



Social Media

Communicating
heritage with social
media

Overview

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



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






international
council
of museums

Museums for Equality:
Diversity and Inclusion

INTERNATIONAL
MUSEUM DAY

18
may 2020



 Liked  Following  Share ...

Photos





Museums for Equality:
Diversity and Inclusion






INTERNATIONAL
MUSEUM
DAY

18
may 2020



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

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Events

Photos

Videos

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Reviews

Posts

Donate

Email signup

Create a Page

Liked Following Share

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

5,692 people like this

6,223 people follow this

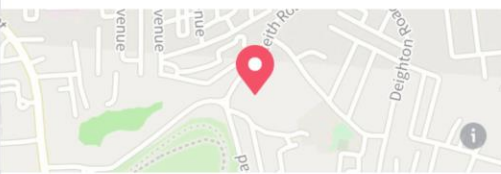
Catherine Anne Cassidy and 9 other friends like this or have checked in



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 09:00

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 9

Open Virtual Worlds 9

C U P I D O: Digital H... 9

CONTACTS

David Heaney

Satguru Travels

Aakash Kulkarni

Carys Adamson

Muzeu Etnografie

Esmerelda Giggleswick

Doug Diamond

Solo Traveller

Kate Oxfordmarxist

Mandi Tourism

Rosa Rice

Jimmy Hay

Lesley Edwards

GROUP CONVERSATIONS

Catherine, Sküli, Anna

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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



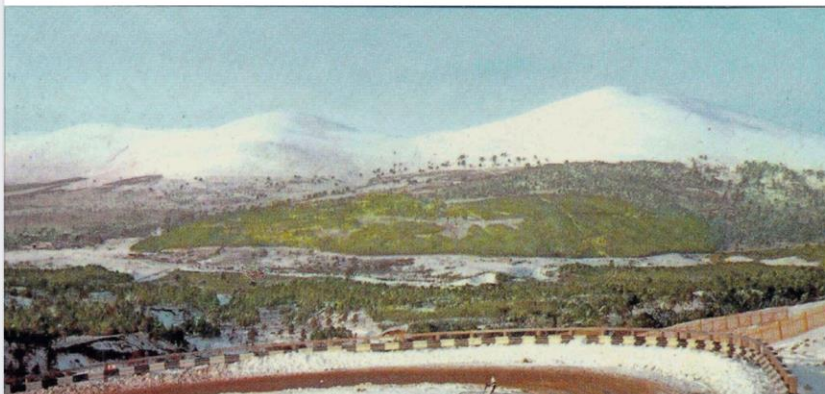
Tag friends



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 purpose of a Page. See actions taken by

Open Virtual Worlds
1,680 Tweets



Edit profile

Open Virtual Worlds
@StAndrewsOVW


#museumathome research group at @StAndrewsCS University of St Andrews
@univofstandrews #vr #drone #virtual #3ddigital #3dscanning Sister company
@smarthistoryeu

@univofstandrews 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 29

REAL RIGHTS is open 🎉🎉🎉 Mine a wealth of information about the history of our parish, from botanical specimens and environmental warfare to colonial legacies and the gender division of the fishing industries >>> timespan.org.uk/programme/exhi...


5 9

You Retweeted

 Society of Antiquaries of Scotland @socantscot · 19h

For centuries, the powerful MacDonald chiefs were inaugurated as Lords of the Isles at an ancient settlement on Loch Finlaggan, Ile (#Islay).

Now, virtual visitors can take a tour of their medieval residence as it may have looked in the 15th Century: bit.ly/3034DzX




You and 4 others


20 66

You Retweeted

Search Twitter




You might like

 Huawei @Huawei


Follow

Promoted

 IIT Bombay ACM SIGCHI... @SIGCHI_IITB

Follow

Follows you

 Storywalking @walkstori...

Follow


Follows you

Show more

What's happening

World 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

Lea Michele issues apology after accusations from former Glee co-stars



Trending in United Kingdom

Roger Daltrey

Show more

Terms Privacy policy Cookies Ads info More
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Open Virtual ...
@StAndrewsOV...



openvirtualworlds

Follow

8 posts

35 followers

215 following

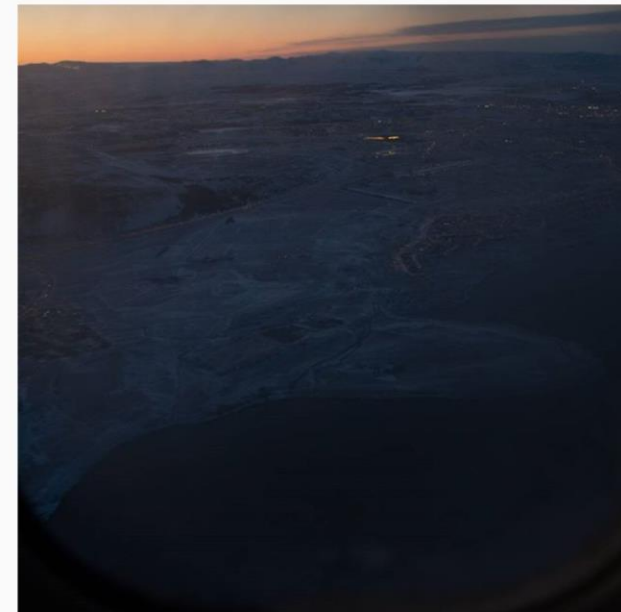
Open Virtual Worlds

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

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

Cean

02:00



Helmsdale

01:23



00:54



Home



Videos



Create



Live events



> 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...

181013




Estatueta de terrac...

8708




Estátua de bronze ...

40808




Hot Water Bottle

10707




Vasija trípode jagu...

10006




Emigrants doll

13706




Knitting Belt

7906



Artillery Shell

5905



Black Bear Skull

27905

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

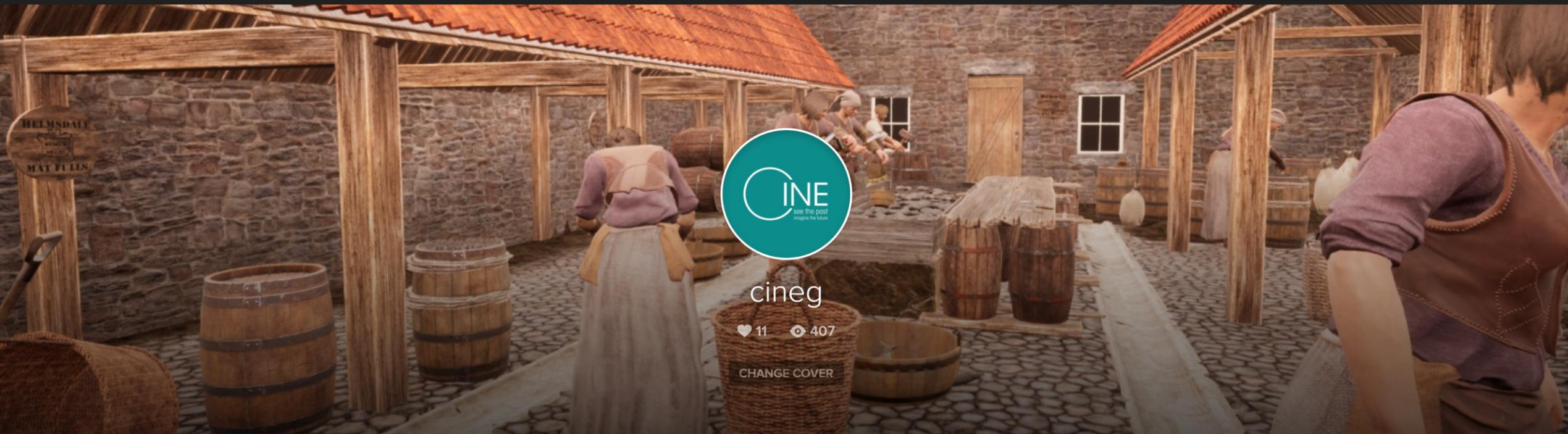
September 8th 2016

STATS

- 13.0k views
- 360 likes
- 303.9M triangles
- 154.5M vertices

SKILLS

- 3D Reconstruction
- Blender
- GIMP
- Maya
- Mudbox
- Photogrammetry
- Photoshop
- SketchUp
- Unreal



cineg

❤ 11 👁 407

CHANGE COVER

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



Helmsdale Curing Yard

Helmsdale, UK



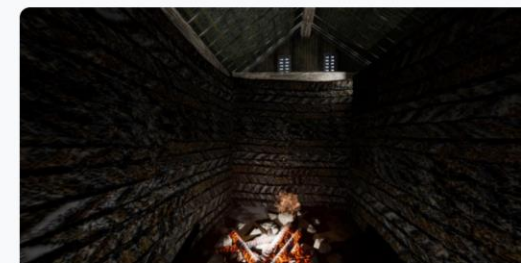
Longhouse Farming Settlement

Highland Council, UK



Iron Age Roundhouse

Highland Council, UK



Skriðuklaustur Medieval Augustinian Settlement

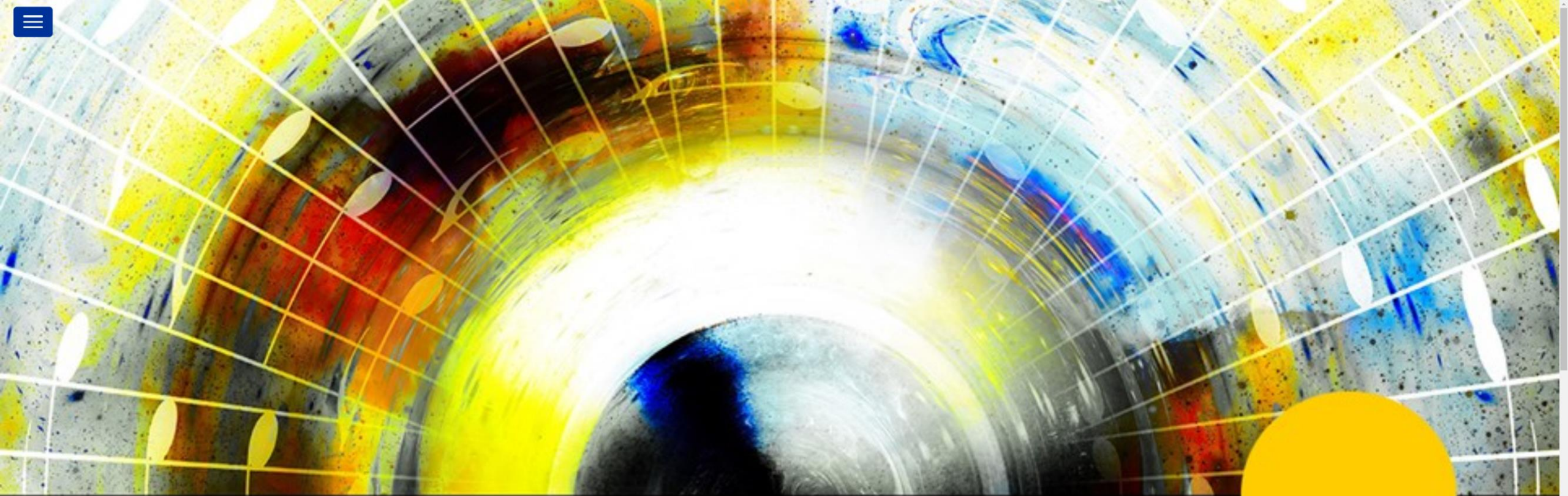
Eastern Region, Iceland



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- Creative responses to the pandemic



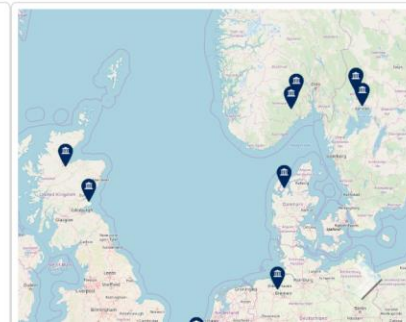


LOGIN

UPLOAD

CUPIDO

EXHIBITS





Movable Heritage Upload Form

Form Type

Movable Heritage

Name:

Name

Media:

Biscuit Box

Add Media

Primary Media:

Biscuit Box

Refresh List

Subject:

Culture

Tags:

Description:

Description

Maker/Creator:

Person, Organization or Culture

Creation Date:

Date or Era of Creation

Material:

The material the object is made of

Source:

Information source

References:

References

Size:

width

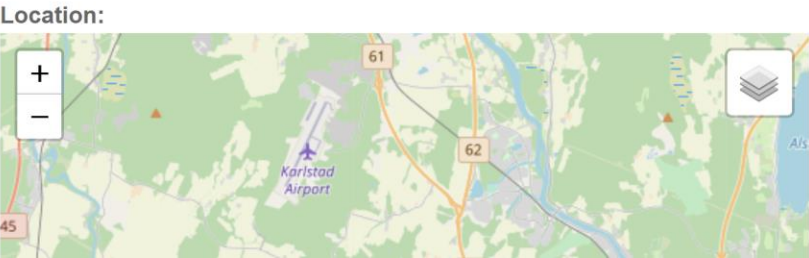
height

depth

cm

Language:

English



Current:

☒

Latitude

Longitude

Origin:

☐

Latitude

Longitude

Find:

☐

Latitude

Longitude

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:

Overview

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<https://www.facebook.com/legal/terms>

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.



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<https://www.youtube.com/static?template=terms>

Creative Commons

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.

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What's eligible for a Creative Commons licence

Please understand that you may only mark your uploaded video with a Creative Commons licence if it consists entirely of content that can be licensed by you under the CC BY licence. Some examples of such licensable content are:


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

Overview

- Pandemics and social media
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- **Facebook**
 - Accounts
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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
Link



Virtual Tours.pdf
File



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 Gallerie... [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
Link



2

Seen by 30



Like



Comment



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 JUNE 2020 AT 14:00 - 15:00

Heritage at Home: The Lords of the Isles

Online event

About

Discussion

Interested

Going

Invite

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

See all

0 GOING 0 INTERESTED



- 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



LIVE 180

facebook.com/OpenVirtualWorlds #HeritageAtHome

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

40

Insights

Last 28 days: 7 May - 3 Jun

People reached15,500111%

Post engagements6,381204%

Page likes328136%

Create Post

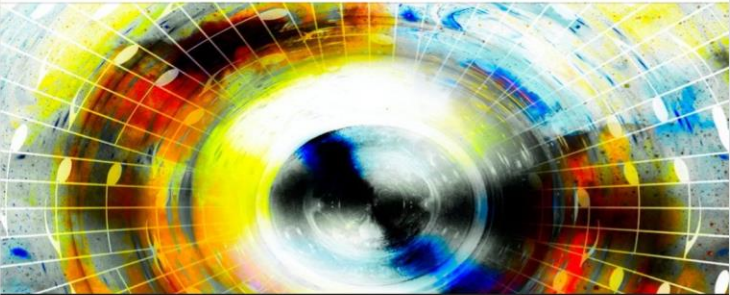
Photo/Video Check in Feeling/Activity

Create Live Event Offer Job

PINNED POST

Open Virtual Worlds

15 mins



Interreg North Sea Region CURIO

University of St Andrews

FOUNDED 1413

HITE

XPONORTH

TODAY AT 16:00

Session 3: Social Media: Connecting with Heritage

7 going · 15 interested

14 People reached1 EngagementBoost Event

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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/>

RECOMMENDED CHANNELS ←|



MontereyAq

Home Videos Clips Followers

	cypherofytr The Sims 4	150
	SmiteGame Smite	15K
	CohnCarnage Deliver Us The Moon	4.5K
	sips_ Poly Bridge 2	3.3K
	DreamHackCS Counter-Strike: Globa_	7.9K
	Limmy Games + Demos	2.4K
	오비워치 (overwatc... Overwatch	938
	allkeyshop_tv Just Chatting	1.2K
	Maddy Art	205
	Boneclinks Just Chatting	214

Sign up to
experience the
best of
MontereyAg

Chat with other fans
Capture your favorite moments
Follow to get notified when they go live

[Sign up](#)

Emily Patrick Emily Graslie
Monterey Bay Aquarium Field Museum

**Monterey Bay
Aquarium®**

1 PM

3 Mon.

10:37:36 **bluebubblemg88**: @yraelis so funny XD I'm loving this stream! hope you're doing good!

10:37:36 **DjQuangSter**: celestinaKitty LOVE THE IDEA OF THE STREAM!

10:37:37 **vividzephyr**: its atmospheric too


10:37:39 **my2k_**: this is the coolest idea!!!

10:37:42 **reliqsu**: oh I never realized that about dim museums, makes sense!

10:37:43 **ArchOfWinter**: Its spooky so we can see the ghosts of these foslies!


10:37:43 **mdowlin**: Antlers shed

10:37:52 **chrharvey**: Horns are keratin and don't fall off. Antlers are bone and fall off.

10:37:53 **@celestinaKitty**: @thatsabigPanda @DjQuangSter thank you guys for the kind words! 


10:37:53 **War_Yoshi**: Antlers are made out of ants


10:37:56 **pure_bread_doge**: nails vs bones?

10:38:02 **2Q MadStreg**:  antlers are different than horns


10:38:09 **@ThatsABigPanda**: Antlers get shed right? Horns stay on

10:38:11 **chrharvey**: And whale ballean

10:38:31 **aprilkae**: @madstreg 

10:38:37 **fierp_fg**: antler horn 

10:38:37 **hummingbird63**: "owo"


10:38:39 **cherryflavored**: 

10:38:40 **McScotterson**: Nature is bananas

10:38:43 **DjQuangSter**: my friend shared the stream on our group chat and my eyes just widen... LOL

10:38:46 **corviraor**: you know, maybe it wouldnt be that

10:38:46 **wogilandwriter**: woah cool

10:38:48 **jwesolow278**: And Quills 

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.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

[@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



blairvoltage @contagirl3



Liked by katherine_boon27 and 94,468 others

APRIL 26

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