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Social Media Technology

Social Media implementation link:

<https://www.instagram.com/brooklynmuseum/?hl=en>

This assignment revolves around one of the most current, and important trends in our society as museum users. As conveners, and disseminators of information, museums have the ability to use social media to their advantage to engage and involve audiences. Customized services such as The Brooklyn Museum's #BKMPPhotography (Brooklyn Museum Photography) Instagram hashtag, provide a greater understanding of how individual knowledge and awareness drive preferences for museum content.¹ With 551,000 followers and currently, 2,388 posts, The Brooklyn Museum's Instagram page proves to be an effective, visually exciting social media implementation tool for bringing different types of people together on a social networking system.

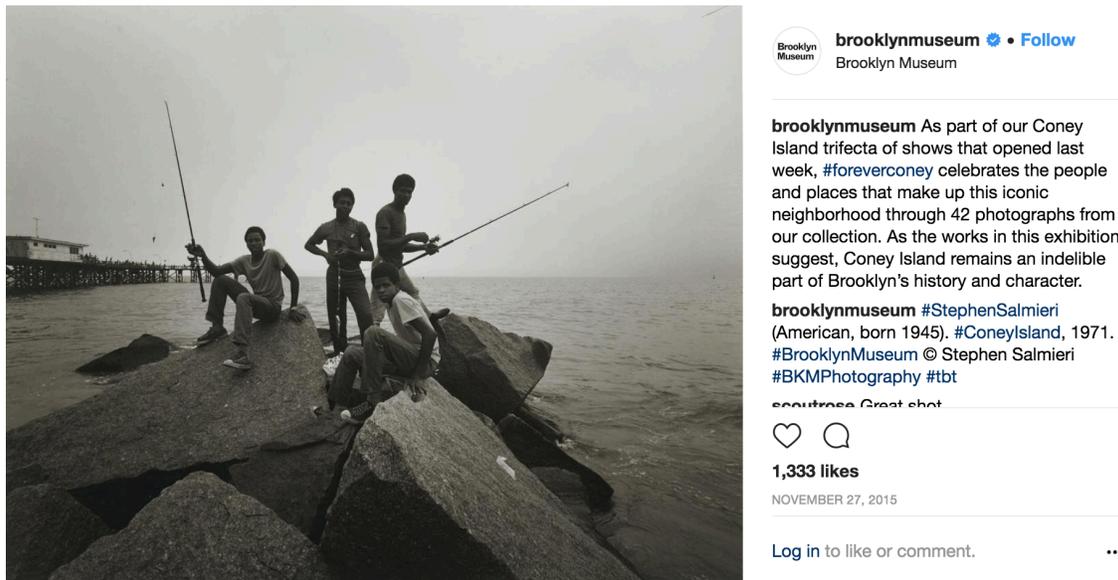
Social Media Features

Art museums constantly strive to engage audiences in innovative and impactful ways that make their collections and exhibitions relevant and vibrant. Over the past several years, museum professionals at the Brooklyn Museum have developed various approaches to audience interpretation that meet demands both to expand the diversity and size of audiences, and the pressures of a technological driven world. For example, The

¹ "Participatory Experiences. Short-Term Trend: Driving Ed Tech adoption in museums

Brooklyn Museum Instagram has many features that prove to be an essential part of a successful social media marketing strategy.

The Brooklyn Museum Instagram post executed on November 27, 2015 illustrates a image from their collection of photographs by Stephen Salmieri's and his Coney Island series which directly relates to my museum object.



Screenshot of Instagram post mentioned above ²

Interactivity

As a Brooklyn based institution, The Brooklyn Museum's Instagram frequently uses tags such as #foreverconey and #coneyisland to recognize historical Brooklyn based landmarks. Museum professionals are using this social media platform to also raise awareness of a succession of ongoing exhibitions concerning the people and places of that iconic neighborhood. Since my chosen museum object is a photograph taken in Coney Island by photographer Stephen Salmieri, these hashtags, along with

² #stephensalmieri • Instagram Photos and Videos. Accessed April 16, 2018. <https://www.instagram.com/explore/tags/stephensalmieri/?hl=en>.

#BKMPHOTOGRAPHY, would draw attention to Brooklyn's history, and the museum's larger collection of Coney Island related works of art. Simultaneously, by sharing this image on Instagram it allowed visitors to digitally share their experiences with each other.

Potential Audiences

I believe that Brooklyn based individuals, and Coney Island natives would be most interested in the sort of content you would find on view at the museum. Users that will benefit most from this social media strategy are young adults that are also able to navigate Instagram most effectively and strategically. Searching by broad terms such as an industry name (The Brooklyn Museum) makes for the most visible content, targeted at those audience members who've already demonstrated an interest in the museum. Patrons that tag the location of the museum, enable museum professionals to reach a wider audience who are now able to join in on current discussions while encouraging others to get involved in the conversation as well.