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Info-matic blog link: <http://info-matic.org/social-media-technology-your-story-our-story/>

### **Social Media Technology**

1. A social media implementation that will be discussed in this paper and could be an interesting addition to my object is a Tenement Museum's *Your Story, Our Story* online digital storytelling exhibit.

[https://yourstory.tenement.org/?\\_ga=2.254956801.849318281.1523844295-](https://yourstory.tenement.org/?_ga=2.254956801.849318281.1523844295-378861631.1523844295)

[378861631.1523844295](https://yourstory.tenement.org/?_ga=2.254956801.849318281.1523844295-378861631.1523844295) - a link to the *Your Story, Our Story* project.

<https://yourstory.tenement.org/stories/venik-banya> - a link to my personal story that I wrote for the *Your Story, Our Story* digital exhibit.

2. The Tenement Museum, located at 97 and 103 Orchard Street in the Lower East Side neighborhood of Manhattan, New York City, preserves and interprets the story of immigration through the personal experiences of the generations of newcomers (“Mission”).

Tenement's *Your Story, Our Story* online digital storytelling exhibit is aimed to socially engage visitors by giving the opportunity for everyone to share their personal stories of immigration to the United States. The visitors can upload a photograph of the object that tells a story related to the immigration and write an essay about it. What is more, you can interview your relatives who have an immigrant story to tell and upload an audio version of the interview. There are different categories that are represented in the exhibit, for example, religion, fun, work and education, miscellaneous. The online visitor can have a look to the popular tags and start to explore the exhibit from them as well (“Your Story”).

3. I believe that this exhibit might serve as a good example of interactivity for my type of collection. First of all, a lot of people have rare and unusual design objects that are passed from generation to generation without acknowledging their importance. Rare clocks, furniture or the oldest type of stationary phone, all these objects are of interest to the Cooper Hewitt Design Museum that represents different ages and styles of design.

“Participatory experiences are becoming the norm, both onsite and online, and museums are increasingly finding new ways to encourage and incorporate community contributions” (“Participatory Experiences” 18). It would be a great idea to create online digital exhibit of the visitors’ personal design objects on the example of Tenement Museum’s *Your Story, Our Story* project, however, with some improvements. *Your Story, Our Story* does not allow its online visitors to leave comments or to start a conversation. It would be wonderful to add commenting feature and open a dialogue between online visitors and museum professionals as well as between the visitors themselves. Such kind of socially interactive museum projects inspire visitors to be a part of them and encourage the audience to learn more about the museum and its collection.

4. Among those who would be interested in the project are design lovers who like to explore different types of objects as well as those visitors who want to share their items or comment and communicate with other people.

#### References

- “Our Mission.” *Tenement Museum*, <http://www.tenement.org/about.html>. Accessed 15 Apr. 2018.
- “Participatory Experiences. Short-Term Trend: Driving Ed Tech adoption in museums for the next one to two years.” *NMC Horizon Report: 2016 Museum Edition*, pp. 18-19.

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