/03/2012	18:58	RT @amelialikespie: @SBanks20 Another challenge for measurement is lack of standardization across platforms. #musesocial
amelialikespie	21/03/2012	18:58	@museums365 @allwiley I think that offline-or private ways-for ppl to talk is key. All of the convo doesn't have to be public. #musesocial
gator_rach	21/03/2012	18:58	RT @cshtheynberg: @missmlynn Some SM outcomes are measurable: increased RSS subscribes, AddThis/SM sharing, repurposing of content online, etc. #musesocial
gator_rach	21/03/2012	18:57	RT @MarDixon: @erinblasco That's the beauty of sm - the objectives can change over time and as your followers grow. #MuseSocial #Q1
gator_rach	21/03/2012	18:57	RT @erinblasco: . @SBanks20 Seen audiences self-report their own learning during Twitter quiz games. "I figured out X because of Y." #Q1 #musesocial
mobilejpop	21/03/2012	18:57	RT @ruibeep: I find it useful to start with an existing SM strategy and adapt it for ur org. and pass it to decision makers. @mobilejpop #musesocial
balpert	21/03/2012	18:57	RT @ruibeep: @museums365 @mardixon #Q3 #musesocial Communities will come and help u when u need them. Audiences won't.
gator_rach	21/03/2012	18:57	RT @erinblasco: . @SBanks20 I definitely see the most "learning" from deeply engaged followers. The rest isn't visible (to me). #Q1 #musesocial
balpert	21/03/2012	18:57	RT @ruibeep: The difficulty with communities is that you need to share ownership. Are museums good at sharing ownership? #musesocial #Q3
gator_rach	21/03/2012	18:56	RT @SBanks20: @erinblasco Me too. The "what does it mean if I can't see it" tends to send me into a social media existential crisis. #musesocial
amelialikespie	21/03/2012	18:56	@chrisubik Actually, I should have said, "is it useful to impose our desire to see "community" on our visitors? #musesocial
gator_rach	21/03/2012	18:56	RT @mobilejpop: #musesocial #Q1, "learning" is defined by your intended outcomes and whether you achieve them. Probs: it's diff learning than we're used to
museums365	21/03/2012	18:56	@allwiley But there are visitors who do want to talk to us, or weave their narratives into ours. #MuseSocial
violet_dc	21/03/2012	18:56	RT @SBanks20: Audience always sounds like such a sterile term to me. Community is something alive. #Q3 #musesocial
gator_rach	21/03/2012	18:56	RT @erinblasco: #musesocial #q1 Since SM allows our fans to talk to one another, I hope they also learn from that community experience. Think they do?
gator_rach	21/03/2012	18:56	RT @erinblasco: @RachelCockett Yeah learning could mean a little fun fact to some & crit thinking skills to others. #musesocial #q1
gator_rach	21/03/2012	18:55	RT @Musesocialmedia: #musesocial Q1. I think they do learn from eachother, how are online interactions between audiences different than in the museum?
amelialikespie	21/03/2012	18:55	@allwiley @museums365 Mysense from working @HolocaustMuseum & my diss. research suggest they like to be in touch w/ "experts". #musesocial
museums365	21/03/2012	18:55	@allwiley Think you're right, we can create spaces where visitors (on and offline) can talk to one another. #MuseSocial
adriannerussell	21/03/2012	18:55	@SBanks20 @sebchan It definitely can go both ways. I don't feel one s/b sacrificed for the other. Some feel SM has less value. #musesocial
ruibeep	21/03/2012	18:55	RT @RyanD: @AuroreGiguet Seems like a more granular version of <a href="http://t.co/CS1X6cAM">http://t.co/CS1X6cAM</a> #musesocial
MarDixon	21/03/2012	18:55	@RyanD Never said to ignore them - just said they weren't always part of community. Audience, yes. Community, no. #musesocial
gator_rach	21/03/2012	18:55	RT @ruibeep: If you cannot measure SM success, then stop investing in it. It becomes a waist of time. I think! #Q2 #musesocial
earprint	21/03/2012	18:54	There is a panel on this subject at AAM 2012 "Can Mobile also be Social?" - Please do our survey <a href="http://t.co/XoZvl058">http://t.co/XoZvl058</a> #musesocial
gator_rach	21/03/2012	18:54	RT @cshtheynberg: @ragmuseumed: Part 2: Creation of prod that demos learning I like though. eg:We measure # of crowdsourced IDs on Flickr Commons. #musesocial
gator_rach	21/03/2012	18:54	RT @cshtheynberg: @ragmuseumed: cc: @AuroreGiguet @MissMLynn @ruibeep Part 1: I think SM measurements are a diff. beast for the most part #musesocial
gator_rach	21/03/2012	18:54	RT @Musesocialmedia: @SBanks20 @amelialikespie agreed! and SM makes it easy to track and document those exchanges that show interest. goscreen shots! #musesocial
amelialikespie	21/03/2012	18:54	@chrisubik Is it right for us to impose our desire to see "community" on our visitors? #musesocial
RyanD	21/03/2012	18:53	@sebchan @sbanks20 I don't think physical visits are a req. for community, see: MMORPGs. #musesocial
gator_rach	21/03/2012	18:53	RT @SBanks20: I think this is a key strength of soc. media RT: @ruibeep Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2
allwiley	21/03/2012	18:52	@museums365 r we really who they want to have a dialogue w? or can we facilitate dialogue btwn likeminded visitors #musesocial
amelialikespie	21/03/2012	18:52	@allwiley Interesting. To acknowledge ppl's authority, we have to help them be confident to share it publicly. How to do that? #musesocial
SBanks20	21/03/2012	18:52	RT @archivesinfo: RT @amelialikespie: What are visitors looking for in a "community" relationship w/ a museum? #musesocial #q3
RyanD	21/03/2012	18:52	@AuroreGiguet Seems like a more granular version of <a href="http://t.co/CS1X6cAM">http://t.co/CS1X6cAM</a> #musesocial

Twitter ID	Date	Time	Status / Tweet
archivesinfo	21/03/2012	18:52	RT @amelialikespie: Do we have evidence that our visitors want to be in "communities" w/ museums? #Q3 #musesocial
archivesinfo	21/03/2012	18:51	RT @amelialikespie: What are visitors looking for in a "community" relationship w/ a museum? #musesocial #q3
chrisubik	21/03/2012	18:51	@amelialikespie Not sure they see a sense of community in other areas of their lives. Want/recognize it or not, they're in one. #musesocial
SBanks20	21/03/2012	18:51	._@adriannerussell ,@sebchan For much of the online community I work with, the digital experience of the museum is all they have. #musesocial
SBanks20	21/03/2012	18:49	RT @bathlander: I am live tweeting the session on social media and museums taking place right now at at NASM. Be excited! #musesocial
adriannerussell	21/03/2012	18:49	@SBanks20 @sebchan Sometimes the physical is all you have. Many people still lack access to online tools. #musesocial
MarDixon	21/03/2012	18:49	@RyanD Pretty weak for a common ground. Like saying as I'm visiting a city briefly, I'm part of community. #musesocial
allwiley	21/03/2012	18:49	@amelialikespie i think people want to feel consulted by authoritative institutions (ie museums) but want to do it specifically #musesocial
museums365	21/03/2012	18:49	Â«@amelialikespie @allwiley What are visitors looking for in a "community" relationship w/ a museum? #musesocial #q3Â»
bathlander	21/03/2012	18:49	I am live tweeting the session on social media and museums taking place right now at at NASM. Be excited! #musesocial
amelialikespie	21/03/2012	18:48	@ruibeep What does "co-ownership" look like for museums & visitors? #musesocial
RyanD	21/03/2012	18:47	@MarDixon Are they not all part of the community? The shared characteristic is seeing your SM! #musesocial
amelialikespie	21/03/2012	18:47	@allwiley What are visitors looking for in a "community" relationship w/ a museum? #musesocial #q3
chrisubik	21/03/2012	18:47	@museums365 @sebchan @SBanks20 No. Sports fans consider themselves part of a community, despite lack of attendance. #musesocial
ruibeep	21/03/2012	18:47	@amelialikespie I'm convinced that many would like to increase their ownership in relation to museums. No data to back it up #Q3 #musesocial
MarDixon	21/03/2012	18:45	@SBanks20 @ryand Not always and you can't assume so. One might want to engage, another looking for answer to homework only. #musesocial
cshteyberg	21/03/2012	18:45	Photo: Great Twitter conversations going on about social media and museums at #musesocial. Check out the... <a href="http://t.co/ZH7DawXc">http://t.co/ZH7DawXc</a>
allwiley	21/03/2012	18:45	@amelialikespie i think a lot of people want the option to, but don't actually follow through #musesocial
MarDixon	21/03/2012	18:44	Different for every venue. RT @amelialikespie: Do we have evidence that our visitors want to be in "communities" w/ museums? #Q3 #musesocial
SBanks20	21/03/2012	18:43	._@MarDixon ._@RyanD Why not? Don't they have shared interests too? #musesocial
amelialikespie	21/03/2012	18:42	Do we have evidence that our visitors want to be in "communities" w/ museums? #Q3 #musesocial
AuroreGiguet	21/03/2012	18:42	RT @RyanD: What is an online community. <a href="http://t.co/o1hPKeaL">http://t.co/o1hPKeaL</a> #musesocial #musesocial
MarDixon	21/03/2012	18:41	@RyanD No using dictionary definition as not same for online 'community'. #musesocial
SBanks20	21/03/2012	18:41	._@amelialikespie I think that's a really valid concern. #Q3 #musesocial
cshteyberg	21/03/2012	18:40	RT @SBanks20: ._@sebchan Interesting point. Could the community dynamic be primarily online? Is the physical visit necessary? #musesocial
MarDixon	21/03/2012	18:40	#musesocial @museums365 @ruibeep With today's open resource & info availability, think transparency is going to be such a key.
RyanD	21/03/2012	18:39	#musesocial COMMUNITY - 1. a group of people living in the same place or having a particular characteristic in common (Oxford)
kimberlykowl	21/03/2012	18:39	Twitter discussion today 3-5pm EDT:
MuseumofEmily	21/03/2012	18:39	RT @museums365: @ruibeep Shared ownership is a scary prospect. We like everything we say to be completely accurate. Do we trust others to be? #musesocial
ruibeep	21/03/2012	18:38	RT @museums365: @sebchan @SBanks20 Do our communities need to be in-person on-site communities? #musesocial #Q3 #musesocial
SBanks20	21/03/2012	18:38	._@sebchan Interesting point. Could the community dynamic be primarily online? Is the physical visit necessary? #musesocial
ruibeep	21/03/2012	18:38	@AuroreGiguet @sbanks20 #Q3 #musesocial No problem! Once awareness is there simply add it to your goals.
MarDixon	21/03/2012	18:37	Amen (assuming that's your target audience) RT @ruibeep If large audiences are powerful, communities are atomic bombs! #Q3 #musesocial
rdmond	21/03/2012	18:37	Umm... RT @ruibeep: With communities you need to share ownership. Are museums good at sharing ownership? #musesocial #Q3
museums365	21/03/2012	18:37	@sebchan @SBanks20 Do our communities need to be in-person on-site communities? #musesocial #Q3 #musesocial
amelialikespie	21/03/2012	18:37	@SBanks20 ...do visitors think of themselves being in "community" w/ museums? I kinda doubt it. #Q3 #musesocial
amelialikespie	21/03/2012	18:36	@SBanks20 W/ community, tho, I worry we read too much into our relationships w/ visitors. ... #Q3 #musesocial
AuroreGiguet	21/03/2012	18:36	I'd like to think we, but in reality I think not. RT @SBanks20 @ruibeep #Q3 #musesocial
ruibeep	21/03/2012	18:36	@museums365 That's nice. Where did these stories come from? Are museums willing to learn new stories from their community? #Q3 #musesocial
sebchan	21/03/2012	18:36	@SBanks20 But its not a 'community' if they only visit your physical museum once. Or once a year. #musesocial
bathlander	21/03/2012	18:36	RT @ruibeep: @museums365 @mardixon #Q3 #musesocial Communities will come and help u when u need them. Audiences won't.

Twitter ID	Date	Time	Status / Tweet
bathlander	21/03/2012	18:35	RT @museums365: @ruibeep Sometimes museums just really like to talk. We know cool things about our stuff. #Q3 #musesocial
museums365	21/03/2012	18:35	@ruibeep Shared ownership is a scary prospect. We like everything we say to be completely accurate. Do we trust others to be? #musesocial
SBanks20	21/03/2012	18:34	Audience always sounds like such a sterile term to me. Community is something alive. #Q3 #musesocial
museums365	21/03/2012	18:34	@ruibeep Sometimes museums just really like to talk. We know cool things about our stuff. #Q3 #musesocial
PooleMuseum	21/03/2012	18:34	RT @ruibeep: @museums365 @mardixon #Q3 #musesocial Communities will come and help u when u need them. Audiences won't.
bathlander	21/03/2012	18:34	Get ready - live presentation and twitter chat on social media and museums. Follow #musesocial
SBanks20	21/03/2012	18:33	.@ruibeep Great question! I may be an optimist, but I think some are. #Q3 #musesocial
ruibeep	21/03/2012	18:32	@museums365 @mardixon #Q3 #musesocial Communities will come and help u when u need them. Audiences won't.
museums365	21/03/2012	18:32	RT @ruibeep: The difficulty with communities is that you need to share ownership. Are museums good at sharing ownership? #Q3 #musesocial
museums365	21/03/2012	18:32	RT @mw12social: "What Do We Really Know About Social Media and Museums?" for SI staff @airandspace at 3. We'll keep Twitterverse updated! #musesocial
ruibeep	21/03/2012	18:31	The difficulty with communities is that you need to share ownership. Are museums good at sharing ownership? #musesocial #Q3
MuseumDirectors	21/03/2012	18:31	RT @ruibeep: Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2
cshteynberg	21/03/2012	18:31	@amelialikespie @SBanks20 "we are also our best examples of learning through social media" True! It also shows what's working! #musesocial
museums365	21/03/2012	18:30	Ooh tell us more! RT @ruibeep: @MarDixon If large audiences are powerful, communities are atomic bombs! #Q3 #musesocial
cshteynberg	21/03/2012	18:30	RT @ruibeep: Find the questions we r discussing here: <a href="http://t.co/qIU8j17w">http://t.co/qIU8j17w</a> #Q3 #musesocial
ruibeep	21/03/2012	18:29	@MarDixon If large audiences are powerful, communities are atomic bombs! #Q3 #musesocial
amelialikespie	21/03/2012	18:28	@SBanks20 @cshteynberg I think we are also our best examples of learning through social media. #musesocial
cshteynberg	21/03/2012	18:28	RT @museums365: @SBanks20 Great point! "as museums we're all about stories. It's in our bones; why not use SM to share?" #musesocial
ruibeep	21/03/2012	18:28	@MarDixon Agree with u. Find the questions we r discussing here: <a href="http://t.co/l6RdunT6">http://t.co/l6RdunT6</a> #Q3 #musesocial
museums365	21/03/2012	18:26	@SBanks20 @cshteynberg Particularly since as museums we're all about stories. It's in our bones; why not use SM to share? #musesocial
adriannerussell	21/03/2012	18:26	RT @MarDixon: #MuseSocial #Q2 Again it goes back to taking the time to listen & engage with your audience. Not always names (some ppl private) but wants.
museums365	21/03/2012	18:26	MT @MarDixon: #MuseSocial #Q2 @sumojim once said Treat your audience like Rock Stars and I've always felt that was spot on. #musesocial
MarDixon	21/03/2012	18:25	Not true. Audience there but are you reaching them? RT @ruibeep #Q3 ? â€œAudiences are dead; long live the Community.â€ #musesocial
cshteynberg	21/03/2012	18:22	RT @SBanks20: @cshteynberg True! I think sharing stories back through social media is vital. Meaning also comes from the museum's response. #musesocial
SBanks20	21/03/2012	18:22	@cshteynberg True! I think sharing stories back through social media is vital. Meaning also comes from the museum's response. #musesocial
PooleMuseum	21/03/2012	18:21	RT @mw12social: #Q1 â€œAudiences do not learn via social media.â€ #Q2 â€œYou canâ€™t measure SM." â€œAudiences are dead; long live the Community.â€ #Q3 #musesocial
ruibeep	21/03/2012	18:21	What time is it? can we move to #Q3 ? â€œAudiences are dead; long live the Community.â€ (3pm-3:30pm) #musesocial
PooleMuseum	21/03/2012	18:21	RT @mw12social: "What Do We Really Know About Social Media and Museums?" for SI staff @airandspace at 3. We'll keep Twitterverse updated! #musesocial
AronAmbrosiani	21/03/2012	18:19	RT @ruibeep: Make it a goal for 2012 to know more about ur audience. I do not mean demographics! I mean their real names and ambitions #musesocial #Q2
cshteynberg	21/03/2012	18:19	@sbanks20 @mw12social: in chats like these ;), conferences, informal chat. Powerful egs speak for themselves. What do u think? #musesocial
cshteynberg	21/03/2012	18:18	RT @SBanks20: @mw12social @cshteynberg Also, how do we leverage these examples to encourage others to share? #musesocial
MarDixon	21/03/2012	18:17	#MuseSocial #Q2 Again it goes back to taking the time to listen & engage with your audience. Not always names (some ppl private) but wants.
cshteynberg	21/03/2012	18:17	@mw12social That it's worth it to spend the time blogging/on Facebook/reaching out! Another e.g.: SM led to a donation of photos #musesocial
amelialikespie	21/03/2012	18:16	RT @mw12social: #Q1 â€œAudiences do not learn via social media.â€ #Q2 â€œYou canâ€™t measure SM." â€œAudiences are dead; long live the Community.â€ #Q3 #musesocial
MarDixon	21/03/2012	18:16	#MuseSocial #Q2 *jumps in again* @sumojim once said 'Treat your audience like Rock Stars' and I've always felt that was spot on.
SBanks20	21/03/2012	18:15	RT @mw12social: #Q1 â€œAudiences do not learn via social media.â€ #Q2 â€œYou canâ€™t measure SM." â€œAudiences are dead; long live the Community.â€ #Q3 #musesocial
mw12social	21/03/2012	18:15	@cshteynberg Amazing! How do examples like that (grandmother found in collections) impact leaders' views of SM? #musesocial
jennyortuoste	21/03/2012	18:15	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
mw12social	21/03/2012	18:14	#Q1 â€œAudiences do not learn via social media.â€ #Q2 â€œYou canâ€™t measure SM." â€œAudiences are dead; long live the Community.â€ #Q3 #musesocial
cshteynberg	21/03/2012	18:14	@mw12social e.g sent was of woman who "found" her grandmother in our collections #musesocial
SBanks20	21/03/2012	18:12	RT @cshteynberg: @mw12social Here's an example of anecdotal case study where #s couldn't have told the story <a href="http://t.co/hRVAvgu5">http://t.co/hRVAvgu5</a> #musesocial
ruibeep	21/03/2012	18:12	Do you know which of your followers are more likely to become a museum member? #musesocial #Q2



Twitter ID	Date	Time	Status / Tweet
SBanks20	21/03/2012	18:12	I think this is a key strength of soc. media RT: @rui beep Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2
museums365	21/03/2012	18:11	Hooray for #musesocial! (@ National Air and Space Museum w/ 10 others) <a href="http://t.co/6CEYgIDn">http://t.co/6CEYgIDn</a>
rui beep	21/03/2012	18:11	@rdmond We r starting measuring who are the most engaged users. More info about the audience less about the museum #musesocial #Q2 #nyuisva
cshteynberg	21/03/2012	18:11	@mw12social Here's an example of anecdotal case study where #s couldn't have told the story <a href="http://t.co/hRVAvgu5">http://t.co/hRVAvgu5</a> #musesocial
mw12social	21/03/2012	18:10	What Do We Really Know About Social Media and Museums? for SI staff @airandspace at 3. We'll keep Twitterverse updated! #musesocial
rui beep	21/03/2012	18:10	@SBanks20 #Q2 #musesocial Totally agree. One SM report for communication professionals, another for curators another for directors, etc
rdmond	21/03/2012	18:09	RT @rui beep: Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2 #nyuisva
SBanks20	21/03/2012	18:08	@rui beep Exactly. I find that different internal audiences have their own needs in terms of how you communicate success. #Q2 #musesocial
cshteynberg	21/03/2012	18:08	@mw12social I value both & so does our admin. e.g. greater # of subscribers & case studies of pub using resources found via blog #musesocial
adriannerussell	21/03/2012	18:06	RT @rui beep: Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2
rui beep	21/03/2012	18:06	Do you know who are the most engaged twitter users of ur museum? Have u reward them? #musesocial #Q2
ericdmj	21/03/2012	18:06	Greetings to all my friends at or headed to #musesocial! Have fun and keep doing good.
cshteynberg	21/03/2012	18:06	RT @rui beep: Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2
cshteynberg	21/03/2012	18:05	@MissMLynn: Creation of prod that demos learning is a trad ed meas. that's good.eg:We meas. # of crowdsr c IDs on Flickr Commons. #musesocial
mw12social	21/03/2012	18:05	@cshteynberg "Go screenshots!" - Do museum administrators value anecdotes or stats? What about practitioners? #Q5 #musesocial
AuroreGiguet	21/03/2012	18:05	Had success w/ this - last yr faced closing RT @rui beep: Encourage fans to act as advocates for your museum. #musesocial #Q2 #musesocial
rui beep	21/03/2012	18:04	@MissMLynn Good pooint! #musesocial #Q2 I'd say that is a side effect. U r encouraging ownership essential for community development.
violet_dc	21/03/2012	18:03	yes, fosters sense of ownership! RT @rui beep: Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2 #musesocial
cshteynberg	21/03/2012	18:03	@missmlynn Sorry didn't include u in conversation w.@ragmuseumed on this topic. My take: no easy answer! Some yes, some no #musesocial
MissMLynn	21/03/2012	18:03	free PR? RT @rui beep Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2
rui beep	21/03/2012	18:01	Great SM goal: Encourage fans to act as advocates for your museum. #musesocial #Q2
Saitoplasam	21/03/2012	18:01	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
cshteynberg	21/03/2012	18:00	RT @musesocialmedia: SM makes it easy to track and document those exchanges that show interest. go screenshots! #musesocial
MissMLynn	21/03/2012	18:00	@cshteynberg yes I think that's the question- do traditional learning outcomes apply to SM? #musesocial #q2
cshteynberg	21/03/2012	17:59	@ragmuseumed "Need methods used across the field to determine what sm learning looks like" Great point. #musesocial
rui beep	21/03/2012	17:59	@sbanks20 #Q2 #musesocial Treat them like children. Present one different idea per day. Present clear data/info expl: <a href="http://t.co/wWAW3ada">http://t.co/wWAW3ada</a>
ragmuseumed	21/03/2012	17:59	Checking out #musesocial friends- looking forward to future convos!
cshteynberg	21/03/2012	17:58	@missmlynn Thanks for the resource! Many of those are still abstract though i.e.: measuring "Attitudes & Values" #s won't work #musesocial
sluggernova	21/03/2012	17:58	@RyanD you are missing the onsite party, but you can partake in the fun via #musesocial - pls do! @erinblasco @SBanks20
mw12social	21/03/2012	17:58	If you're just joining us, we're talking about learning on #museum social media (#Q1) and metrics (#Q5). Jump in! #mw2012 #musesocial
ragmuseumed	21/03/2012	17:57	@cshteynberg Interesting! Great demo of learning. Need methods used across the field to determine what sm learning looks like #musesocial
cshteynberg	21/03/2012	17:57	RT @rui beep: I agree! Great resource! "Measuring SM success is not complicated. 1st define clear goals." #musesocial <a href="http://t.co/Oql6V6c1">http://t.co/Oql6V6c1</a>
museums365	21/03/2012	17:56	Catching up on #musesocial on my way to @airandspace for the in-person portion. What'd I miss?
mw12social	21/03/2012	17:56	We're using markers to categorize tweets, such as #Q1, #Q2. Check out wiki for the easy guide: <a href="http://t.co/4oHBU7w5">http://t.co/4oHBU7w5</a> #musesocial
rui beep	21/03/2012	17:56	@SBanks20 #Q2 #musesocial What do you mean by internal audience? supervisors and directors?
cshteynberg	21/03/2012	17:56	RT @sbanks20: @amelialikespie Yes! Both are needed! "numbers can't tell the whole story. You must include anecdotal evidence." #musesocial
Musesocialmedia	21/03/2012	17:55	@SBanks20 @amelialikespie agreed! and SM makes it easy to track and document those exchanges that show interest. goscreen shots! #musesocial
nature_jcp	21/03/2012	17:55	@auroregiguet Are you sure you're doing it right? I have a mix of museum, science and public tweeps. #musesocial
cshteynberg	21/03/2012	17:54	@ragmuseumed: Part 2: Creation of prod that demos learning I like though. eg:We measure # of crowdsourced IDs on Flickr Commons. #musesocial
outtacontext	21/03/2012	17:54	I'm on my way... #musesocial
rui beep	21/03/2012	17:53	@MissMLynn @mobilejpop #musesocial There are many academics on Twitter. Whether is a platform for acad. discussion that is another question
cshteynberg	21/03/2012	17:53	@ragmuseumed: cc: @AuroreGiguet @MissMLynn @rui beep Part 1: I think SM measurements are a diff. beast for the most part #musesocial

Twitter ID	Date	Time	Status / Tweet
SBanks20	21/03/2012	17:53	._@rui beep What do you think about communicating that success to various internal audiences? Is that complicated? #Q2 I think so #musesocial
violet_dc	21/03/2012	17:52	yes! real learning happens here MT @Musesocialmedia a more varied audience would make the conversation more engaging #musesocial #musesocial
ragmuseumed	21/03/2012	17:52	RT @SBanks20: @amelialikespie Agreed. I also think that numbers can't tell the whole story. You have to include anecdotal evidence. #Q2 #musesocial
SBanks20	21/03/2012	17:52	._@amelialikespie Agreed. I also think that numbers can't tell the whole story. You have to include anecdotal evidence. #Q2 #musesocial
sluggernova	21/03/2012	17:52	Well hello there! ;- ) MT @erinblasco: Here for live part of #musesocial : ) (@airandspace w/ 11 others) [pic]: <a href="http://t.co/visPxTyO">http://t.co/visPxTyO</a>
rui beep	21/03/2012	17:51	Measuring SM success is not complicated. 1st define clear goals. There are many examples online #musesocial #Q2 <a href="http://t.co/RyBGATEZ">http://t.co/RyBGATEZ</a>
CharlesGuice	21/03/2012	17:51	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MnY1PYJN">http://t.co/MnY1PYJN</a> #Twitter140 #musesocial
MissMLynn	21/03/2012	17:50	@mobilejpop re: SM reaches non-academic audience - this speaks to notion that "SM is a low level discourse." T/F? #musesocial
cshteynberg	21/03/2012	17:49	@missmlynn I am! :) Indeed, do spill the beans #musesocial
ragmuseumed	21/03/2012	17:49	@AuroreGiguet @cshteynberg @MissMLynn @rui beep Depends! Eg comparing change in attitudes, creation of prod that demos learning #musesocial
AuroreGiguet	21/03/2012	17:49	@violet_dc Sometime in September, no exact date set yet. #musesocial
amelialikespie	21/03/2012	17:49	@SBanks20 Another challenge for measurement is lack of standardization across platforms. #musesocial
Musesocialmedia	21/03/2012	17:48	@mobilejpop #Q1 I would argue a more varied audience would make the conversation more engaging. #musesocial
cshteynberg	21/03/2012	17:48	@mobilejpop Curator: "SM reaches diff audience (non-academic)." But wait, we're all here now on SM aren't we? :) r #musesocial
amelialikespie	21/03/2012	17:48	@mobilejpop Definitely not; that speaks to not trying SM. There are academics/experts of all stripes all over social media. #musesocial
rui beep	21/03/2012	17:48	If you cannot measure SM success, then stop investing in it. It becomes a waist of time. I think! #Q2 #musesocial
MissMLynn	21/03/2012	17:47	@cshteynberg re: regular education measurements - ask a museum educator #musesocial
violet_dc	21/03/2012	17:47	@AuroreGiguet How exciting! I'm sure it will transform your viewer experience. When will you re-launch? #musesocial
AuroreGiguet	21/03/2012	17:46	RT @cshteynberg: @ragmuseumed: ?? What do reg. ed. measurements look like? CC: @AuroreGiguet @MissMLynn @rui beep #musesocial
mobilejpop	21/03/2012	17:45	#musesocial #Q1 Curator: "SM reaches diff audience (non-academic)." Does that mean SM is less engaging intellectually/professionally?
cshteynberg	21/03/2012	17:45	@ragmuseumed: ?? What do reg. ed. measurements look like? CC: @AuroreGiguet @MissMLynn @rui beep #musesocial
SBanks20	21/03/2012	17:44	How do we measure social media success when the types of data gathered by the platforms keep changing? #q2 #musesocial
touristinfo	21/03/2012	17:43	RT @SFMOMA #tc #museum SFMOMA: @deyoungmuseum THANK YOU! So glad the #musesocial movement is catching on. I'll bet more museums will be o...
adriannerussell	21/03/2012	17:43	RT @erinblasco: @RachelCockett Yeah learning could mean a little fun fact to some & crit thinking skills to others. #musesocial #q1
AuroreGiguet	21/03/2012	17:42	I love that! RT @rui beep: @cshteynberg @auroregiguet @missmlynn #musesocial #musesocial
cshteynberg	21/03/2012	17:42	@missmlynn Some SM outcomes are measurable: increased RSS subscribes, AddThis/SM sharing, repurposing of content online, etc. #musesocial
ragmuseumed	21/03/2012	17:42	@AuroreGiguet @cshteynberg @MissMLynn @rui beep Can the methods applied to measuring learning in regular ed programs apply to sm? #musesocial
SBanks20	21/03/2012	17:42	Loving the conversation so far! It seems like a good time to transition to #Q2 - "You can't measure social media success." #musesocial
AuroreGiguet	21/03/2012	17:41	RT @MissMLynn @cshteynberg i agree. if SM outcomes were measurable, someone would be making a lot more \$\$ right now #musesocial #musesocial
rui beep	21/03/2012	17:41	@cshteynberg @auroregiguet @missmlynn #musesocial i agreed! Maybe we can start from what has ur museum learned from their audience today.
MissMLynn	21/03/2012	17:40	@cshteynberg i agree.. if SM outcomes were measurable, someone would be making a lot more \$\$ right now #musesocial #q1
AuroreGiguet	21/03/2012	17:40	Agreed @cshteynberg @MissMLynn @rui beep: I think perhaps measuring "learning" (whatever that means) is too abstract #musesocial
SBanks20	21/03/2012	17:40	RT @erinblasco: MT @ragmuseumed: I hope that at the least, they learn something about themselves in reading, absorbing others thoughts! #musesocial #Q1
erinblasco	21/03/2012	17:39	Here for live part of #musesocial :) (@ National Air and Space Museum w/ 11 others) [pic]: <a href="http://t.co/GmAvFUzH">http://t.co/GmAvFUzH</a>
AuroreGiguet	21/03/2012	17:39	@violet_dc Excellent! We're closed and redesigning all of our exhibits to include much of the same. #musesocial #musesocial
cshteynberg	21/03/2012	17:38	RT @ragmuseumed: @Musesocialmedia Agree! I liken the sm manager to a docent- even in tours there's usually a few very vocal people, others listen #musesocial
Musesocialmedia	21/03/2012	17:38	@violet_dc I Love the idea of extending the experience, creating a community outside the institution. splendid! #musesocial
cshteynberg	21/03/2012	17:38	@auroregiguet @MissMLynn @rui beep: I think perhaps measuring "learning" (whatever that means) is too abstract #musesocial
erinblasco	21/03/2012	17:36	MT @ragmuseumed: I hope that at the least, they learn something about themselves in reading, absorbing others thoughts! #musesocial #Q1
AuroreGiguet	21/03/2012	17:36	Take Our Survey: Are There Too Many Surveys? <a href="http://t.co/beLb5SPR">http://t.co/beLb5SPR</a> #musesocial #musesocial
violet_dc	21/03/2012	17:35	...to encourage visitors to share reactions w/eachother & the artists w/in & outside, during & after experience #musesocial #qu1 #musesocial
AuroreGiguet	21/03/2012	17:35	RT @ragmuseumed: @erinblasco I hope they learn something about themselves in reading and absorbing other peoples thoughts! #musesocial

Twitter ID	Date	Time	Status / Tweet
ragmuseumed	21/03/2012	17:35	@Musesocialmedia Agree! I liken the sm manager to a docent- even in tours there's usually a few very vocal people, others listen #musesocial
violet_dc	21/03/2012	17:35	developing an exhibition @ our campus msm that incl hashtags, artist twitter hndls & QR codes on wall labels... #musesocial #q1 #musesocial
Musesocialmedia	21/03/2012	17:32	#musesocial Q1. I think they do learn from eachother, how are online interactions between audiences different than in the museum?
ragmuseumed	21/03/2012	17:31	@erinblasco I hope that at the least, they learn something about themselves in reading and absorbing other people's thoughts! #musesocial
SBanks20	21/03/2012	17:31	RT @erinblasco: @RachelCockett Yeah learning could mean a little fun fact to some & crit thinking skills to others. #musesocial #q1
arthistorianmom	21/03/2012	17:31	@SFMOMA Congrats! For being named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/IFeohLu">http://t.co/IFeohLu</a> #Twitter140 #musesocial
ruibeep	21/03/2012	17:30	Depends what u want to measure: popularity, engagement, effort @AuroreGiguet @missmlynn #musesocial here is an example <a href="http://t.co/T2PSYf7p">http://t.co/T2PSYf7p</a>
violet_dc	21/03/2012	17:30	@erinblasco #q1 yes-SM engagement starts w/enabling users to create their own community-learn from shared experience #musesocial #musesocial
Musesocialmedia	21/03/2012	17:28	Even though we may not measure it, do we know what learning with SM may look like? I like the idea of asking the participants. #musesocial
erinblasco	21/03/2012	17:27	@RachelCockett Yeah learning could mean a little fun fact to some & crit thinking skills to others. #musesocial #q1
cshteynberg	21/03/2012	17:27	RT @museumanalytics: There is a lot we can measure. But the point is to clearly define goals before start measuring. @MissMLynn #musesocial
cshteynberg	21/03/2012	17:27	RT @ruibeep: "start with an existing SM strategy and adapt it for ur org. and pass it to decision makers." Agreed! #musesocial
erinblasco	21/03/2012	17:26	#musesocial #q1 Since SM allows our fans to talk to one another, I hope they also learn from that community experience. Think they do?
RachelCockett	21/03/2012	17:26	Yeah. & define Learn RT @MarDixon: Yes they do!! RT @erinblasco: #MuseSocial #Q1 "Audiences do not learn through social media." Discuss!
AuroreGiguet	21/03/2012	17:25	But, how do you measure? Examples. @museumanalytics: There is a lot we can measure. @MissMLynn #musesocial
TheJewishMuseum	21/03/2012	17:24	Congrats! RT @sfmoma: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/TsqAiYMq">http://t.co/TsqAiYMq</a> #Twitter140 #musesocial
lovelydarling	21/03/2012	17:24	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
Musesocialmedia	21/03/2012	17:24	lunch break must be time for #musesocial
ruibeep	21/03/2012	17:24	I find it useful to start with an existing SM strategy and adapt it for ur org. and pass it to decision makers. @mobilejpop #musesocial
museumanalytics	21/03/2012	17:22	There is a lot we can measure. But the point is to clearly define goals before start measuring. @MissMLynn #musesocial
SBanks20	21/03/2012	17:21	.@MissMLynn I would agree, but we can measure some things through formal evals. Then it becomes a question of \$ & capacity. #q1 #musesocial
AuroreGiguet	21/03/2012	17:21	I would agree. RT @MissMLynn: is it safe to say that most learning via SM happens in a context that we CANT measure? #musesocial #musesocial
adriannerussell	21/03/2012	17:20	Most learning at all. "@MissMLynn: is it safe to say that most learning via SM happens in a context that we CAN'T measure? #musesocial #Q1â€
worth1ooo	21/03/2012	17:19	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
mobilejpop	21/03/2012	17:17	#musesocial #Q2: "Success?" Perhaps we should have the social media participants of a museum determining what success means to them?
erinblasco	21/03/2012	17:17	RT @mobilejpop: #musesocial #Q1, "learning" defined by yr intended outcomes& whether u achieve them. Probs: diff learning than we're used to
MissMLynn	21/03/2012	17:17	is it safe to say that most learning via SM happens in a context that we CAN'T measure? #musesocial #Q1
SFMOMA	21/03/2012	17:17	@deyoungmuseum THANK YOU! So glad the #musesocial movement is catching on. I'll bet more museums will be on the #Twitter140 list in 2013!
mobilejpop	21/03/2012	17:16	#musesocial #Q2: success is measurABLE only when intended outcomes are defined. My Q? How do we get decision-makers stating the outcomes?
mobilejpop	21/03/2012	17:14	#musesocial #Q1, "learning" is defined by your intended outcomes and whether you achieve them. Probs: it's diff learning than we're used to
SFupDates	21/03/2012	17:12	HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/mj05cc7H">http://t.co/mj05cc7H</a> #Twitter140 #musesocial
c8nhogarth	21/03/2012	17:09	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
violet_dc	21/03/2012	17:08	RT @sjmusart: Congratulations! RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/55rUS4z7">http://t.co/55rUS4z7</a> #musesocial
SBanks20	21/03/2012	17:05	.@erinblasco Me too. The "what does it mean if I can't see it" tends to send me into a social media existential crisis. #musesocial
amelialikespie	21/03/2012	17:03	RT @erinblasco: By the way, if you're tuning in to #musesocial and are overwhelmed by tweets, try tweetchat . com. Helps keep things organized. #musesocial
cshteynberg	21/03/2012	17:01	RT @balpert: Just started! Thought-provoking debate - social media in museums. Session goes live @ 3pm! Follow #musesocial #mw2012
sjmusart	21/03/2012	17:01	Congratulations! RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/55rUS4z7">http://t.co/55rUS4z7</a> #musesocial
christinechoi	21/03/2012	16:59	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
SBanks20	21/03/2012	16:58	RT @erinblasco: By the way, if you're tuning in to #musesocial and are overwhelmed by tweets, try tweetchat . com. Helps keep things organized. #musesocial
erinblasco	21/03/2012	16:58	. @SBanks20 I definitely see the most "learning" from deeply engaged followers. The rest isn't visible (to me). #Q1 #musesocial
MarDixon	21/03/2012	16:57	@erinblasco That's the beauty of sm - the objectives can change over time and as your followers grow. #MuseSocial #Q1
erinblasco	21/03/2012	16:57	By the way, if you're tuning in to #musesocial and are overwhelmed by tweets, try tweetchat . com. Helps keep things organized. #musesocial

Twitter ID	Date	Time	Status / Tweet
hiromartgallery	21/03/2012	16:56	Congrats! RT @sfmoma: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/NXE3J2xS">http://t.co/NXE3J2xS</a> #Twitter140 #musesocial
the_clark	21/03/2012	16:56	@SFMOMA Congratulations on being named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME Such an accomplishment! #Twitter140 #musesocial
axellrocks	21/03/2012	16:56	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
willak	21/03/2012	16:56	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
shemisspromo415	21/03/2012	16:55	RT @SFMOMA: HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
SFMOMA	21/03/2012	16:54	HOORAY! @SFMOMA named 1 of "The 140 Best Twitter Feeds of 2012" by @TIME! <a href="http://t.co/MrhHaWFE">http://t.co/MrhHaWFE</a> #Twitter140 #musesocial
sluggernova	21/03/2012	16:53	THIS New Social reports from Google Analytics: Capturing The Value Of Social Media: <a href="http://t.co/43BDfd2p">http://t.co/43BDfd2p</a> #musesocial #mtogo #si20
SBanks20	21/03/2012	16:51	@erinblasco I wonder about that too and if people's spot on the online engagement continuum affects their learning. #q1 #musesocial
sluggernova	21/03/2012	16:50	The #musesocial crowd is talking about museums & learning via social media NOW. Join the convo! I plan to jump in asap! :)
erinblasco	21/03/2012	16:47	I often wonder if our followers can learn more than facts. What about skills, behaviors, changing attitudes? #q1 #musesocial
erinblasco	21/03/2012	16:46	@SBanks20 #Q1 Reported learning w/ a survey. Huge % said they "learned something" as a result of following. That helped! #musesocial
MarDixon	21/03/2012	16:42	#MuseSocial #Q1 If the question is if learning takes places via sm -then yes. If its related to measuring - how long is a piece of string?
SBanks20	21/03/2012	16:39	@MariaBarrett Awesome! Would love to hear more. :) #musesocial
MariaBarrett	21/03/2012	16:38	Yes MT @SBanks20: anyone used Twitter to share info with formal education settings and observed increase in student performance? #musesocial
MarDixon	21/03/2012	16:36	#MuseSocial #Q1 V narrow thinking to assume sm doesn't teach internationals & others about your venue/ mission. @erinblasco
SBanks20	21/03/2012	16:36	@erinblasco Sounds similar to measuring learning in exhibits! #Q1 #musesocial
amelialikespie	21/03/2012	16:36	@erinblasco @SBanks20 We see self-reporting, too, but more in terms of "I didn't know that." #musesocial
MariaBarrett	21/03/2012	16:35	RT @MarDixon: Yes they do!! RT @erinblasco: #MuseSocial #Q1 "Audiences do not learn through social media." Discuss! What's your experience?
MarDixon	21/03/2012	16:35	Yes they do!! RT @erinblasco: #MuseSocial #Q1 "Audiences do not learn through social media." Discuss! What's your experience?
SBanks20	21/03/2012	16:34	@erinblasco How do you translate that into a report format? Or, do you get asked to put that information into reports? #Q1 #musesocial
MarDixon	21/03/2012	16:34	RT @erinblasco: @SBanks20 But I don't know how to tell if audiences learn via social media w/o asking them. Hard to visualize. #Q1 #musesocial
erinblasco	21/03/2012	16:33	@SBanks20 But I don't know how to tell if audiences learn via social media w/o asking them. Hard to visualize. #Q1 #musesocial
erinblasco	21/03/2012	16:32	@SBanks20 Seen audiences self-report their own learning during Twitter quiz games. "I figured out X because of Y." #Q1 #musesocial
erinblasco	21/03/2012	16:29	#MuseSocial #Q1 "Audiences do not learn through social media." Discuss! What's your experience?
amelialikespie	21/03/2012	16:29	RT @SBanks20: Do audiences learn on social media? What constitutes learning in this context? If we can't measure it does it count? #musesocial
SBanks20	21/03/2012	16:23	Has anyone used Twitter to share information with formal education settings and observed an increase in student performance? #musesocial
SBanks20	21/03/2012	16:15	Do audiences learn on social media? What constitutes learning in this context? If we can't measure it does it count? #musesocial
balpert	21/03/2012	16:08	Just started! Thought-provoking debate - social media in museums. Session goes live @ 3pm! Follow #musesocial #mw2012
SBanks20	21/03/2012	15:58	RT @caw_ : Check out #musesocial today, noon-5. Last week's topics: <a href="http://t.co/knGqLRca">http://t.co/knGqLRca</a>
Museofile	21/03/2012	15:49	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
SBanks20	21/03/2012	15:25	Join in the #musesocial discussion today from noon-5 EST. Topics: social media goals, communities, audience learning, and more!
biscotte	21/03/2012	14:48	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
LaPlacaCohen	21/03/2012	14:34	Web & social media play leading role in public's decision to visit a museum (STUDY) - <a href="http://t.co/dbrne8BO">http://t.co/dbrne8BO</a> #MuseSocial
marcobittau	21/03/2012	14:22	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
amelialikespie	21/03/2012	14:01	RT @erinblasco: RT @MarDixon: Don't forget today is #musesocial starting 12 EST which is 5pm our time (if you're in theUK). Great thought-provoking debates.
PooleMuseum	21/03/2012	13:44	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
gordonbelt	21/03/2012	13:42	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
nature_jcp	21/03/2012	13:41	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
museums365	21/03/2012	13:41	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
lydialabat	21/03/2012	13:40	RT @futureofmuseums: What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
futureofmuseums	21/03/2012	13:39	What is #musesocial & how can you join this conversation about museums & social media? @MarDixon explains <a href="http://t.co/GKBTZGLI">http://t.co/GKBTZGLI</a>
MuseumCN	21/03/2012	13:31	RT @clairey_ross: the brilliant @MarDixon has archived all the #musesocial tweets some interesting questions in there! <a href="http://t.co/OOHcNqba">http://t.co/OOHcNqba</a>



Twitter ID	Date	Time	Status / Tweet
museums365	21/03/2012	12:41	Big day around the museum scene: First Person starts @HolocaustMuseum, and it's round 2 of #musesocial beginning at 12 EDT. Join us!
SarahatReynolda	21/03/2012	12:30	This was great last week! MT @erinblasco @MarDixon: Don't forget today is #musesocial starting 12 EST. Great thought-provoking debates.
erinblasco	21/03/2012	12:09	RT @MarDixon: Don't forget today is #musesocial starting 12 EST which is 5pm our time (if you're in theUK). Great thought-provoking debates.
kahgreenwood	21/03/2012	12:03	RT @erinblasco: Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
erinblasco	21/03/2012	11:14	@willak We're planning to share through Storify, blog posts. Sorry you can't be there! But follow live at #musesocial for the conversation.
MuzeoNum	21/03/2012	10:07	RT @clairey_ross: the brilliant @MarDixon has archived all the #musesocial tweets some interesting questions in there! <a href="http://t.co/OOHcNqba">http://t.co/OOHcNqba</a>
MarDixon	21/03/2012	10:02	@clairey_ross Thank you! There is another chat today at 5pm our time. I'm going to try and attend but might not until 6-7 #musesocial
clairey_ross	21/03/2012	09:47	the brilliant @MarDixon has archived all the #musesocial tweets some interesting questions in there! <a href="http://t.co/OOHcNqba">http://t.co/OOHcNqba</a>
Froschfrauina	21/03/2012	08:27	@erinblasco we do not allow to take photos in the modern art section.#musesocial
Froschfrauina	21/03/2012	08:24	@erinblasco But they may RT the photos of the exhibits. Is this not a problem? #musesocial #copyright
MarDixon	21/03/2012	08:10	Don't forget today is #musesocial starting 12 EST which is 5pm our time (if you're in the UK). Great thought-provoking debates.
MuseumCN	21/03/2012	04:01	RT @erinblasco: MT @mlopezARTz: Institutions: museums & libraries need to be relevant & used -to be worth the funding-socialmedia helps #musesocial
Musesocialmedia	21/03/2012	03:46	RT @erinblasco: Very exciting-> RT @MissMLynn: museum staffers have noticed more engagement on websites by visitors directed from social media #musesocial
MichaelDeLongSF	21/03/2012	03:03	RT @erinblasco: Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
emergingarts	21/03/2012	03:02	RT @erinblasco: Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
TechSoup	21/03/2012	03:00	RT @erinblasco: Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
InclusiveMuseum	21/03/2012	02:42	RT @erinblasco: Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
willak	21/03/2012	02:19	RT @erinblasco: Tomorrow's #musesocial #Q2 "You can't measure social media success." <- should be a rich debate! #mw2012
NURFCjamie	21/03/2012	02:17	RT @erinblasco: Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
museweb	21/03/2012	02:14	RT @erinblasco: Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
museweb	21/03/2012	02:14	RT @erinblasco: Tomorrow's #musesocial #Q2 "You can't measure social media success." <- should be a rich debate! #mw2012
museweb	21/03/2012	02:14	RT @erinblasco: Tomorrow's #musesocial #Q3 is "Audiences are dead, long live community." (around 3 p.m. ET) #mw2012
museweb	21/03/2012	02:13	RT @erinblasco: #Q4 for tomorrow's #musesocial chat: "All staff should speak on behalf of the museum on social media." #mw2012
adriannerussell	21/03/2012	01:35	@SBanks20 @erinblasco All SM has PR elements. Hopefully it's a springboard to continued conversation & not just temporary. #musesocial
SBanks20	21/03/2012	01:34	@erinblasco @adriannerussell We start with the goals/audiences for the exhibit and find the best fit with strategy & platforms. #musesocial
SBanks20	21/03/2012	01:32	@erinblasco @adriannerussell Depends on the exhibit. Usually, we try to leverage the community already on our main accounts. #musesocial
erinblasco	21/03/2012	01:29	@SBanks20 @adriannerussell So for temp exhibits is the SM approach more PRish? Or are there other goals too? #musesocial
erinblasco	21/03/2012	01:25	MT @mlopezARTz: Institutions: museums & libraries need to be relevant & used -to be worth the funding-socialmedia helps #musesocial
SBanks20	21/03/2012	01:17	@erinblasco @adriannerussell We tend to air on the side of not fostering communities for temporary exhibits. (2/2) #musesocial
SBanks20	21/03/2012	01:16	@erinblasco @adriannerussell With several temporary exhibits a year at my museum, that's something we think about a lot! (1/2) #musesocial
mlopezARTz	21/03/2012	00:52	@erinblasco @MissMLynn Institutions: museums & libraries need to be relevant & used -to be worth the funding-socialmedia helps #musesocial
erinblasco	21/03/2012	00:39	To some. May be a small impact, tho. RT @MissMLynn: are museums intimidating? does social media make a museum more approachable? #musesocial
SBanks20	21/03/2012	00:05	RT @erinblasco: @adriannerussell I totally agree. If you grow a community around a temporary exhibit, what happens next? #musesocial
BowenMurphy	20/03/2012	23:57	RT @erinblasco: Very exciting-> RT @MissMLynn: museum staffers have noticed more engagement on websites by visitors directed from social media #musesocial
AuroreGiguet	20/03/2012	23:48	I think it would be very limiting RT @MissMLynn: #musesocial What if there was a new SM designed to be used by solely for museum goers?
erinblasco	20/03/2012	23:40	Very exciting-> RT @MissMLynn: museum staffers have noticed more engagement on websites by visitors directed from social media #musesocial
erinblasco	20/03/2012	23:39	RT @MissMLynn: should museum SM be held to a higher standard that interactives? exhibits? #musesocial
erinblasco	20/03/2012	23:39	RT @MissMLynn: on converting museum staffers to social media: "We need a lobbyist" #musesocial
MuseumCN	20/03/2012	23:23	RT @erinblasco: @adriannerussell I totally agree. If you grow a community around a temporary exhibit, what happens next? #musesocial
MarDixon	20/03/2012	21:44	@erinblasco @adriannerussell #musesocial Engage with them - via feedback and invite back for other things (not always special exhib).
erinblasco	20/03/2012	21:44	Great chat today re: social media in exhibits. Check out the tweets by the awesome @MissMLynn for big topics. #musesocial
erinblasco	20/03/2012	21:43	@Froschfrauina Great Q. We did address it. When they post photos they shouldn't have taken, we don't RT but don't scold. #musesocial

Twitter ID	Date	Time	Status / Tweet
erinblasco	20/03/2012	21:40	@adriannerussell I totally agree. If you grow a community around a temporary exhibit, what happens next? #musesocial
erinblasco	20/03/2012	21:39	@shaunaedson Great Q! Sharing of pics. Answers from experts to visitor Qs. Crowdsourced tagging. Voting for coolest artifact. #musesocial
erodley	20/03/2012	21:32	@sluggernova Roger that. Just back from marathon mtgs, so much catching up to do... #musesocial
sluggernova	20/03/2012	21:31	._erodley check out #musesocial stream from today. @MissMLynn tweeted all the action from our chat about social media in museum exhibits!
AronAmbrosiani	20/03/2012	21:24	RT @MuseumCN: MT @ClevelandEMP Is ur museum doing awesome things w/ social media & visitor interaction? Talk about it: <a href="http://t.co/RkavnXF3">http://t.co/RkavnXF3</a> #musesocial
nealstimler	20/03/2012	20:59	@SBanks20 @erinblasco & the DC #musesocial / #MW2012 crew are doing amazing #musetech work!
archivesinfo	20/03/2012	20:40	@NEMAnet @mktgRevolution you may want to check out #musesocial
_L_I_N	20/03/2012	20:05	Good Q: â€œ@MissMLynn: how do visitors want to interact with museum exhibits? #musesocialâ€
historianmjs	20/03/2012	19:57	@SIAffiliates If done well, yes. If there only to be there, not so much. #musesocial
MissMLynn	20/03/2012	19:25	on converting museum staffers to social media: "We need a lobbyist" #musesocial
AuroreGiguet	20/03/2012	19:24	RT @gator_rach: @MissMLynn I don't know that it's worth the effort. Google+ is a "ghost town" with few active users. #musesocial
MissMLynn	20/03/2012	19:20	#musesocial RT @Lewmeister123 @MissMLynn What if there was a totally new SM designed to be used by solely for museum goers?
MissMLynn	20/03/2012	19:17	should museum SM be held to a higher standard that interactives? exhibits? #musesocial
gator_rach	20/03/2012	19:15	@MissMLynn I don't know that it's worth the effort. Google+ is a "ghost town" with few active users. #musesocial
MissMLynn	20/03/2012	19:11	google+ hangouts for museum visitors: yes or no? #musesocial
SIAffiliates	20/03/2012	19:08	Debating social media in exhibits. Great discussion of pros and cons. Should it be in an exhibit or no? #musesocial
MuseumCN	20/03/2012	19:08	MT @ClevelandEMP Is ur museum doing awesome things w/ social media & visitor interaction? Talk about it: <a href="http://t.co/RkavnXF3">http://t.co/RkavnXF3</a> #musesocial
MissMLynn	20/03/2012	19:08	which medium is the right medium? #musesocial
AuroreGiguet	20/03/2012	19:05	@MissMLynn Directed questions seem to elicit more responses. #musesocial
MissMLynn	20/03/2012	19:04	what works better: scheduled social media discussions, or anywhere/anytime? #musesocial
MissMLynn	20/03/2012	19:02	@AuroreGiguet why directed questions? #musesocial
AuroreGiguet	20/03/2012	19:01	That's THE question. RT @MissMLynn: how do visitors want to interact with museum exhibits? #musesocial
AuroreGiguet	20/03/2012	19:00	In my experience, directed. RT @MissMLynn: Are open-ended or directed questions more effective in exhibits? #musesocial
MissMLynn	20/03/2012	18:59	museum staffers have noticed more engagement on websites by visitors directed from social media #musesocial
AuroreGiguet	20/03/2012	18:59	For many people, yes to both. RT @MissMLynn: are museums intimidating? does social media make a museum more approachable? #musesocial
MissMLynn	20/03/2012	18:57	are museums intimidating? does social media make a museum more approachable? #musesocial
erodley	20/03/2012	18:55	@sluggernova Details, woman! We want details! #musesocial
sluggernova	20/03/2012	18:54	Great discussion going on about social media in museum exhibitions here at @Smithsonian #musesocial
MissMLynn	20/03/2012	18:47	museum staffers wonder, are open-ended or directed questions more effective in exhibits? #musesocial
MissMLynn	20/03/2012	18:37	how do visitors want to interact with museum exhibits? #musesocial
MissMLynn	20/03/2012	18:32	Social media is a low level discourse. DISCUSS #musesocial
MissMLynn	20/03/2012	18:29	social media in traveling exhibits could provide another route for direct feedback #musesocial
MissMLynn	20/03/2012	18:27	does social media in an exhibit exclude visitors who don't have SM accounts from a certain type of experience? #musesocial
MissMLynn	20/03/2012	18:16	do museum visitors expect social media in exhibits? #musesocial
MissMLynn	20/03/2012	18:15	museum staffers casually chatting about WHY social media belongs in exhibits #musesocial
shaunaedson	20/03/2012	18:03	@erinblasco What can be done with Twitter beyond starting a conversation around a hashtag for the exhibit/museum? #musesocial
Froschfrauina	20/03/2012	17:52	@erinblasco How is copyright being handled in art exhibits, when social means visitors post photos to talk about their visit? #musesocial
erinblasco	20/03/2012	17:17	Getting some colleagues together today to discuss social media IN exhibits. What questions do you have on this topic? #musesocial
MuseumCN	20/03/2012	16:42	RT @erinblasco: Tomorrow's #musesocial #Q3 is "Audiences are dead, long live community." (around 3 p.m. ET) #mw2012
MuseumCN	20/03/2012	16:42	RT @erinblasco: Tomorrow's #musesocial #Q2 "You can't measure social media success." <- should be a rich debate! #mw2012
MuseumCN	20/03/2012	16:42	RT @erinblasco: Tomorrow's #musesocial #Q1 (closer to 12:00 ET): â€œAudiences do not learn via social media.â€ (oohh controversial!)
erinblasco	20/03/2012	16:37	#Q4 for tomorrow's #musesocial chat (12-5 ET): "We don't measure engagement with an exhibition, so why do we measure it with social media?"

Twitter ID	Date	Time	Status / Tweet
wrdodger	20/03/2012	16:37	RT @erinblasco: Exciting! #MuseSocial chat will be from noon to 5 p.m. ET tomorrow. Join us! Just follow the hashtag and chime in.
erinblasco	20/03/2012	16:36	#Q4 for tomorrow's #musesocial chat: "All staff should speak on behalf of the museum on social media." #mw2012
nature_jcp	20/03/2012	16:24	RT @mobilejpop: Hey #Musesocial peeps, have you seen this one: <a href="http://t.co/Hd4YnTgw">@ragmuseumed</a> #simgoto
mobilejpop	20/03/2012	16:14	Hey #Musesocial peeps, have you seen this one: <a href="http://t.co/Hd4YnTgw">@ragmuseumed</a> #simgoto
erinblasco	20/03/2012	16:02	Tomorrow's #musesocial #Q3 is "Audiences are dead, long live community." (around 3 p.m. ET) #mw2012
erinblasco	20/03/2012	16:02	Tomorrow's #musesocial #Q2 "You can't measure social media success." <- should be a rich debate! #mw2012
erinblasco	20/03/2012	16:01	Tomorrow's #musesocial #Q1 (closer to 12:00 ET): Audiences do not learn via social media. (ooh controversial!)
erinblasco	20/03/2012	15:58	Exciting! #MuseSocial chat will be from noon to 5 p.m. ET tomorrow. Join us! Just follow the hashtag and chime in.
balpert	20/03/2012	15:35	MT @sluggernova: Join #musesocial Wacky Wednesday convo tmw - 12-5pm. Will be combined w/an onsite staff disc 3-4pm: <a href="http://t.co/VX56ZVAT">http://t.co/VX56ZVAT</a>
gator_rach	20/03/2012	15:02	Join the #musesocial discussion tomorrow at 3pm! I'll be coming to you live from @airandspace! @JHMuseumStudies #discussmuseums
MuseumCN	20/03/2012	14:35	RT @poetswritersinc Parlay your #museum visit into an idiosyncratic poem: <a href="http://t.co/EV9WOx8j">http://t.co/EV9WOx8j</a> #musesocial #musetech #artstech #poetry
museums365	20/03/2012	14:33	<3 RT @Musesocialmedia: new blogpost about the #musesocial community and using twitter and a discussion forum! <a href="http://t.co/hA49LPR7">http://t.co/hA49LPR7</a>
rocketman528	20/03/2012	14:13	RT @sluggernova: Join in #musesocial Wacky Wednesday convo tomorrow Noon-5pm. We'll make it a combo w/an onsite staff disc 3-4pm: <a href="http://t.co/WZS77WzK">http://t.co/WZS77WzK</a>
museums365	20/03/2012	14:02	RT @sluggernova: Join in #musesocial Wacky Wednesday convo tomorrow Noon-5pm. We'll make it a combo w/an onsite staff disc 3-4pm: <a href="http://t.co/WZS77WzK">http://t.co/WZS77WzK</a>
sluggernova	20/03/2012	13:58	Join in #musesocial Wacky Wednesday convo tomorrow Noon-5pm. We'll make it a combo w/an onsite staff disc 3-4pm: <a href="http://t.co/WZS77WzK">http://t.co/WZS77WzK</a>
sluggernova	20/03/2012	12:53	Very nice post MT @Musesocialmedia: new blogpost about the #musesocial community & using twitter & a discussion forum! <a href="http://t.co/h1evNugj">http://t.co/h1evNugj</a>
clairey_ross	20/03/2012	11:54	RT @erinblasco: Nice post. RT @Musesocialmedia: new blogpost about the #musesocial community and using twitter and a discussion forum! <a href="http://t.co/h6phg2gM">http://t.co/h6phg2gM</a>
MuseumCN	20/03/2012	11:43	RT @erinblasco: Nice post. RT @Musesocialmedia: new blogpost about the #musesocial community and using twitter and a discussion forum! <a href="http://t.co/h6phg2gM">http://t.co/h6phg2gM</a>
MuseumCN	20/03/2012	11:42	RT @erinblasco: Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
Museofile	20/03/2012	11:24	RT @erinblasco: Nice post. RT @Musesocialmedia: new blogpost about the #musesocial community and using twitter and a discussion forum! <a href="http://t.co/h6phg2gM">http://t.co/h6phg2gM</a>
erinblasco	20/03/2012	11:07	Nice post. RT @Musesocialmedia: new blogpost about the #musesocial community and using twitter and a discussion forum! <a href="http://t.co/h6phg2gM">http://t.co/h6phg2gM</a>
erinblasco	20/03/2012	11:03	Lively #musesocial conversation on 3/21! Metrics, communities, learning, and more. Join us. #mw2012
annieevoy	20/03/2012	04:07	What would you museum?: #MuseSocial <a href="http://t.co/ZgN7tK4K">http://t.co/ZgN7tK4K</a>
Musesocialmedia	20/03/2012	03:53	new blogpost about the #musesocial community and using twitter and a discussion forum! <a href="http://t.co/atq0ZhRB">http://t.co/atq0ZhRB</a>
Luv4SocialMedia	20/03/2012	02:45	RT @MarDixon: Social Media and Museums - #musesocial #MW2012 #socialmedia <a href="http://t.co/rKObM6wE">http://t.co/rKObM6wE</a> - What are your thoughts?
erinblasco	19/03/2012	21:29	@violet_dc That's awesome! Looking forward to seeing ya there. #musesocial
violet_dc	19/03/2012	20:19	@erinblasco My curating class is developing a social media-centered exhibit @LCSArtShow -we're looking fwd to following #musesocial this wk!
MuseumPlanning	19/03/2012	19:56	#Musesocial group, asking the "big" questions about museums and social media, <a href="http://t.co/eMmryHUD">http://t.co/eMmryHUD</a>
MarDixon	19/03/2012	19:30	Social Media and Museums - #musesocial #MW2012 #socialmedia <a href="http://t.co/MEJc6TO">http://t.co/MEJc6TO</a> - What are your thoughts?
cshteynberg	19/03/2012	17:01	RT @erinblasco: Did my best to Storify, categorize #musesocial chat here: <a href="http://t.co/AnT0Syke">http://t.co/AnT0Syke</a> I know I'm missing stuff! See ya the 21st.
delerium69	19/03/2012	16:48	@elizabethsjb Very frustrating! Institutions can't be afraid of negative patron reactions-need the feedback, even in public #musesocial
delerium69	19/03/2012	16:46	@elizabethsjb Inappropriate staff comments can be an issue-humans are going to be stupid sometimes. Still, u need trust. #musesocial
MuseumCN	19/03/2012	12:31	MT @richcherry #MW2012 don't forget - make your Hotel reservations today!! <a href="http://t.co/19gzs8C4">http://t.co/19gzs8C4</a> last chance!!! #musetech #musesocial #mtogo
erinblasco	18/03/2012	22:07	@AronAmbrosiani Just follow #musesocial on Wed here on Twitter and chime in. Times probably 12-5 pm.
MarDixon	18/03/2012	20:21	Yes! RT @erinblasco: Planning to join the #musesocial conversation on 3/21? I hope so! Love to hear from museum staff & fans alike. #mw2012
Pierre_Christen	18/03/2012	14:04	RT @outtacontext: Resist the idea that number of followers = success. Like hits in early web. Almost meaningless. #musesocial
social_mediart	17/03/2012	21:01	RT @erinblasco: Another #musesocial chat coming up on Wednesday. Join us! We're discussing museum social media learning, metrics, more. #mw2012
AronAmbrosiani	17/03/2012	20:36	@erinblasco #musesocial when, where, what? How to participate?
MuseumCN	17/03/2012	20:14	RT @erinblasco: Planning to join the #musesocial conversation on 3/21? I hope so! Love to hear from museum staff and fans alike. #mw2012
ggotsill	17/03/2012	19:55	RT @gator_rach: @erinblasco @cliffmanning museums need to invite people so barrier between visitor/expert is broken down. #musesocial #weallwanttofeelwanted
erinblasco	17/03/2012	19:50	Planning to join the #musesocial conversation on 3/21? I hope so! Love to hear from museum staff and fans alike. #mw2012
erinblasco	17/03/2012	19:48	@Museofile Agreed! It's hard not to put a bunch of stock into a metric once you've bothered to track it. #musesocial

Twitter ID	Date	Time	Status / Tweet
the_archive	17/03/2012	14:44	RT @erinblasco: Another #musesocial chat coming up on Wednesday. Join us! We're discussing museum social media learning, metrics, more. #mw2012
artemismarch	17/03/2012	14:43	RT @erinblasco: Another #musesocial chat coming up on Wednesday. Join us! We're discussing museum social media learning, metrics, more. #mw2012
museweb	17/03/2012	14:38	RT @erinblasco: Another #musesocial chat coming up on Wednesday. Join us! We're discussing museum social media learning, metrics, more. #mw2012
Museofile	17/03/2012	11:21	@erinblasco Yes, and worst trap is when what you measure becomes what matters. Re "Measure what matters" being a very hard part! #musesocial
MuseumofEmily	17/03/2012	02:56	RT @erinblasco: Another #musesocial chat coming up on Wednesday. Join us! We're discussing museum social media learning, metrics, more. #mw2012
erinblasco	17/03/2012	02:29	RT @MarDixon: Social Media and Museums - #musesocial #MW2012 #socialmedia <a href="http://t.co/zV8ofEL6">http://t.co/zV8ofEL6</a> - What are your thoughts?
unmuseum	17/03/2012	02:26	RT @erinblasco: Another #musesocial chat coming up on Wednesday. Join us! We're discussing museum social media learning, metrics, more. #mw2012
erinblasco	17/03/2012	02:21	@Museofile "Measure what matters" being a very hard part! #musesocial