



## **What should a museum or gallery use Twitter for?**

To engage with people interested in that museum or gallery. To make people feel special. To have a conversation.

Events

Advertise changes and events

To inform about work, exhibitions etc but also to listen and discuss plans and Issues

Promotion and share knowledge

Promoting new exhibitions & events, news and info about the museum

Extending the museum experience beyond the gallery walls, exhibit news, discounts, discussions

To notify people of upcoming special events.

Promotions and showing new collections and events.

Giving interesting or useful information

Promote their activities

Outreach, telling about cool stuff they have, upcoming events, answer questions  
To give information to their visitors, have a close communication

Promote events to a targeted audience

To communicate and make young people feel closer to the museum institution

To tell followers of its news (as it happens) To give links to features / blogs / interesting stuff, which someone interested in the museum would also be interested in (one a day) To let followers know of special events / discounts/competitions (as they are announced, and reminders closer to the time) To advertise recruitment (rarely)

No idea. Not marketing, that's for sure.

Promote exhibitions, museum life (pictures of people looking at art) mini interviews, show visual content.

Tell background stories and share information that will make you want to go and see an exhibition even more: enrich their programme

To keep me informed...

Sharing events, organizing tweetups.

Event, show, lecture announcements

Promotion and to get people interested in events or displays

Informing people about new exhibitons, news relating to the museum, talking to people about the exhibits if they have specific questions

To show upcoming events and exhibits. To show the struggles they deal with and what they are doing about it. To reach out to all types of people to help the public digest history,

To keep us informed on the new exhibitions and publications. To start discussions.

To promote their shows and events. Also to use those shows as a basis for debate (even in 140 characters).

New galleries and openings

Customer service and announcements about extra events (if I'm following them then presumably I'm aware of their main exhibition). It'd be nice if they recognised their place in a wider ecology/community of interest and promoted what others are doing too. Oh, and if the person managing the account could accidentally tweet things they meant to send from their personal account now and again (extra marks for swear words) that'll help to keep things interesting.

Advertising itself and exhibitions Interaction with customers and other organisations Educating and interesting fact dissemination

Broadening exhibition information available to the public, posting events, ticket sales, special offers, etc

Is one effective way to reach young visitors, and since I am studying for a museum studies degree I also expect some papers online, or resources for

research.

Announce exhibitions and activities - serve a cultural debate - sparks for inspiration

Upping its profile- regular tweets on exhibitions- people are more likely to go see it if they know about it

To advertise exhibits or special events, offer Twitter followers discounted rates...

For let potential visitors up-to-date quickly

Talking about upcoming events, exhibitions and offers, & perhaps issues of relevance. But NOT for retweeting indiscriminate praise - if I follow an institution, I already approve of them.

Promoting events, promoting the museum generally, encouraging discussion about its own collections and more general issues.

Announcing events, reviews and openings

Inform us about upcoming exhibitions, ask for our opinion / feedback

To inform the public about their collection

To promote new exhibitions.

To inform about exhibitions, to get in touch with me, to involve me, telling "stories behind the scenes"

To show background informations related to their daily work, to allow insights into their collections and archives, to communicate with their visitors, to answer questions

The thing I most enjoy are factoids and links to articles/online exhibits, etc.

Advertising exhibits. Updating people.

Trivia about their collection, connecting current news to their collection, answering followers' questions, any programming the museum or gallery is currently putting on, photos of objects in their collection, etc

Topical conversations, exhibit info, curatorial insight.

Mentioning exhibitions etc

Do the museums more interactive with their publics

To disseminate information that can't be found on their website and to supplement information that is available elsewhere.

Details on forthcoming events, to get feedback from visits, to make them seem more personable

Provide information on events and exhibitions

Advertise upcoming events/exhibitions

Nieuwe tentoonstellingen, meer info over museum, kunstenaars, werk, etc.  
Informereren over gewijzigde openingstijden, etc.

Letting me know what is happening.

Promoting exhibits Engaging with audiences

Information about their Exhibitions and Events

Information about events and installments. Sharing information related to the content of the museum.

Keeping me up to date with what's on; and in the current climate telling me if things are changing/closing because of funding cuts. At least I can contact my MP.

Livetweeting events (sometimes), interacting with other institutions on twitter, participating in ongoing and relevant conversations, and giving behind-the-scenes peeks (even if it's as simple as tweeting a funny office quote or something). A balance of all of the above, plus whatever the tweeter thinks might be interesting to try. In short, they should use the twitter feed to experiment with different ways to talk to other people.

Promotion of events, offers, opening times, school holiday events, etc.

Letting people know about the current art work in display and the happenings in art world

Promotion of artists.

To be informative of their program, their artists and staff, and plz don't use cute trendy language to lure mainstreamers in. i find it off-putting. don't try to entertain me. thx.

Ignite enthusiasm, transparency, incentives for participation, establish personalities of people who work there to humanize the museum, listen and respond to museum visitors/online users

Campaigning (People's History Museum in Manchester), information, notifying events, special offers  
For promotion of their artists.

Inform about new developments and exhibitions. To show more 'backstage' and human interest information.

Updates on events and exhibits, sharing relevant articles or reviews

To promote events, show art works, plan shows

Connecting with visitors.

For information about what's on exhibit; to promote special exhibits; just to let interested people know what's going on in general.

Publicising events/exhibitions etc

Interact with members and visitors, give special offers, contribute to online art Debate

To announce last minute events, to continue generating interest in exhibits after the buzz of an opening, to provide behind-the-scenes details of planning / preparing/launching new exhibits

Useful information about the exhibitions, access, specials, written in English

News

For promoting and communicate culture

News and updates about exhibitions and special offers.

To promote art, artists, and exhibitions, and provide good links to useful websites for the same. It is a way to spread info about all these things to patrons and especially to those who might not have access to the physical museums.

To offer a different view on museum

To spread knowledge that people may not get from other places.

To know what the public is interested in. To inform and create networks between

public and institutions.

All manner of thing, but predominately to promote events.

To inform the users about new events...

Promote Art and artists

Advertising and involving the community

Promotion, keeping in touch with patrons, events and offers, support for other events.

PR

To promote the museum and upcoming exhibits.

Promote special events or exhibits. encourage visitors to tweet about their visits.

Whatever they feel worth communicating. If there is no quality in the info provided I will stop following.

News on current and upcoming events

New events, promotions and related.

To pass on current information.

I have been invited to events before they were open to the public. I like it!

Exhibition updates, news, "interesting artefact of the day" to show breadth of what's on offer

Promoting events and exhibitions. Raising awareness of objectives.

Announce openings, events, exhibits

Promoting upcoming events, and sharing details/photos after the event is over - PR!

Share news, answer questions, create conversations relating to exhibit/special Programme

Promoting themselves

Promotion, engagement, enchantment, education

Inform, inspire, educate, finding new audiences, get people involved. Not very many interesting tweets come out of the museums I follow, come to think of it.

Museums can use Twitter to publicize exhibits, provide legal exposure elsewhere, research interest in artists who could house, among other cultural tips. (Translated by google)

Encourage different audiences to visit designed exhibitions, to promote diverse culture and learn about visitors' interests to reflect on them

To keep their fans and members informed of museum events and art world happenings. Museums are missing an opp to reach parents on Twitter regarding family programs. I bookmark several NYC Museum family pages and subscribe to their newsletters, but I don't have time to pursue so many sources to plan museum activities with my kids. A Thursday Tweet from museums regarding weekend family events or workshops would be helpful.

To inform visitors

Promoting their exhibitions or special events, keeping in touch with their supporters.

For information

News, events, anything that might get the public involved.

News, especially of events. Reminding people of what they give.

Publicity

Pictures

To speak directly with its constituents about art, new acquisitions, showcasing a particular work from their permanent collection for a day, to inform viewers/readers of artists they may have not known about, alerts regarding new openings for shows, etc.

Replying to people who are talking about it, engaging in conversation, linking to information about other cultural events & writing - not just broadcasting

Marketing, engagement

News and "behind the scene" stories on the museum, news on relevant subjects, offering surplus value, personalization, showing engagement in society relevant subjects and expertise on topics the museum is dealing with

News about events and exhibitions; information about individual items of interest; local history

Promotion about new events/exhibitions.

Engaging with community, local and further afield. Sharing knowledge - education

Building up a local network (eg all places to visit in Birmingham, places to find out about history etc) Promoting new events/exhibits Enhancing the 'brand' General marketing Re-tweeting related news stories to the museum

Announce shows and events

Help further its brand -- is it a fun place for families and kids? Then tweet funny facts based on the collection. Is it a gallery with amazing art? Tweet about commentary and opinion of that art. A lot of followers are not local, so don't tweet exclusively about events. Point me in the direction of related topics, for instance, a nat hist museum could tweet about a recent paleo find in China.

News about events & exhibitions, stories from curators, collections, engagement through games such as 'mystery objects' or ask a curator

To inform people of new exhibitions, events etc.

To update

Notification of events, special exhibitions, tours

Profile raising and gaining public support. Keeping in touch with public opinion

To proclaim their own unique vision about art, as well as publicity use and exhibiting artist promotion.

Stay connected with relevant info, not stupid spam!

Special offers, unusual openings (i.e. evenings), events & competitions.

Networking with other museums and the public, draw attention To their website and their exhibitions, discuss their topics

Special offers for fans and quick updates

Events, exhibits, tours, specials



Events information

Announce expositions

Giving expert knowledge about particular topics of interest

To connect with patrons, to market new exhibits and gallery openings, to interact with the community

Highlight new exhibitions / talks. Ask questions of it's followers.

To connect with their visitors, past, present and future - answer queries, impart information and educate, to highlight new exhibitions, fundraising initiatives and news of their museum in the press.

Building community.

New events, ideas, things to do

To give information about new exhibitions or history

Sharing highlights from their collections, promoting museum events, sharing interesting facts, sharing news related to the museum's collections

Dialog with the audience, backstage info

News and updates, pictures, links to relevant articles, such as those that mention them.

Advertising events, shows and exhibits to interested people.

Promoting themselves as well as similar events and exhibits in other institutions.

To inform new exhibitions and events, discount or free-open days, to inform its followers about the contemporary issues.

NOT for retweeting tweets about how great their museum is, but about their shows, artists, upcoming events etc.

Publicising new exhibitions, "fun stuff", raising profile/advertising

increase awareness, promotions & marketing

Talking about new exhibitions. Garnering support by being interactive rather than just broadcasting information.

Interacting with its audiences (both existing and potential).

Behind the scenes glimpses, info on when it's good to visit

Promotion of exhibits, events.

To publicise forthcoming events and publications and to show how their collections/knowledge can be relevant to what people are doing/thinking about now. To send links to more detailed info on their websites/publications. And to communicate with their friends and visitors, many of whom now expect every institution and person to have an online presence.

The same thing as a bar: to tell people what's happening events-wise

For exhibition

Share knowledge, ask for help or ideas, tell more about the museum, exhibition, people who work there, choices made, etc. Inspire me!

Whatever it wants.

Information

The same as all organisations - for direct, two-way communications with customers/followers. The museum/gallery can provide information but can also gather feedback and views on its work.

Promotion

Announcements, opinions, news

For promotion, discounts and new items

Exhibitions and events

Not to just shout about opening times of new events with no pictures which are meaningless to people who cannot go to the venue. Give behind the scene images or informal views of objects on display or in storage.

Promoting events/ exhibitions Publicising new acquisitions/ research Responding to issues facing the sector

Communication of projects. communication of cultural facts.

To promote their Exhibitions and activities

Let followers know when new exhibitions are up.

Engage and...listen!!

As a great marketing tool

Inform of exhibitions, special hours, films, artists that are relevant

Get out news and information about art (or whatever their discipline is)! I follow them to get my regular art "headlines"

Personal messages (as opposed to web news feeds), related to items in their Collection

To promote themselves and to tell people about new exhibitions.

Because they need a new way of communication

New exhibitions, special events and offers

To promote an upcoming exhibition. -quick notes on featured artists. -introduce new board of directors; shifts in structure. -ask museum goers, what they want to see, what they have seen and ideas for improvement. -deals @ museum gift shops -artist currently interested in, artists to watch out for -introduce affiliation to events, fairs, etc.

Show the "behind the scenes" of the museum, make the museum more inviting, i.e. special cafeteria discounts for Twitter followers, get people to come back often.

Promote their exhibitions, their websites and share related articles.

Publicise news and events, help people get a glimpse behind the scenes, help personalise the institution (I prefer it when it's a named twitterer not just the museum's name)

Promote events and exhibitions, advertise and distribute relevant information.

Engaging with audience(s), informing about events and creating innovative work

To reach to every user who is willing to know about that topic

New exhibitions; offers and competitions; behind the scenes

Info about their exhibitions and culture.

The most obvious is to promote events or displays. While I may not be able to go I like to know what is happening.

Posting interesting facts in its domain. Get people interested in its domain  
Publicising events and exhibitions

News Announcements

Information about other exhibitions, or artist's  
200 Share facts/ history tidbits, advertise events occasionally, mostly connect with their community-interact with their audience.

Cultural exchange, propose serious discussions on art and specially contemporary art and promote internal events

Giveaways, promoting exhibits

To let people know when new exhibitions come to town, discounts and special events.

Promoting special events, posting interesting facts related to exhibits, sharing photos, providing followers with discounts.

To announce new exhibits or events and to remind people that the exhibits that have been there all along need to be revisited. You can always learn more!!

Promote, teach, show their work, upload photos of exhibitions, contact future members, relate with the followers, listen, ask for support, show job opportunities and ways to get closer to the museum or gallery

Promotions, special events, announcements, related links.

Announce new exhibits, promotions

To interact with potential guests and current supporters. It's a good way to promote the museum and fundraise.

self-promotion

Hello...to let people know what's happening, what exhibits, visiting artists, etc

Special events, "nonstandard" marketing tweets, insidery news (makes you feel like you're totally in the know, even if you're not a big-time member/donor)

Special event marketing, special offers and small educational factoids

Publicise events (sensitively - not spamming), get feedback and generally provide a human front to the service.

Updates on exhibits, news/information about the artists they are exhibiting, things we can learn about art....

To share special information and deals about exhibits, events, etc.

Promoting educational events, artists talks, exhibition news, announce podcasts, visitor outreach

Info on exhibitions, competitions, spreading culture.

To interact with its followers and promote its programming

Share their vision and mission as a museum.

New exhibition details, ticket info, special offers, items of news that relate to their area.

Exactly what they are currently using it for. To spread the word that there is a big world out there and the things that you think about others think about. Come down and meet people you never that you had anything in common with.

To communicate with the people, to give out information about them and the shows.

Exhibition and call customers

Promote events & exhibitions, kids programmes, photo competitions etc

It should be used for encouraging non-traditional museum goers to come by highlighting children's opportunities, discounts, and tie-ins to contemporary issues and artists.

A fine question. It completely depends on their goals as an organisation and their communication strategies. Keeping people updated about opening times etc is one thing - but there is a great opportunity to engage new audiences in collections and exhibitions in a different way, as long as it is faithful to the intentions of the artist or exhibit. Things like Samuel Pepys Diary being tweeted 'by the man himself' are interesting examples of historical content being given new life, although that wasn't by a museum. All museums have brands now anyway, their tweets should reflect the personalities and tone intended in their organisational brand.

Promoting exhibitions or live events

Twitter should not be an old fashioned advertisement -- in my opinion twitter is a place to talk, to ask questions, to give answers, to tell, to listen (well, to listen means on twitter that you read ...) - twitter should be used like a square where you can meet others

Tweet events coming up, item of the day (from the collection), changes to the museum, pertinent trivia, etc.

Letting people know what's happening there, exhibitions, talks etc etc even though I do like it if I get a freebie, I don't feel this is needed

Behind the scenes stuff, conversation, etc

Sharing news on exhibits, etc. Also, as a means to be interactive with 'followers' by asking questions, sharing relevant news, pictures, and so forth.

Word of mouth

Events, discounts, historical information

They should use twitter to promote new or current exhibits that they have. They should also have trivia contests and stuff that will get followers involved and teach people at the same time. It's also important for museums to keep in touch with the younger generations to keep getting visitors as well as to put down the opinion that they are boring and for old people. That's another good way to use twitter.

Help the museums to promote them, to get closer to people, culture also is funny

Placing new events up into the public domain, providing little facts that catch interest (these get retweeted very easily and thus raise their profile) and encouraging debates about important issues with testing questions.

Letting followers know about upcoming exhibits & special events. Discounts are always a bonus!

Fun, quirky facts/behind-the-scenes

Tell me about not just what's on at the museum, but more about artists, about their neighborhood, about similar museums/art spaces, and about trends in the museum world.

Advertisement; political awareness-raising in these times of cuts

Scheduled events, art history tidbits

Please post more about your exhibits. Trying to tie current events (Cubs game) or holidays to a painting that has nothing to do with the day is a long stretch and doesn't really tell me about the museum.

A museum or gallery should use Twitter, because they can brand the museum in that way. They shouldn't give only information, but they have to create a community.

Event reminders, giveaways, to monitor the activity of other museums and galleries.

Promoting events and local events

1) Information on their collection 2) Promotion of activities 3) Insight in their daily activities

To communicate with visitors. to give a human voice to a large institution. Behind the scenes news, updates, conversations, relevant stories and articles and to cross-promote for other arts orgs as well.

Exhibits and special openings, info about their collection, museum news

Information regarding exhibitions and other events.

Adding information about their exhibitions

To interact with people who tweet about the museum/gallery.

Promote upcoming events and exhibits. Run promotions or contests.

Free PR and advertising

It's a great way to inform the public.

Promote events

Info on new exhibits, connecting with local community, show objects from store that wouldn't otherwise be seen.

Updated information and letting us know of events /promotions, so we can be kept well informed

Encouraging discussion - Public engagement

It's pretty good PR for the digital age.

Promote exhibitions, talk to visitors , give a human voice to their museum

Promoting events and exhibits!

To advertise itself and new events. To form a bond with its supporters  
Events promotion etc

To show everything they are doing-showing so people get to know

Promoting museum events & exhibits by generating a sense of excitement --  
HMNS did a great job of this with the Corpse Flower; Educating the public

Public awareness of events!

New exhibits; related websites for info on artists, artifacts, cultures, etc.; events;  
promote other arts and research organizations and new developments in the  
field

Advertising upcoming or current events or exhibitions as well as any news  
relating to the museum

Marketing, education

Informing of events, keeping people up to date with the museum, generally  
getting people excited and interesting in museums

Informing about upcoming events, sharing information about relevant cultural  
events.

Promotion

I am rather biased but I prefer that it promote science/culture/etc. rather than just  
promoting itself and its exhibits. A museum needs to advocate for its field as  
much as promote itself. That makes a museum interesting and worth a follow on  
twitter. Keep us engaged on what is going on in your field of interest rather than  
just letting us know what the price of pop is in your gift shop.

New shows and special talks or exhibition information.

Promotion of their collection. Awareness raising. Donations etc...

News, updates, events, factoids

Promote events, collaborate with other similar institutions/organizations, promote  
like-minded work going on in their community



Promoting events and exhibitions. Provoking debate.

To promote itself, to announce new exhibitions, events and their dates, to draw Attention

News of shows/exhibitions. Other info of note.

Promoting exhibits and special deals. I use museums' tweets to plan get togethers with friends.

Upcoming events

Announcing events and new exhibitions.

Interacting with patrons. Promoting exhibits and events. Sharing interesting behind the scenes facts. Connection.

I enjoy twitters from museums that have a personal voice, discussing interesting things, as well as the museums collection/events program.

Inviting feedback and prompting discussion (general or based on collection/exhibition content and themes). Offers. Promoting upcoming exhibitions, special talks/tours etc. Communicating sudden changes to scheduling/opening hours.

Promotion and special offers

Promotions, let us know things that make the museum or gallery more interesting (unknown facts), publish/link the articles, blogs, interviews made about/by curators, artists, exhibitions

Communicating with followers

Information and entertainment

Events, programs discounts are key. I think they should periodically showcase an item in their collections. Maybe every day or so.

Special deals and exhibits announcements

Publicitarse, mantener un feedback con el público

Views, specials, upcoming exhibits, one takes questions, which is cool too.

News and reminders of events

Promoting events/exhibitions

Promotion information

Information re: exhibitions, etc. updates, changes to schedules; tidbits and facts  
Teach people, culturize and promote news

News exchange.  
Special announcements

For nothing

News + surveys + valuable content

To show that they are at the fore front of everyday life events. That they connect with circumstances and people around them. To be more in touch with their audience and with the network of museum and galleries.

Behind the scenes info

New expos

Keeping constituents "in the know"

Info about the museums current exhibits, provide interesting facts about things related to the museum or exhibits to promote them

Connect with the audience

Events, educating the public, direct people to the museum website

Announcing exhibitions, promoting artists, fundraising. Raising social awareness for issues relevant to their institutional mission.

Museums should use Twitter for raising the profile of forthcoming events and exhibitions. Creating a brand image, aka reminding punters the museum exists, is secondary but also useful.

News

Discussion, networking, contests , virtual community/building

To interact with visitors, and to daily update events

Send info about events, get feedback and answer questions.

Frequent public communication

Telling you stuff that's going on, both at the museum and in the area they specialise in. Low volume tweets, you're not an actual person

To answer questions, advertise events, highlight artifacts, themes, new exhibitions...

Discount and information

Event Schedule Useful Information about museum, paintings, arts Visitor information

New exhibitions. Latest info. Links to interesting articles. Not for spam about picasso citroens.

Announce news

Interacting with its followers; informing them of new initiatives; stimulating their interest

For spreading extra information about exhibitions, events, related artists lifes & works, etc.

Um....They have to announce new art exhibition date and the entrance fee.

Promotion and public relations