

#MuseumWeek

March 24-30, 2014



Concept

- Museums and cultural institutions launch the first “Museum Week” on Twitter
- There will be one hashtag for people to follow and encourage others to join in #MuseumWeek across Europe
- Additionally, there will be specific daily hashtags/themes to join the UK conversation (see slides 5-8)
- The initiative is orchestrated by social media managers as a way to bring cultural content to more people and encourage interaction with leading museums throughout Europe
- Museums should think about sharing behind the scenes perspectives, engaging directly with people on Twitter, interacting with other museums, and providing access and a point of view that people couldn't otherwise get
- This project will develop the existing fantastic work within this sphere. #MuseumWeek will build on the success of initiatives such as [@CultureThemes](#), offering another prime opportunity for museums to engage.
- Above all, #MuseumWeek will be fun!



Benefits for museum partners

Communication

- Promote museums' social content and area expertise
- Generate positive press coverage through an innovative, inclusive social strategy

Marketing

- Encourage curiosity and drive foot traffic to museums
- Test and learn from new social approaches
- Increase awareness among a younger, social savvy audience

Community Management

- Drive engagement through creative and inherently social content
- Attract new followers by participating in an industry-wide initiative
- Create valuable coverage that can be re-purposed in marketing materials and on museum websites



Benefits for consumers

Discovery

- Discover cultural content in a new and interesting way, getting unique, behind the scenes views
- Connect directly with museums nearby and in other countries, without leaving home/office

Self expression

- Encourage people to not only consume museum content but to take part
- Share their likes and dislikes, retweet their favorite content, participate in culture-based discovery

Human connection

- Allow direct interaction with people who run some of Europe's most loved museums
- Group people by a shared interest, resulting in new relationships and ongoing content discovery
- Delight people with unexpected human connection



Suggested themes/hashtags

Day 1 - A day in the life (#DayInTheLife)

Day 2 - Test your knowledge (#MuseumMastermind)

Day 3 - Your story (#MuseumMemories)

Day 4 - Buildings behind the art (#BehindTheArt)

Day 5 - Ask the expert (#AskTheCurator)

Day 6 - Museum selfies (#MuseumSelfies)

Day 7 - Constraint drives creativity (#GetCreative)



Suggested themes

Day 1 - Day in the life

- A “Tweet report” on a typical day at the museum
- Live-tweet with the perspective of an insider, in a documentary mode: doors opening, staff arrival, guided visits, artwork decisions...
- Highlight members of staff to put a personal face on well known institutions - experts, mediators, curators, digital teams etc...
- Establish the museum as a collection of experts, bringing a more informal feel to collections that may be difficult for people to access

Day 2 - Test your knowledge

- Social media manager ask questions, propose riddles and create quizzes (1 per hour/day)
- What famous painting is this from, which city is portrayed in this painting, what year was this painted?
- Educate while entertaining and encouraging friendly competition
- Encourage sharing through questions and replies
- Consider giving away small prizes to winners (free pass to museum, etc)



Suggested themes

Day 3 - Your story

- Encourage people to share their stories - favorite museums, most memorable visits, favorite works of art and artists
- Focus on easy ways that people can get involved
- Consider lining up well known museum supporters to share their stories, why they love the museum
- Target visitors, friends of the museum, influencers, art fans at work/home, other museums, museum employees

Day 4 - Buildings behind the art

- Focus on the museum itself - the structure, the architecture, the history
- Share facts, trivia, historic images, anecdotes from the museum's history
- Focus on hidden gems of the museum - rooms, decoration, character, features
- Ask people to share photos of themselves at the museum

Day 5 - Ask the expert

- Coordinate a Twitter Q&A with a museum expert (i.e. curator) who can talk about the current collection or museum in general. Start collecting questions early in the week and answer them all on the 28th



Suggested themes

Day 6 - Museum Selfies

- 2013 became the year of the selfie, and so far in 2014 the trend has shown no sign of fading.
- We want people to get creative and tweet their #MuseumSelfies.
- This could range from people tweeting their selfies from within the museum space to getting involved from home or on the move with their own cultural interpretation.

Day 7 - Constraint drives creativity

- Challenge people to be creative in 140 characters, encourage personal involvement
- Ideas could include asking people to reenact their favorite paintings and tweet a picture, tweet new titles for historic pieces of art, summarize a period of art in 140 characters or with a Vine video, provide their own guided tour of a collection through a tweet or Vine video



Twitter's support

Before #MuseumWeek

- Verify the primary museum Twitter account if it's not already verified
- Answer questions either about the #MuseumWeek initiative or about using Twitter in general
- Share Twitter best practices that are specific to museums
- Promote your museum as part of the #MuseumWeek initiative (on the Twitter local blog, through Twitter accounts)
- Provide creative ideas on how your museum can get involved

During #MuseumWeek

- Be on hand to answer questions throughout the week
- Retweet the best content from the local Twitter account
- Potentially highlight some of the most interesting content in a final blog post on the initiative

After #MuseumWeek

- Provide statistics on how the #MuseumWeek campaign performed



Next steps

- **By March 4** - Confirm participation in #MuseumWeek (need confirmation by this date for inclusion in PR outreach)
- **March 6** - Announce #MuseumWeek initiative, including participating museums and suggested themes (post on TwitterUK blog)
- **March 23** - Final possible date for museums to confirm their inclusion. Blog Post from TwitterUK that looks ahead to #MuseumWeek
- **Week of March 24** - Ongoing #MuseumWeek activities
- **March 31** - Share review of #MuseumWeek initiatives on TwitterUK blog



Thank you!

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