

Session 6

How to reach audiences: museums, exhibitions and Social Media

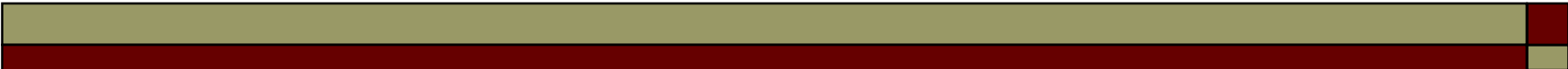
ECGE5002S

Changemakers: Creating an exhibition

Dr Katharina Zinn, Associate Professor in
Egyptian Archaeology and Heritage



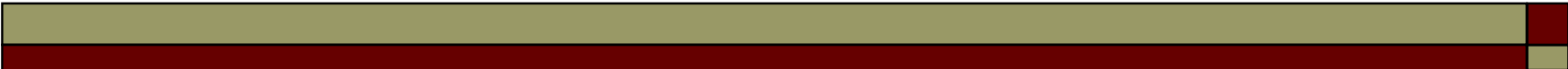
□ How do you promote a pop up event on social media?

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- ❑ challenging for every organization: how to stay relevant with the technology of today
 - ❑ Museums with exhibitions and objects are a hotbed of content by definition
 - ❑ Use social media to pitch all of that for online consumption and visitor interaction
 - ❑ try to stay at the top of followers' minds → engage the public



Social media allows audiences to see behind closed doors

- ❑ (Relatively) new type(s) of access – social media platforms:
 - Facebook
 - Twitter
 - Instagram
 - Tumblr
 - Pinterest
- ❑ diverse opportunities to share their unique offerings to people around the world



The ability of social media

- ❑ make cultural institutions more accessible
- ❑ transformed how institutions operate
- ❑ social media blurred the lines between traditional roles of exhibition developers, designers, educators, and conservators, merging with roles previously assumed by marketing and public relations departments
- ❑ New communication strategies short- and long-term → breaking down barriers between visitors and institutions



Bamberg.Info

31. März um 07:39 · 🌐



Bamberg ist Bierstadt! 🍺

Dank etlicher traditionsreicher familiengeführter Brauereien haben wir hier bei uns eine Vielfalt an handwerklich gebrauten Bieren, die ihresgleichen sucht.

Da ist es natürlich unerlässlich, dem Thema Bierbrauen ein eigenes Museum zu widmen! 🤔

H... Mehr anzeigen



132

16 Kommentare 20 Mal geteilt



Petra Lether mit Campbell Rodger Price und Jan Koek.

16. Oktober 2018 · 🌐



Manchester Museum.

We received a warm welcome by Campbell Price and he showed us the Egyptian collection in the Manchester Museum. Moreover he took us to the museum depot, where we could view some objects from close by and even holding pieces carefully.

Campbell Price is an enthusiastic man and a passionate speaker. We really enjoyed this visit.

Again thanks a lot, Campbell!

With Mehen, Studycentre for Ancient Egypt.



👍❤️ 66

2 Kommentare 3 Mal geteilt

👍 Gefällt mir

💬 Kommentieren

➦ Teilen

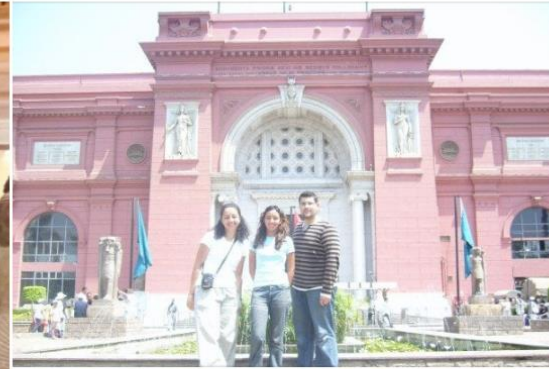


Fatma Keshk ist mit Daniel M Warne und 2 weiteren Personen hier: Egyptian Museum.



15. November 2019 · Kairo, al-Qahira, Ägypten · 🧑

Today marks the 117th Birthday for the inauguration of the Egyptian Museum Cairo, the oldest museum of my dear hometown, honored to have been working there since 13 years on so many different projects, a chance to share some of my happy moments there that I cherish forever 😊



Du, Maria Carmela Gatto, Essam Nagy und 87 weitere Personen

6 Kommentare



The MET: Egyptian Art (Bot) @met_egyptianart · 25m



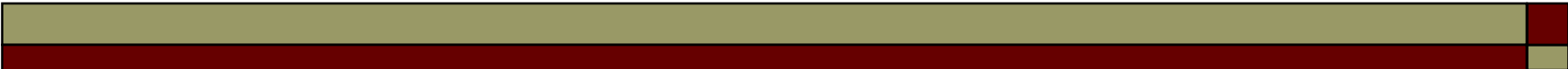
🗨️ Automated

Necklace, ca. 1981–1295 B.C. metmuseum.org/art/collection...
[#metmuseum](#) [#egyptianart](#)



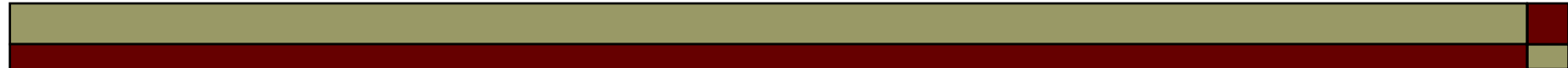
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Common goals that museums /exhibitions may want from social media

- ❑ Increase brand awareness: many people should know about you
- ❑ Increase admission: returning visitors / on vacation in your city
- ❑ Educate: include wider audiences into learning
- ❑ Promote other features: special events, talks



7 Ways To Promote Your Pop-Up Event

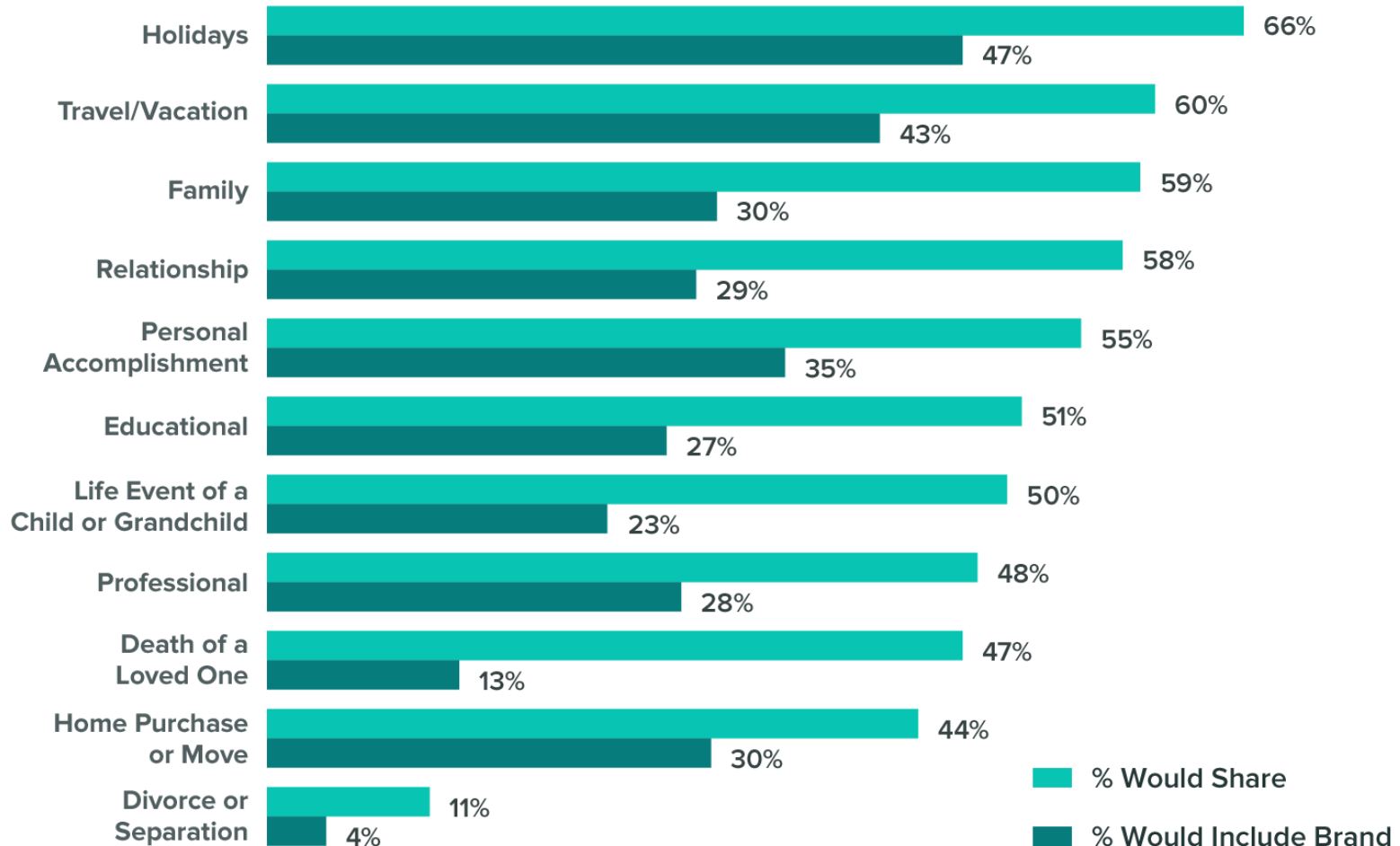
- ❑ Create Digital Flyers For Your Pop-Up Event. ...
- ❑ Publish a Dedicated Events Page. ...
- ❑ Publish Event Banners On Your Website. ...
- ❑ Write A Press Release. ...
- ❑ Share The Pop-Up Event In Your Facebook Groups. ...
- ❑ Email And Text Your Community And Customers. ...
- ❑ Share Your Pop-Up Event On Social Media.

How do you attract customers to a pop-up?

1. Choose the Right Time & Location For Your Pop-Up. ...
2. Use Social Media Before, During, & After Your Pop-Up Event. ...
3. Hold Special Events. ...
4. Use Creative Online Marketing Techniques. ...
5. Don't Forget About Traditional Offline Marketing.

Types of Milestones Consumers Would Share on Social Media & When They're Most Likely to Mention a Brand

Q4 2017



Types of Milestones Consumers Would Share on Social Media & When They're Most Likely to Mention a Brand

Q4 2017

