



# Social Media

Communicating  
heritage with social  
media

100%

- 100%





# Response to pandemic

---

Paradoxically, even with their doors shut, museums have never been more accessible. The offer of virtual tours, collections, videos and conferences is immense, and it is growing every day. It is as if the COVID-19 outbreak triggered innovation beyond digital solutions that overarch to supporting community resilience. Smaller museums without state-of-the-art technology are demonstrating outstanding resilience by finding other ways to reach their publics, sometimes with something as simple as a hashtag. Our field is being forced to change at an accelerated pace. We have the opportunity and the power to make the end of this story better than it can otherwise be.

Suay Aksoy President ICOM

<https://icom.museum/en/covid-19/>





International Museum Day - ICOM  
@internationalmuseumday

Home

About

Photos

Reviews

Videos

Posts

Community

Events

Create a Page



Like Following Share

Photos



4.7 4.7 out of 5 - Based on the opinion of 39 people

Community See all

- Invite your friends to like this Page
- 18,852 people like this
- 21,281 people follow this
- Simone Fernandes and 27 other friends like this or have checked in
- 90 check-ins

About See all



# Digital Attitudes and Skills for Heritage Survey

## Sector needs during lockdown

- Marketing and communications - 27%
- Creating content - 26%
- Community - 18%
- Strategy - 11%
- Events and activities - 8%
- eLearning - 7%
- Working online - 2%
- Data - 1%



# Audience Engagement – Per/Post-COVID World

- Start with a simple plan with attainable goals
  - Go one week at a time to plan, then build from there
  - Experiment, try new platforms and the crazy fun ideas you always had
  - Go for a checklist – more adaptable
  - Look at results – can influence a final digital strategy

<https://twitter.com/erinblasco/status/1240601838304534529>





Barbados Museum & Historical Society  
@barbadosmuseum

- Home
- About
- Events
- Photos
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- Community
- Groups
- Reviews
- Posts
- Donate
- Email signup
- Create a Page

Like · Following · Share · More

Posts

**Barbados Museum & Historical Society**  
18 May · 🌐

We are excited to launch a process of community engagement and consultation in reimagining and revitalizing the BMHS permanent exhibits on natural history, social history and cultural heritage!

We invite all Barbadians at home and abroad to join on us on this journey over the next several months.

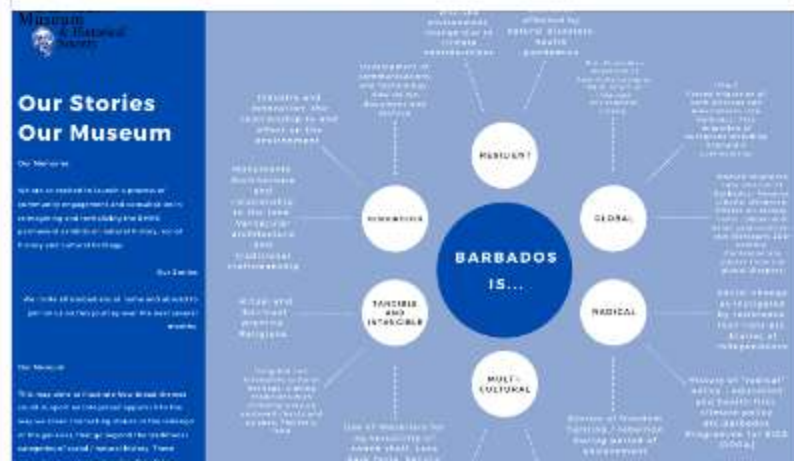
Why a mind map?

A mind map allows for proposals to be presented in a visual way, with an emphasis on ideas shifting as discussions grow. The map can change as new ideas are added.

What does the map show?

This map aims to illustrate how broad themes could support an integrated approach to the way we share connecting stories in the redesign of the galleries, that go beyond the traditional categories of social / natural history. These examples are not an exhaustive list of the possible intersections, but aim to be a point of discussion for a new design approach.

For more information and to submit your suggestions, email:  
ourstoriesourmuseum@barbmuse.org.bb



Contact Us · Send Message

Community

See all

- Invite your friends to like this Page
- 5,882 people like this
- 6,223 people follow this
- Catherine Anne Cassidy and 9 other friends like this or have checked in
- 2,563 check-ins

About

See all



- St Ann's Garrison (6.778.61 km) BB14038 Bridgetown, Barbados
- Get Directions
- +1 246-538-0201
- Send message
- www.barbmuse.org.bb
- Community museum · Civilisation museum · Education
- Price range £
- Opens at 08:00
- Closed now
- Suggest Edits

Page transparency

See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created 16 June 2009

YOUR PAGES · SEE ALL

- Smart History
- Open Virtual Worlds
- C U P I D O: Digital H...

CONTACTS

- David Heaney
- Satguru Travels
- Aakash Kulkarni
- Carys Adamson
- Muzou Etnografic
- Esmeralda Giggleswick
- Doug Diamond
- Solo Traveller
- Kate Oxfordmarxist
- Mandi Tourism
- Rosa Rice
- Jimmy Hay
- Lesley Edwards

GROUP CONVERSATIONS

- Catherine, Skúli, Anna

- Pandemics and social media
- **Taxonomy of social media**
- Digital asset management
- Licensing and IP
- Facebook
  - Pages
  - Feeds
  - Groups
  - Live!
- Creative responses to the pandemic





# Taxonomy of Social Media

- Social Connect
  - Facebook
  - Discord
  - LinkedIn
  - WhatsApp
- Social Feeds
  - Twitter
  - Instagram
  - TikTok
- Social Archive
  - Tumblr: blogging
  - Flickr: images
  - Pinterest: images
  - Vimeo: video
  - YouTube: video
  - Soundcloud: sound
  - Sketchfab: 3D models
  - Roundme: spherical images



Am Baile - Highland  
History and Culture

@ambaile

Home

About

Photos

Contact

Videos

eBook Service

Library Catalogue

Digital Magazines

Posts

Events

Community

Create a Page



Like

Following

Share

...

Send Message

Create post



Write a post...



Photo/Video



Tag friends



Get messages



Photos



Community

See all

Invite your friends to like this Page

29,510 people like this

30,771 people follow this

David Heaney and 34 other friends like this



About

See all

01349 781148

Send message

www.ambaile.org.uk

Education website

Suggest Edits



Page transparency

See More

Facebook is showing information to help you better understand the managers of this Page. Some information taken by...

-  Home
-  Explore
-  Notifications
-  Messages
-  Bookmarks
-  Lists
-  Profile
-  More

**Tweet**

 Open Virtual ...  
@StAndrewsUVW



**Open Virtual Worlds**  
@StAndrewsUVW

#museumsthoma research group at @StAndrews University of St Andrews  
@univofstandrews #rtronic #virtual #digital #dscanning sister company  
@amanhistoryou

@univofstandrews [openvirtualworlds.org](https://openvirtualworlds.org) joined June 2012

1,719 Following · 885 Followers

Tweets Tweets & replies Media Likes

You Retweeted

 **Lyth Arts Centre** @LythArtsCentre · 17h

Our pals @Timespan recently released their fantastic new online exhibition 'Real Rights'. It is a great resource for education and exploration around the political ideologies and colonial legacies that have shaped the Highlands.

 **Timespan** @Timespan · May 25

REAL RIGHTS is open 🎉🎉🎉 Mine a wealth of information about the history of our parks, from botanical specimens and environmental warfare to colonial legacies and the gender division of the fishing industries >>> [timespan.org.uk/programme/exhibi...](https://timespan.org.uk/programme/exhibitions)

You Retweeted

 **Society of Antiquaries of Scotland** @socantiscot · 19h

For centuries, the powerful MacDonald chiefs were inaugurated as lords of the Isles at an ancient settlement on Loch Binnlagan, Ile *(Shetland)*.

Now, virtual visitors can take a tour of their medieval residence as it may have looked in the 15th Century: [bit.ly/3Q34D9X](https://bit.ly/3Q34D9X)



You and 4 others



**You might like**

 **Huawei**   
@huawei  
Promoted

 **IIT Bombay ACM SIGCSE**  
@SIGCSE\_IITB  
Follow you

 **Storywalking**  
@walkstory...  
Follow you

Show more

**What's happening**

More news · Last night

**Suspect identified in disappearance of Madeleine McCann**

Trending in United Kingdom  
**#AllLivesMatter**  
3,644 Tweets

Trending in United Kingdom  
**RIP Dennis**

Celebrity · Yesterday

**Loa Michele Issues apology after accusations from former Glee co stars**

Trending in United Kingdom  
**Roger Daltrey**

Show more

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openvirtualworlds

Follow

8 posts

35 followers

215 following

## Open Virtual Worlds

We create digital platforms to make #museumathome real. Reconstructions, virtual tours and 3d galleries make natural and cultural heritage accesible.

[facebook.com/events/s/heritage-at-home-edinburgh-154/1114061242283075/?ti=as](https://facebook.com/events/s/heritage-at-home-edinburgh-154/1114061242283075/?ti=as)

POSTS

TAGGED



# TikTok

- Short Videos
  - Lip sync 3-15 seconds
  - Looping video 3 - 60 seconds
- Creation through the mobile application
- Younger audiences
- Time Pearce - snail jokes at the Carnegie Museum of Natural History
  - Light-hearted nature of the videos
  - Took off when moved his videos to TikTok





+ New video

## Videos

22 items

+ New folder



Date modified ▾ ↓

Helmsdale 1890  
7 days agoIron Age Roundhouse 500BC-500A...  
8 days agoScanned Objects - Skriðuklaustur  
a month ago

Filmmaker's Guide to the Scottish Highlands



Helmsdale



The Skriðuklaustur

Home

Videos

Create

Live events

&gt; Showcases

## Vimeo Pro

Powerful privacy  
options and analytics.

Upgrade

Quota 0 of 5GB ⓘ

Upgrade





Home



Trending



Subscriptions



Library



## World Heritage

UNESCO • Updated yesterday

Yakushima (UNESCO/NHK) • 2:24

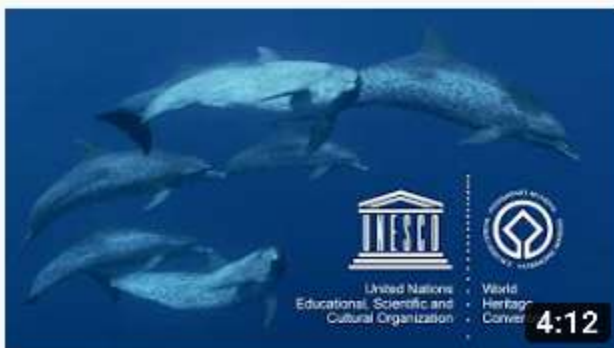
Wooden Churches of Maramureș (UNESCO/NHK) • 2:55

[VIEW FULL PLAYLIST](#)

## World Heritage explained - animated short about the UNESCO World Heritage Convention (English)

ÖUK Österreichische UNESCO-Kommission • 22K views • 10 months ago

Many people have heard about World Heritage. But what is it exactly? And what's the idea behind it? It is commonly known that ...



## UNESCO's Marine World Heritage

UNESCO • 12K views • 5 years ago

UNESCO's **World Heritage** Marine Programme takes you on a journey to three exceptional World Heritage marine sites: ...



## UNESCO Convention on the Protection of the Underwater Heritage

UNESCO • 29K views • 10 years ago



EU-LAC-3D PRO St Andrews, Scotland

EU-LAC-MUSEUMS 3D Workshops

EDIT PROFILE

137 Followers

47 Followings



SUMMARY

207 MODELS

COLLECTIONS

144 LIKES

UPLOADS

POPULAR 3D MODELS

View all (207)



Bica romana - Ro... 181 0 13



Estatueta de terrac... 87 0 5



Estátua de bronze ... 108 0 8



Hoc Water Bottle 10/ 0 7



Vasija tripode jagu... 100 0 5



Emigrants doll 13/ 0 6



Knitting Belt 9 0 6



Artillery Shell 59 0 5



Black Bear Skull 7/9 0 5

ABOUT

The EU-LAC MUSEUMS project is funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 693669.

CATEGORY

Individual / 3D Scanning Enthusiast

WEBSITE

<http://eu-lac.org>

MEMBER SINCE

September 8th 2016

STATS

13.0k views

360 likes

303.9M triangles

154.5M vertices

SKILLS

3D Reconstruction

Blender

GIMP

Maya

Mudbox

Photogrammetry

Photoshop

SketchUp

Unreal





PUBLISHED 0 DRAFTS 0 GALLERIES 1 STOCK 0 FOLLOWERS 2 FOLLOWS 0 ABOUT



Helmsdale Curing Yard  
Helmsdale, UK



Longhouse Farming  
Settlement  
Highland Council, UK



Iron Age Roundhouse  
Highland Council, UK



Skriðuklaustur Medieval  
Augustinian Settlement  
Eastern Region, Iceland

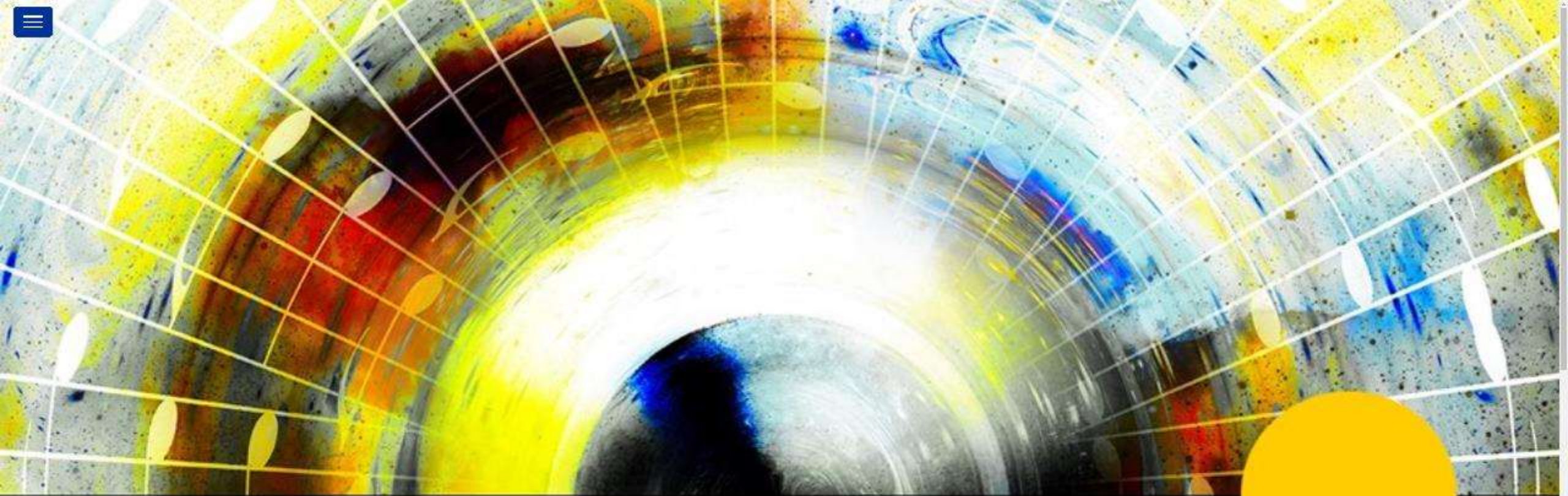






- Pandemics and social media
- Taxonomy of social media
- **Digital asset management**
- Licensing and IP
- Facebook
  - Pages
  - Feeds
  - Groups
  - Live!
- Creative responses to the pandemic



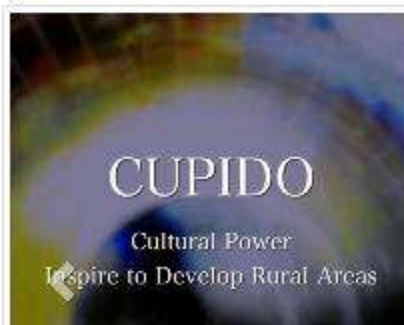


LOGIN

UPLOAD

CUPIDO

## EXHIBITS





# Movable Heritage Upload Form

Form Type	<div>Movable Heritage</div>		
Name:	<div>Name</div>		
Media:	<div>Biscuit Box</div>	Primary Media:	<div>Biscuit Box</div>
	<div>Add Media</div>		<div>Refresh List</div>
Subject:	<div>Culture</div>		
Tags:	<div></div>		
Description:	<div>Description</div>		
Maker/Creator:	<div>Person, Organization or Culture</div>	Creation Date:	<div>Date or Era of Creation</div>
Material:	<div>The material the object is made of</div>		
Source:	<div>Information source</div>		
References:	<div>References</div>		
Size:	<div>width</div>	<div>height</div>	<div>depth</div> <div>cm</div>
Language:	<div>English</div>		

Location:



Current:	<div></div>	<div>Latitude</div>	<div>Longitude</div>
Origin:	<div></div>	<div>Latitude</div>	<div>Longitude</div>
Find:	<div></div>	<div>Latitude</div>	<div>Longitude</div>



File:

Drag & drop files here ...

Select files... [Browse ...](#)

URL:

Sketchfab or Roundme embed URL for objects

Reporting Period:

Reporting 1

Name:

Title

Type:

3D Objects

Format:

Select of Format

Layers:

Nothing selected

Media Creator:

Media Creator

License to End User:

In Copyright (InC)

Media Creator URL:

URL

[License Chooser](#)

Source:



- Pandemics and social media
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<https://www.youtube.com/static?template=terms>

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Creative Commons licences provide a standard way for content creators to grant someone else permission to use their work. YouTube allows users to mark their videos with a Creative Commons [CC BY](#) licence.

If you've marked your video with a CC BY licence, you retain your copyright and other users get to reuse your work subject to the terms of the licence.

## Creative Commons on YouTube

All users have the ability to mark uploaded videos with a Creative Commons licence.

The standard YouTube licence remains the default setting for all uploads. To review the terms of the standard YouTube licence, please refer to our [Terms of Service](#).

Because Creative Commons licences are for your original content, you cannot mark your video with the Creative Commons licence if there is a [Content ID claim](#) on it.

By marking your original video with a Creative Commons licence, you are granting the entire YouTube community the right to re-use and edit that video.

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- Your originally created content
- Other videos marked with a CC BY licence
- Videos in the [public domain](#)

# Overview

- Pandemics and social media
- Taxonomy of social media
- Digital asset management
- Licensing and IP
- **Facebook**
  - Accounts
  - Pages
  - Posts
  - Groups
  - Live!
- Creative responses to the pandemic



-  Alan Miller
-  News Feed 
-  Messenger
-  Watch 
-  Marketplace
- Shortcuts
-  The Viking Way 9
-  Smart History 9
-  Open Virtual Worlds 9
-  CUPIDO: Digital... 9
-  See more...
- Explore
-  COVID-19 Informat... 9
-  Pages 9
-  Events 2
-  Groups 9
-  See more...

 **Christy Moore** 34m · 

Dear Listeners, Here's a few more songs. Keep the requests coming. Thanks for listening. Christy ...



   You and 634 others 98 comments 130 shares

 Like  Comment  Share 

 **Killybegs History and Heritage** 13m · 
















**Fun Generation USB One**  
thomann.de  
Still no deal? Buy now: Fun Generation USB One for £16.90



English (UK) · English (US) · Polski · Español · Português (Brasil) 


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Chat (187)    



- Manage Page
-  Open Virtual Worlds
-  Home
-  Inbox  
16 new comments
-  Events
-  COVID-19 business resources
-  Manage jobs
-  Notifications  
74 new
-  Insights
-  Publishing Tools
-  Ad Centre
-  Page quality
-  Edit Page Info
-  Page settings






**Open Virtual Worlds**  
Digital creator

Edit Send Message

Home Events Groups Photos More




Promote View as visitor





**Upcoming live videos** See all




Today at 14:00  
**Heritage at Home: The Lords of the Isles**  
Tune in to watch live

Create Post

 Photo/Video  Check in  Feeling/Activity

Create  Live  Event  Offer  Job ...

Album **St Kilda Photosphres**

 Open Virtual Worlds added 26 new photos in St Kilda, Scotland  
7 mins



# Heritage Studio

Private group · 82 members



Invite



About Discussion **Units** Announcements Rooms Members Media Files



UNIT 1 - Optional

Virtual tours: how to make heritage journeys



Recording of virtual tours workshop



Virtual Tours.pdf



1

Seen by 31



Like



Comment

## Units

The units on this page align with the online workshops on digital preservation and promotion of heritage. Unit1 Virtual Tours Unit 2 Virtual Galleries... [See more](#)

## Progress

0 of 0 required units completed



UNIT 2 - Optional

Virtual galleries: how to make digital exhibits



Workshop for the Virtual Galleries Unit



2

Seen by 30



Like



Comment



Events · Edit an event

Edit an event

Open Virtual Worlds

Event host · Public Event

☒ Online event

Location

Online event

The location that you enter will set the time zone and help people nearby find your online event. It won't be shown on the event.

Start date

4 June 2020

Start time

14:00

End date

4 June 2020

End time

15:00

Event name

Heritage at Home: The Lords of the Isles


Description

Discover the medieval residence of the Lords of the Isles at Finlaggan on Islay. Join us on Thursday at 2pm for a tour of our recent reconstruction of Finlaggan as it may have appeared in the fifteenth century, and a discussion of the remarkable history and archaeology of Islay.

Joining us as guests are: Dr David Caldwell (author of 'Islay: The Land of the Lordship'), Dr Andrew McDonald (author of 'The Kingdom of the Isles' and 'The Sea Kings'), and Dr Alan McNiven (author of 'The Vikings of Islay').

Update

Desktop preview



4

4 JUNE 2020 AT 14:00 - 15:00

**Heritage at Home: The Lords of the Isles**

Online event

About

Discussion

Interested

Going

Invite

Share

More

**Details**

4 June 2020 at 14:00 - 15:00

Public · Hosted by Open Virtual Worlds, Armadale Castle, Gardens & Museum of the Isles, Skye, University of St Andrews, Finlaggan Trust and Smart History

Online event

Discover the medieval residence of the Lords of the Isles at Finlaggan on Islay. Join us on Thursday at 2pm for a tour of our recent reconstruction of Finlaggan as it may have appeared in the fifteenth century, and a discussion of the remarkable history and archaeology of

**Go with friends**

0

GOING

0

INTERESTED

[See all](#)

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Facebook © 2020

+ [Icon]



- Manage Page
- Open Virtual Worlds
- Home
- Inbox (21 new comments)
- Events
- COVID-19 business resources
- Manage jobs
- Notifications (82 new)
- Insights
- Publishing Tools
- Ad Centre
- Page quality
- Edit Page Info
- Page settings



# Open Virtual Worlds

Digital creator

Edit Send Message

Home Events Groups Photos More

Promote View as visitor

## Happening Now

See all



The Finlaggan Trust welcomes participation in a Virtual Tour of Finlaqq...

40

## Insights

See all

Last 28 days: 7 May - 3 Jun

People reached 15,500 (+111%)

Post engagements 6,381 (+204%)

Page likes 328 (+136%)



Create Post

Photo/Video Check in Feeling/Activity

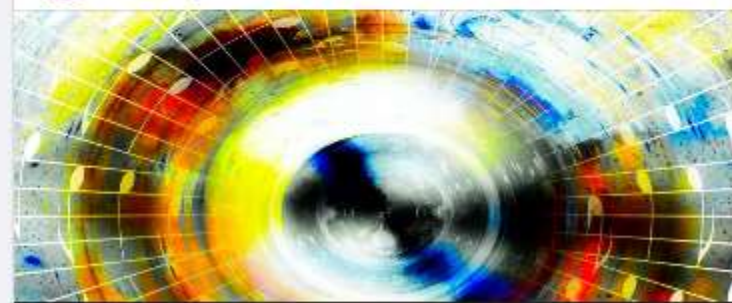
Create Live Event Offer Job

## PINNED POST



Open Virtual Worlds

15 mins



Interreg University of St Andrews 1413 XPONORTH

TODAY AT 16:00 Session 3: Social Media: Connecting with Heritage 7 going · 15 interested

14 People reached 1 Engagement Boost Event

# Overview

- Pandemics and social media
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- **Creative responses to the pandemic**



# Empathetic Engagement

- Support & collaborate with other organisations that have capacity to do more than you - sharing is as important as creating
- Join in on global movements
  - #museumsathome, #collectionsunited, #localmuseumsunite, #museumofme, #creepycollections
- Stimulate engagement and conversations, but be responsive
  - Even @TheMERL is quiet the last few days
- Be sensitive to the world around you, no tone-deaf posts
- "zombie identity" - look at and remove/realign irrelevant initiatives

<https://www.peakexperiencelab.com/blog/2020/3/25/empathetic-audience-engagement-during-the-apocalypse>



# People looking for – Social Connection

- Viewing Parties
  - Netflix viewing parties, Facebook Viewing Party
- Live Streams with chats
  - Monterey Bay Aquarium on Twitch using live cams & Animal Crossings
  - CINE project live tour of monastery ruins with associated 3D models, virtual reconstruction, drone footage
- Matching historical content to the times
  - Connecting emotions now with those in the past

<https://www.digitaltrends.com/gaming/aquarium-animal-crossing-tours/>

Home Videos Clips Followers

10:23:30 [lilydublagan88](#) @synae as funny XD I'm loving this stream! hope you're doing good!

10:23:30 [@Quesadilla](#) @calamityLOVE THE IDEA OF THE STREAM!

10:23:37 [@xastrophys](#) its atmospheric too

10:23:59 [myke\\_](#) this is the coolest stool!

10:24:03 [relapst](#) oh I never realized that about dim metersome, mikes sense!

10:24:45 [@xan010water](#) its spooky as we can see the ghosts of those fished

10:24:48 [midlowlin](#) Antlers shed

10:24:50 [chrharvey](#) Antlers are located in and don't fall off Antlers are bone and fall off

10:25:03 [@calamityLOVE](#) @xastrophys/here

10:25:03 [@DQuangBier](#) thank you guys for the kind words! 🍷

10:25:20 [Wes\\_Fish](#) Antlers are made out of ants

10:25:58 [pure\\_bread\\_doge](#) nails vs bones?

10:26:02 [@Madling](#) 🐾 antlers are different than horns

10:26:08 [@xastrophys](#) Antlers get shed right? Horns stay on?

10:26:11 [chrharvey](#) And whale balloon

10:26:21 [aprilion](#) @madling

10:26:27 [Blep\\_fox](#) antler from 🐾

10:26:37 [runningwater0](#) "ow"

10:26:54 [cherryflavour](#) 🐾

10:26:40 [@Elkocornen](#) Nature is bananas

10:26:43 [@Quesadilla](#) my friend shared the stream on our group chat and my eyes just widen... LOL

10:26:45 [convexator](#) you know, maybe it would be just

10:26:46 [angelsdentier](#) wosh cool

10:26:49 [madman275](#) And Ours! 🐾

# People looking for – Personal Growth

- Children's activities
  - Activities, expanding on in-museum engagement
  - NHM – by topic (dinosaurs, crafting, gardening etc.) free & downloadable
- New skill facilitation/creation
  - #timetomend (physical, therapeutic, sustainable) - Climate Museum UK
  - #kindnessbypost – Letter Writing skills – Postal Museum
  - #IsolationCreations – Ashmolean Museum
- Lectures – short & fun with experts
  - Cocktails with a Curator – The Frick Collection on Youtube
  - Heritage at Home series – discussions with panel of experts, Q&A

<https://www.postalmuseum.org/blog/letter-writing-activities-in-lockdown/>

<https://climatemuseumuk.org/2020/03/13/timetomend/>

<https://www.nhm.ac.uk/take-part/try-this-at-home.html>

[https://www.frick.org/interact/miniseries/cocktails\\_curator](https://www.frick.org/interact/miniseries/cocktails_curator)

<https://www.facebook.com/OpenVirtualWorlds/>

<https://www.ashmolean.org/isolationcreations>





Cocktails with a Curator: Barbet's 'Angel'



Watch later



Share



## Cocktails with a Curator: Barbet's 'Angel'

May 29, 2020

# People looking for – Making a difference

- Not strictly audience engagement, but will help the public to know your values
  - Makers to givers - #Masks4all
  - Museums gardens growing food for local food banks, how-to guides to start your own food garden - Old Salem Museum and Gardens

<https://masks4all.co/>

<https://www.oldsalem.org/>

# People looking for – Stress Relief

- To look forward to or engage in
  - #DougieDraws - CPKMuseums
  - #hastagthecowboy - Nat'l Cowboy Museum
  - #MetTwinning - The Metropolitan Museum of Art

<https://www.artuk.org/discover/curations/dougiedraws>

<https://twitter.com/ncwhm>

<https://www.theartnewspaper.com/interview/the-metropolitan-museum-of-art-has-gained-almost-200-000-social-media-followers>





**Culture Perth & Kinross Museums** @CPKMuseums · Mar 26



Presenting Danu, Mother of the Gods by JD Fergusson. Recreated in Paint for [#DougieDraws](#)

Fergusson based this painting on Margaret Morris, wearing a costume she had designed.

Find out more [ow.ly/nO9F50yU5Oe](https://ow.ly/nO9F50yU5Oe)

[@artukdotorg](#) [#ArtUKHomeSchool](#)





**Nat'l Cowboy Museum**  @ncwhm · Apr 2

Morning! This may be my first rodeo in the social media but I've been going to rodeos since I was a kid. My first rodeo was probably when the National Finals Rodeo was still in Oklahoma. My latest rodeo was just now in our American Rodeo Gallery. [#HashtagTheCowboy](#) Thanks, Tim



 88

 178

 6.5K







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We are truly blown away by the sheer creativity and fun behind each of these posts. Thank you for keeping us smiling for the fourth week in a row!

Want to be featured next? Re-create a work from our collection and post it with #MetTwinning.

👤 @russell.the.corgi, @pointeshew, @eliseverhoevenfashion, @jevijoe, @sassyarthistory, @armccurdy, @brianmonetti

4w



blairvultzelarke @contagirl3



Liked by katherine\_boon27 and 94,468 others

APRIL 26

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