

Create a sense of community, create accessibility (give the possibility to know more) and do specific promotions

To communicate. To remind events. To refresh its image. To get know its visitors. To be trusted.

To promote its exhibitions, create cultural awareness to facebook users, promote museum visiting, create a network of museum goers and museum professionals

Communicating with people that are interested in it

To widen its reach - a greater audience can be found globally among those who can't visit the physical building; to keep connected with its audiences; to form relationships with audiences; promote exhibitions; to act as a 2-way informal communication channel

To make others aware of what they have to offer Special offers Promote one off/new events

Show how they work, who are they,

Communicate events, expositions and news.

Promoting exhibitions, engaging the audience with topics about art and bringing new and interesting news and developments from the art field to the attention of the public.

Updates about new events and installations, requests for help and support (not just money), listening to feedback

To inform, and to help people to have their identity reflected on FB through showing, that you like the museum

Marketing, two-way communication, as a platform for any information (press releases, background information) concerning the museum, interactivities with online-fans

Publicizing exhibits and events. Occasional polling for suggestions on what people would like to see in the museum.

To advertise current/upcoming shows, to publicize "online" exhibitions, to display items from collection not currently on view, give more indepth info on items in collections or exhibits, give more info on artists

Information about upcoming exhibitions and events.

Event/exhibit information

Connect with public.

Promoting exhibits/events \* A place for fans to have conversations with each other & the museum

Events, discounts, etc

Publicity and outreach

Communicate special programs and events, promote exhibits, talk abt opportunities available away from museum (website features, traveling exhibits, etc)

Networking, spreading information about the museum to the public

Events, discounts, announcements for new exhibitions

Promote shows, show pictures of the museum and its work, teach things about art.

Making a link with the public and encouraging access for all.

To give an insight into 'behind the scenes'; to promote itself

New display information and advertising! Updates on the displays and information; cutting edge of history

Promoting events

To update your followers with pictures, events and news.

Fun facts, news and events.

Posting news - new things/events going on at the museum.

To promote itself and to inform people

Promotion, information sharing

Reminding people to visit or that they exist!

Promotion, Distribution & display of some of its exhibits

Information over exhibitions.

Information about the exhibits at the museum

To promote new upcoming events

To advertise exhibitions to followers. to advise of talks, events and activities. to celebrate their achievements or tell followers about new acquisitions. to keep those who like the museum updated in order to raise awareness of fund raising or donations.

Increased engagement, promotion and indirect income generation

Informing about new exhibitions, encouraging inclusion of teenagers, making themselves more accessible.

Promote what they exhibit

Give information about current events and exhibitions and give some additional content (behind the doors, interviews with museum staff, etc.).

Announcing news and events or for general debate / stimulating interest in particular articles in the museum collection. Also, to promote the people and personality of the museum.

Letting people know about upcoming events, online content, or how to support the museum

To inform about events, to promote the subject with which it's connected, to organize contests :)

Let people know about upcoming events in a cost effective manner.

Stuff like this, informing about upcoming events, giving that "special" look behind the scenes look that make visitors/facebookers feel connected to the museum. It's also a great way to get the target audience to participate more

Promotions, celebrating news, trivia related to the museum.

Inform people of new exhibitions and special happenings.

Posting about new exhibitions

Advertising events, celebrating anniversaries from history with products.

Announcements, interesting facts on exhibits

To let people know what they are about, & things to see.

It helps to keep the event in the public eye. And to advertise future events.

Promotion, reaching out to the wider audience, advertising new exhibitions, gaining visitor experience and reactions to new exhibits etc

Advertising

Not sure

Promote events and the museum

Latest exhibitions, educational opportunity to introduce contemporary and classic artists.

To inform their public and stay connected with their public

Promotion, interactivity, opinion polls, highlighting particular aspects of the collection / new exhibitions, inviting people to events

Behind the scenes look at what's going on at the museum. lots of photos & videos.

Promotion, duh.

Show what is available in the study of culture and history

Promotion.

Promotions of new exhibits, maybe coupons or free days to entice people to come out, hours and fees.

Publishing upcoming events.

Access to archival info. Research.

To show his works to as many people as possible

I think it should be for informing people about new exhibits and providing online access to the museum. Looking at the workings of a museum and what goes on to protect our heritage. Ensuring that people understand how important the work is that museums provide.

I do not use facebook much at all, so my comment here would be that I hope museums will continue to find other ways to reach and recognize supporters, not just discounts etc only through Facebook

News and links to more background info about artists and their exhibitions.

To give information about the museum

Posicionarse, mostrar contenidos e interactuar con su público

Exhibition announcements & interesting sidebar stories.

To promote himself, It's a way to reach the younger crowd.

Exhibitions, news, events. Share information

To inform on new exhibitions, to give background information about exhibitions and artists, to post pictures of special exhibition objects and give interesting good-to-know info about them

Aankondigingen, speciale acties

Het aankondigen van nieuwe aankopen, tentoonstellingen of andere nieuwtjes over kunstenaars.

Telling the FB community about events, their collections, and to feed into where you can find other information about their museum space, collection etc.

Information services, background information, developments

To promote their site and keep persons aware of their animations.

Promotion, to expose itself, to share, to use input from the public

Promotion

To promote their activities

Informing about events/ exhibitions/collection

Promotion of culture, education, reaching to bigger circle of people etc.

To connect with their (possible) visitors, to ask for their opinion and to improve the visitor's experience

Invite people for new exhibitions

Special offers and events, listing the exhibitions, engaging their audience

Promote exhibits; offer special information or events to Facebook "fans"

Awareness, promotions, specials, current exhibitions & keeping their supporters informed.

Conversation and events (but not in a spammy MySpace way)

To contact existing and develop new audiences. To inform their audiences of their activities. To launch campaigns that are relevant to them and their audience.

Communication - a) about what they are doing professionally and what's on etc b) with visitors to encourage more frequent engagement and to get their input c) between visitors to create a community around their institution

Creating dialogue & awareness of their business