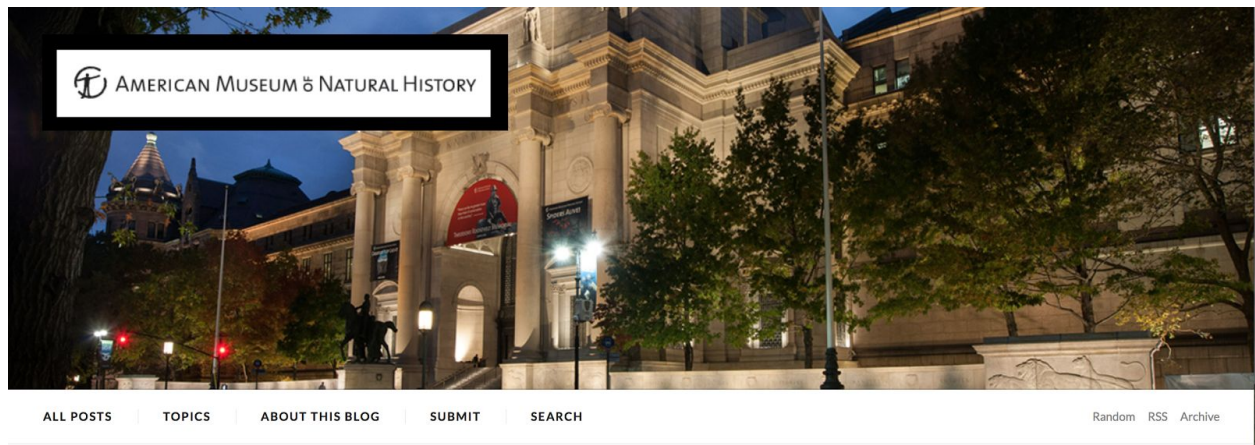


Social Media Example

The American Museum of Natural History “houses more than 33 million specimens and artifacts relating to the natural world and human cultures” (The American Museum of Natural History, “About”, n.d.). Located in New York City, this is one of my favorite museums. As a fellow Tumblr account holder, I was surprised to become privy to the [Tumblr](#) account of The American Museum of Natural History. While this museum uses other social media plug-ins such as Twitter, Instagram, Pinterest etc., Tumblr provides a platform that does more than supply hashtags and status updates that have to stay within a fixed word count.

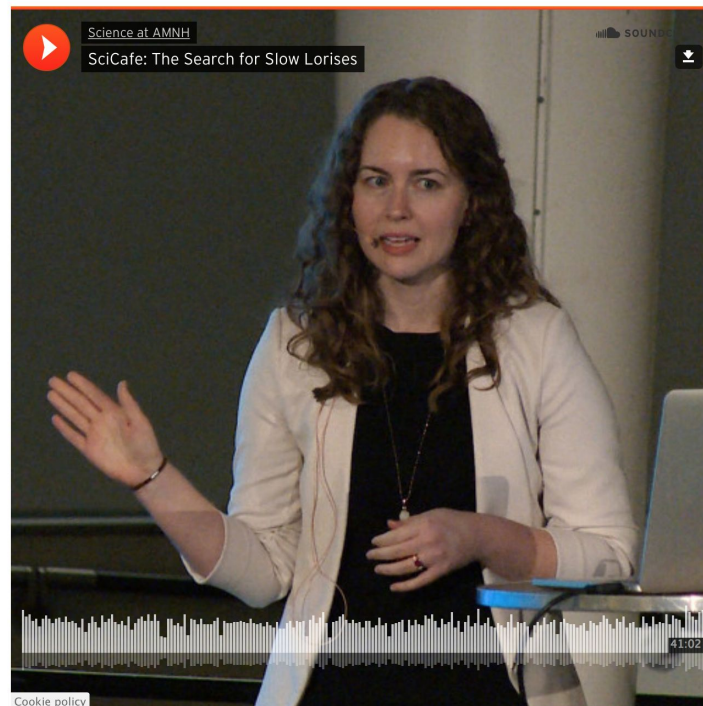


Screenshot of the header image and navigation bar from the Tumblr account of The American Museum of Natural History.

Features

Tumblr is a blog form of social media, that allows the user to upload photos, videos, links, quotes and text. Similar to other social media platforms, this one grants the user options to like, reblog, or share a post through a different social media plug in. Created in 2011, the Tumblr page of The American Museum of Natural History is continuously contributed to by the photographers of the museum (The American Museum, "Museum's Photo Blog Featured on Tumblr Spotlight", 2011). Updated at least 3 times a week, most posts entail information regarding events, hours of certain rooms, new exhibitions, and holidays that are related to the artifacts. What sets Tumblr aside from other platforms is the ability it grants the user to upload a variety of content that goes beyond text or photo. The American

Museum of Natural History has taken the liberty of uploading several podcasts of lectures given at their [SciCafe's](#) as well as videos created on the behalf of the museum on YouTube.



Screenshot of the “*SciCafe: The Search for Slow Lorises*” podcast post via Tumblr.

Browsing the site is applicable with the use of three options via the navigation bar. Depending on the inquiry of the user, they can either browse all posts, or by topic. For the patrons who know exactly what they are looking for there is also an option to search by tags. The museum’s Tumblr account also has a Submit tab in their navigation bar. With this, the patron is able to contribute a post of any form that involves the museum. The patron is able to submit as much as they want and of course, must agree to the [Terms of Submission](#).

The NMC Horizon Report: 2015 Edition states, “The increasing focus on participatory experiences has given rise to innovative approaches for creating and designing content for the cultural space. Crowdsourcing, for example, is a technique that solicits contributions from the community to influence the direction or meaning of a particular project” (p.18). The submit tab is a great example of a participatory experience. Reaching out to patrons via the Tumblr platform, The American Museum of Natural History clearly wants patrons to reach back in feeling apart of their page. Different options of navigation, gives the patrons the ease of browsing. This organization wants the patron to find what they are looking for whether they know their information need or not.

Using their posts to highlight events, room hours and holidays associated with their artifacts, manifests an exciting atmosphere for their blog and in doing so attracts patrons. For example, there was a post on March 25th that celebrated Gesner Day with a photos of Conrad Gesner from their *Historiae Animailum*. With this being apart of their rare books collection, the post pulls the reader in with a modern reference to explore what they have available. It is safe to consider that the reason The American Museum of Natural History provides so much information on their Tumblr, is for this social media platform to act as an extension of their website and a source to reach more patrons. Although their website is extensive and provides a colossal amount of information, the Tumblr page delivers snapshots of content without the patron having to weed through too much.

Exemplary Qualities

The Tumblr account of The American Museum of History provides a great example of the blog platform that can be used with my object. While I would like to use exact components of their account, there would also be some adjustments according to my object. My navigation bar would include tabs for “All Posts”, “Archives”, “Submit”, “Search” and “Make An Appointment”. While I considered a “Discussion” tab, in keeping with the atmosphere of blogs, discussions would be able to take place in the form of notes under posts. My object comes from Gordon Ray Box 29 and is only one artifact from that collection. There can be uploads two or three times a week pertaining to different things from that collection or facts about Gordon Ray or Hablot Knight. For example, if there was any information as to what Hablot Knight did on a certain day, there would be a corresponding post highlighting that, etc. Considering the resourcefulness of the Tumblr account of The American Museum of Natural History, there would also be posts of events and all things that involve the Drawings and Prints department which is where this collection/object derives from.

Being that the information uploaded to the blog would be about my object and some of the features of the overall collection, the different options for searching would not be as crucial as the Tumblr of The American Museum of Natural History. However, it would be important to have a search bar and an “Archives” tab with the option to search posts by year along with the home page of the Tumblr which would be found under the “All Posts” tab. This catering to the patrons who know what they are looking for and those who just want to browse the site. There would also be an opportunity to fill out an application to make an appointment in the Reading Room of The Morgan regarding my object/ collection under the “Make An Appointment” tab.

I think patrons would benefit most from the submit tab that I would recreate. Contributing a post of reflection about what Hablot Knight’s work means to them would definitely illuminate his work

and bring about a whirlwind of interaction within the community. The options of uploading different types of content would give patrons the opportunity to submit their own version of Hablot Knight Browne's work and reflect on what it means to them in any format. Of course, there would also be the requirement to agree to terms and things of that matter to prevent anything inappropriate.

Not only do I think this would be great for my object, but I also think it would be a great addition to the social media outlets that The Morgan currently uses. The NMC Horizon Report: 2015 Edition also states, "The participatory museum is both a philosophy and strategy that, while not requiring technology to implement, leverages new modes of communication to make cultural institutions a more relevant, constructive piece of society" (p.18). The Tumblr account of The American Museum of Natural History caters to the accessibility of their patrons, which is something that The Morgan exemplifies on their website. Therefore, the Tumblr account of The Morgan would be a complementary addition to the social media plugins that are already being used.

Potential Audiences

The Tumblr account of The Morgan would cater to two audiences; historians and artists. Being that this is a technically savvy social interaction, those not too familiar with blog formats may shy away from using this social media interaction. The historian audience is two fold. While they will benefit from the information shared, others will benefit from the shared information of the historians. For example, if they are shedding light on any information The Morgan does not have access to, that is a valuable contribution that others can learn from. They would also benefit from the "Make An Appointment" tab in learning more about the collection/ object via the Reading Room of The Morgan. Regarding artists, the ability to submit original work, reflecting on Hablot Knights piece speaks volumes. This giving them some creative freedom and presenting their talent to the world in the form of text, physical or visual art etc. While the Tumblr account of The Morgan would provide snapshots of information regarding my object/collection in a variety of formats, it would also act as a free space to contribute to The Morgan and academia. Not only do I think both audiences will benefit from the weekly posts and satisfy their inquiries with The Morgan's Tumblr, but I think they would get the most out of the "Submit" tab and the interaction it can create.

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