



Planning Social Media

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Gold Coast, Queensland

Jerry Watkins

Senior Research Associate, Queensland University of Technology



Jerry Watkins has a 20-year track record in communication strategy, design and production. He has provided creative consultancy to some of the world's leading companies.

Jerry is currently working with UNESCO and UNDP on digital content creation programs for community media organisations in Indonesia, Nepal and India.

His research examines participatory design and interactive systems.

Agenda

- Examining social media in museums
- Establishing current state of play
- Strategy for planning and sustaining social media
- Participation, incentive, communication

Recording

- Audio
- Photographic

What are social media?

- Social media enable 'many-to-many' communication supported by web technology
- Such media can accelerate knowledge exchange through rapid publication, personalisation, content sharing and co-creation
- They create a new forum within which dispersed audiences - including youth, regional and rural communities - can engage with museums to actively debate notions of self-identity and voice these reflections online

Why use social media?

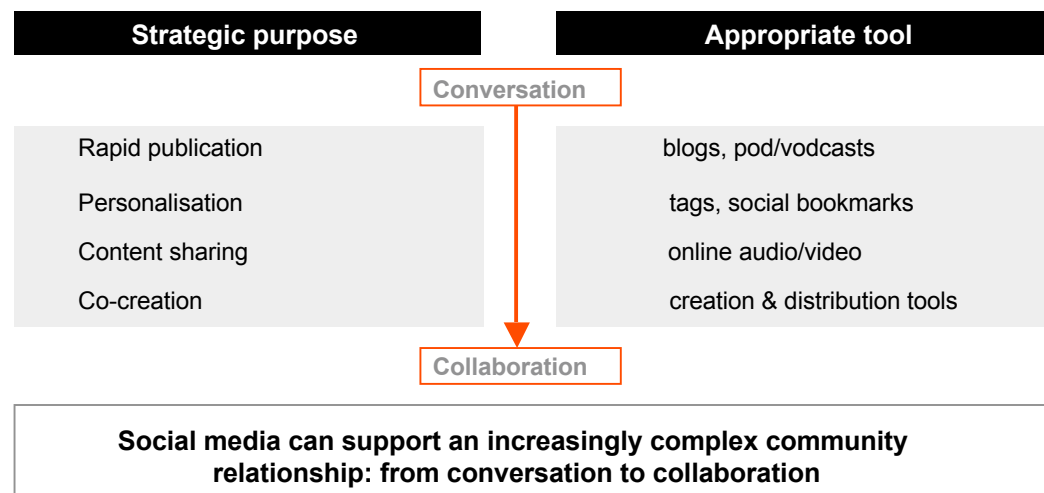
- Establish conversation with / between users
- Build relationships with / between audiences
- Bring together communities of interest
- Enhance external / internal knowledge sharing

Engagement strategies

Participation	Incentive	Communication
Rapid Publication Personalisation Content Sharing Co-creation	Knowledge Sharing Voice Education Acknowledgement	One to Many Many to Many Hybrid (Amazon)

Planning can be informed by strategic purpose of engagement

Communication strategies and media tools



Podcasting the American West

May 11, 2007

We've just launched our third podcast. This one is about art and the American West.

Travel back with us to those earlier days of the American West in the foot steps of Lewis and Clark. Last summer the Washington National Opera performed *Dream of the Pacific*, an opera about the Lewis and Clark trek, in our McEvoy Auditorium. Hear from our curators about the doctor who kept members of that expedition healthy and about George Catlin who followed their trail, painting and writing about Native American tribes.

For a look at Catlin's paintings, visit the gallery section of our *Campfire Stories with George Catlin*.

[Lewis and Clark, George Catlin, American Art, Smithsonian American Art Museum](#)

Posted by [Jeff](#) on May 11, 2007 in [American Art Everywhere](#)
[Permalink](#) | [Comments \(0\)](#)



Scene from the Washington National Opera's *Dream of the Pacific*, performed in our McEvoy Auditorium last summer. Photo by Karin Cooper for the Washington National Opera.

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[Podcasting the American West](#)

[On the Calendar: Week of May 7, 2007](#)

[ColorField remix](#)

[On the Calendar: The Week of April 30, 2007](#)

[Round-Table Discussion with Christenberry, Bator, Saar, and Beck](#)

[Etcetera](#)

RECENT

COMMENTS

[Mike](#) on [On the Calendar: Week of May](#)

Rapid publication

SAAM:
Eye Level blog

Rapid institutional
marketing (text)

<http://eyelevel.si.edu/>
13 May 2007


Powerhouse Museum Collection Search 2.2

SEARCH BROWSE CATEGORIES BROWSE USER KEYWORDS/TAGS ABOUT

delta search

show objects with images only

Evening dress designed by Lisa Ho and worn by Delta Goodrem, 2003



Category history:

User keywords

Add keywords

- delta goodrem x
- lisa ho x
- popstar x
- tennis x

Related searches

- lisa ho
- delta goodrem
- tennis

Related Subjects

- Australian Music Awards
- Australian music
- Australian Television Personalities
- The Powerhouse Museum Sydney Morning Herald Fashion of the Year

Similar objects

Clothing and Dress > Evening dresses

- 941291 Evening dress, womens, 'Chocola...
- H6195 White jersey silk evening frock, d...
- A10236 Evening dress, 'Delphos', womens...
- 051623 Evening dress, womens, silk / be...
- A0249 Evening dress, ankle length, dark...
- A0766 Evening gown and petticoat, cream...
- A9438 Dress, evening, pink silk/mel, sea...
- A5906 Short pink and grey striped evening...
- 00223 Evening dress, womens, chiffons...

Images: 01 02 03

Statement of significance

Personalisation

PhM:
OPAC2.0

Rapid institutional
publication via blog

Users can add individual
keywords to create CMS
folksonomy

Folksonomy operates
alongside taxonomy

<http://www.powerhousemuseum.com/collection/database/>







13 May 2007

flickr.com You aren't signed in Sign In Help

Home The Tour Sign Up Explore Search this group's pool Search

PictureAustralia: People, places and events
Discussion Pool Map 648 Members

Group Photo Pool (See all 19,364 photos)

 From [jodes_lam](#)
 From [jodes_lam](#)
 From [fotofantasia](#)
 From [Corvette-Jack](#)
 From [dark_orange](#)
 From [smill1](#)

[More photos...](#)

Discuss

Title	Author	Replies	Latest Post
Your Prized Possessions - WA Cultural Heritage Stories	shwa2treasure	0	4 days ago
Australian Photo Essays	Findo	1	5 days ago
Australian Elite Images	Kim Aubrey	0	9 days ago
Picture Australia successes and housekeeping	PictureAustralia	0	10 days ago
New Group, Au Shows	lansand	0	4 weeks ago
Postin Limits	Jirupin	10	6 weeks ago

6 of 42 posts | [Read all PictureAustralia: People, places and events's discussions](#)

Search discussions
 SEARCH
 (Or, [browse all topics.](#))

Content sharing

National Library:
Picture Australia

User-contributed content

Online exhibition space via
third party (Flickr image
sharing portal)

www.flickr.com/groups/83633840@N00/
13 May 2007



Co-creation

V&A:
Families online

User-generated content

V&A provides online portal and creative tools
Users provide personal content

http://www.vam.ac.uk/vastatic/microsites/1185_families/flash/

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Engagement strategies

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What types of communication does your organisation support?

Sebastian Chan

Manager, Web Services Unit, Powerhouse Museum



Sebastian Chan has a background in social policy, journalism and media criticism as well as information technology, and has been building and producing websites and interactive media since the mid-1990s.

His other interests include electronic music and digital art, and he has produced and managed large scale national and international events and festivals in these fields. Sebastian runs the popular blog *Fresh+New - digital media in museums*

Responding, feedback

- Museum visitors are using already social media to discuss the organisation
 - Are you aware of this?
 - Does your audience want to talk to you?
 - Do you engage or are you eavesdropping?
 - Is your organisation ready to listen?

Responding, feedback: examples

- Live example from audience
- Current conversations about Powerhouse Museum
 - [Technorati](#)
 - [Alpha](#) with extras
 - [Parents](#) and visitors blogging about an exhibition/[activity](#)

Personalisation: example

- Unpredictable - Powerhouse Museum [tagging](#)

Content sharing

- Does your organisation encourage audiences to tell their own stories?
 - Does it offer platforms for storytelling and conversation?

Content creation: examples

- [Artmobs](#)
- Expected - [Every Object Tells A Story](#)
- Unexpected - V&A [Arts & Crafts tile game](#)

Activity

- Outline how your organisation listens to its audience
- Do 'unexpected outcomes' occur in real world?
- Give examples from, or design an activity for the online environment
- Does your organisation encourage many-to-many communication? In what ways?
- Are there areas of your organisation that do not respond to feedback?

- 25 mins

Angelina Russo PhD

Senior Research Fellow, Queensland University of Technology



Dr Angelina Russo is Chief Investigator of the *New Literacy, New Audiences* project www.cci.edu.au/nla. This draws together six major Australian cultural institutions to examine how digital content creation can create a new audience of active cultural participants. Angelina's PhD examined the impact of new media technologies on museum communication. In 2005 she was awarded the prestigious Smithsonian Fellowship and worked with the Cooper Hewitt National Design Museum (NY) to explore creative new media technologies within education programs.

Engagement strategies

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What forms of participation are acknowledged and supported in your organisation?

Participation: activity

- Does your organisation encourage audiences to tell their own stories?
 - Does it offer platforms for storytelling and conversation?
 - Give examples from, or design an activity for the online environment
-
- 20 mins

Implementation (Part One)

STRATEGY	TARGET	TOOLS	SUSTAINABILITY
Rapid Publication	K>12	FORUMS	PROJECT SUPPORT
Personalisation	Peers/Colleagues	TAGGING	EXHIBITION SUPPORT
Content Sharing	Seniors	BLOGGING	MARKETING
Co-creation	Indigenous	WIKIS	KNOWLEDGE EXCHANGE
	Comms of Interest	FOLKSONOMIIES	COMMUNITY CAPTURE, DISPLAY, INTERACTION
	Comms of Practice	PODCASTING	
		CONTENT SHARING	
		-YouTube, Flickr -MySpace, Delicious	
		BESPOKE TOOLS	

← ETC. →

Implementation (Part Two)

STRATEGY	IMPLEMENTATION	PROMOTION	TRACKING	EVALUATION
Rapid Publication	blog: upload exhibition content and discuss issues	local radio station local newspapers	views	Quantitative visitors participants
Personalisation	folksonomies, semantic web: invite review	communities of interest social networking sites	comments	citation referrals
Content Sharing	Flickr: historical and anecdotal information, images, invite review	RSS feeds	enquiries	Qualitative community benefits new knowledge
Co-creation	YouTube: capture stories, upload and invite comment	wiki blog	uploads/downloads	existing knowledge socio-economic impacts

Sustainability checklist

- Is strategy fit for purpose?
- Are right people involved? (team, programs)
- Can you demonstrate value?
 - Responding, personalisation, sharing, creating
- Management buy-in?
- Scalability?
 - Can you cope with success technologically and organisationally?

Implementation: activity

- Prepare a 3 min outline of a planned social media project in your institution
- Outline strategy, target, tools and audience
- How does your project add value to the museum?
- How will the project be sustained?

Wider issues

- Social media enable
 - information sharing
 - response to issues
 - creation of new knowledge / content
- Cultural authority of museum is derived from
 - primacy of object collections
 - patrimony of museum

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How will your organisation respond to multiple voices which it does not control?

Voice

vs.

Authority

Major museums and libraries are hubs for formal and informal communities of interest through public & educational programs
Traditional role of 'gatekeeper of information' enhanced by engagement/
acknowledgement of community voice

Mission of museum is to provide authoritative scholarship and exhibition based on primacy of collections

Participation with 'non-experts' erodes 'authority' of institution and 'authenticity' of information

Authority through engagement?

- 36% of American adult internet users consult Wikipedia
- Wikipedia is far more popular among well-educated
- 50% of those with at least a college degree consult the site
 - compared with 22% of those with a high school diploma

Top 20 Educational and Reference Websites Week Ending March 17, 2007	
	<i>Share of traffic in the category that week</i>
1. Wikipedia (http://www.wikipedia.org/)	24.33%
2. Yahoo! Answers (http://answers.yahoo.com/)	4.23%
3. Dictionary.com (http://dictionary.reference.com/)	3.79%
4. Answers.com (http://www.answers.com/)	3.53%
5. SparkNotes (http://www.sparknotes.com/)	1.62%
6. Google Scholar (http://scholar.google.com/http://scholar.google.com/)	1.31%
7. Google Book Search (http://books.google.com/)	1.09%
8. Find Articles (http://www.findarticles.com/)	.99%
9. U.S. National Library of Medicine (http://www.nlm.nih.gov/)	.99%
10. Merriam-Webster Online (http://www.m-w.com/)	.85%

Source: Hitwise, U.S. Internet Visits (market share) for week ending March 17, 2007

Easily accessed via Google
Wide range of topics
Up-to-date information
Internal links to other entries

cf. Amazon Books

See: Rainie, L. and Tancer, B. (April 2007) "Wikipedia users" Pew Internet and American Life Project

Authority through Voice

- [Sydney Observatory](#)
- developing communities of interest

- <http://nlablog.wordpress.com>
- acknowledging new audiences

Voice vs. Authority: activity

- What issues will be raised by
 - Management
 - Peers / colleagues
 - Audiences
- 15 mins

Voice vs. Authority: activity

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- 15 mins

Final thoughts: activity

- What are you trying to achieve?
- What are the incentives for participation via social media?
- Who will be involved?
- How will you implement and sustain your program?

- 20 mins

Social Media and Cultural Communication Conference

Conference: Museum of Sydney, 29 February 2008

Workshops: Australian Museum, 28 February 2008

Session 1 **The World of Social Media**

Session 2 **Social Media and Informal Learning**

Session 3 **Re-imagining Cultural Interaction**

Session 4 **Social Media: The Future**

<http://nlblog.wordpress.com/conference-2008/>

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Links

Social Media Conference 2008	http://nlablog.wordpress.com/conference-2008/
New Literacy, New Audiences	http://www.cci.edu.au/nla
NLA Blog	http://nlablog.wordpress.com/
Australian Museum Audience Research	http://amarclk.blogspot.com/
PhM Fresh + New	http://www.powerhousemuseum.com/dmsblog/

References

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Simon, N. "Backwards Interview: My Advice for Incorporation of Web 2.0 into Museums". 30 April 2007.
<http://www.museumtwo.com/2007/04/backwards-interview-my-advice-for.html>



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