Studying the use of Social Media for cultural heritage organisations through teaching

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Background

• Cultural Heritage Informatics Course (Hons and MSc in Museum Studies)
• 32 students (6 + 26)
• Aim: Understand characteristics of CH institutions (GLAMs) and how ICT supports their operation
  – Understand use & effect of SM in CH

Site visit at the Tall Ship & Riverside Museum

Behind the Scenes Tour (Zoology Museum attic)
Social media in the course

• Lab & Lecture on social media
• Talk by Emma Gilmartin (University’s Social Media Officer)
• Group assignment:
  – “The use of social media related to The Hunterian”
Group assignment on social media

• Study use of SM by museums, libraries, archives (at least 2 examples)
• Review existing presence of Hunterian on SM
• Write proposal about use of SM for promoting Hunterian activities
• Some: created prototypes on SM
Lessons learned

• Students’ existing experience of SM insufficient for examining use of SM for promoting cultural activities
• Case studies not enough for understanding complexity of issues and multitude of approaches in use of SM in CH
• Involvement by Hunterian staff (marketing team)
• Potential for increased student engagement
Issues raised

• Policy and management issues
• Whose voice?
• Long term sustainability
• Effect on whole communication of Hunterian with different audiences
• Effect on teaching & learning experience