SOCIAL MEDIA TECHNOLOGY ASSIGNMENT

for

MACARTHUR MEMORIAL MUSEUM

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Link to the MacArthur Memorial Museum's Facebook page:
https://www.facebook.com/macarthurmemorial/

The MacArthur Memorial Museum engages users with social media on its Facebook page, Twitter account, and You Tube channel. These are shown as icons on the header banner and the footer throughout the organization's website (MacArthur Memorial, 2019). This paper examines the MacArthur Memorial Museum's Facebook page and the different types of social media interaction that it supports.

Social Media Features

There are several social media features that are intuitively available on the Facebook page that include posting pictures, leaving comments and reviews, and even chatting with a staff member (Facebook, 2019).
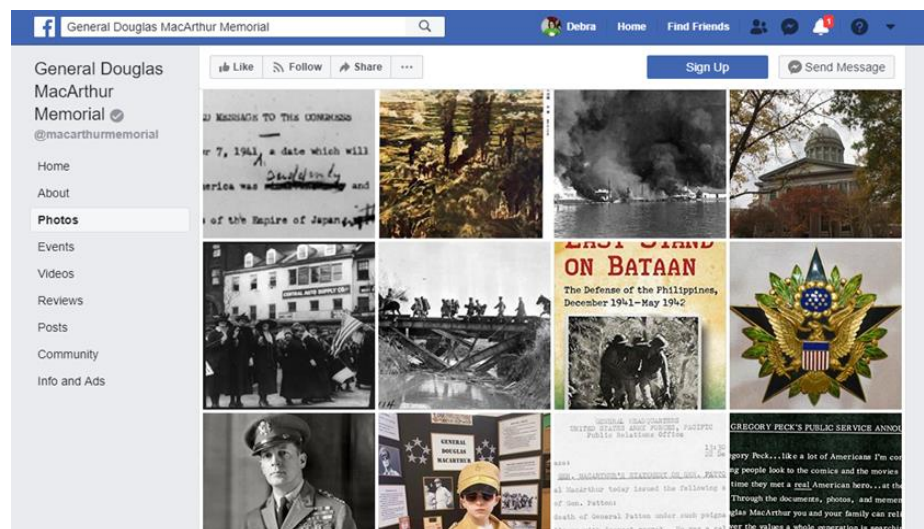

Facebook page. (2019). MacArthur Memorial Museum. Screen shot by author. Retrieved from
https://www.facebook.com/macarthurmemorial/

Patrons can use social media and "document their experience with photos and personal

perspectives, instantly inviting their networks to be a part of their visit" (Participatory

Experiences 2016, p. 18). Designers of this Facebook page have chosen these features to allow as

much access and sharing of the information as possible. This gives a central place to share

comments and garner interest about the organization, which, hopefully, will increase visitation.

"Museums collect data, ideas, and content from users, empowering people to contribute and

share accountability for the ongoing expansion of the research and media ecosystem"

(Participatory Experiences 2016, p. 18). This network connectivity allows everyone to have the

opportunity to participate and interact on this social media platform.

Interactivity for the General MacArthur's War Staff identification badge

If the user scrolls down through many of the digital images that have been uploaded to

this site, they will come across General MacArthur's War Staff identification badge.

Facebook. (2019). MacArthur Memorial Museum. Photos. Retrieved from
https://www.facebook.com/pg/macarthurmemorial/photos/?ref=page_internal

The badge is on a wall display under plexiglass at the museum, so using Facebook is a great way

to have more people view this extremely detailed and ornate military badge. It is not a part of

any type of interactivity in the museum. It would be nice to see this badge showcased separately

on Facebook instead of being a small digital image mixed in with hundreds of others. If it had a

separate space the detail could be highlighted with an explanation of what the different elements

symbolize, and the history of the badge could also be set next to it. The Facebook pages allow

comments and reviews, allowing the users to understand other people's perspectives.

Audiences for the identification badge on Facebook

Calvin-Smith, D. (Photographer). (2019). General MacArthur's War Department identification badge. MacArthur Memorial Museum.

The audiences that would appreciate the detail and history of General MacArthur's War

Department identification badge would be adults and military enthusiasts. Collectors of military

memorabilia would also be interested in this very rare military uniform accoutrement. If this

badge had a larger space to be displayed on the Facebook page, the details, color, and history of

the object can be appreciated. Now it is just a bit bigger than a thumbnail image and its

uniqueness gets lost on the crowded page. For people looking for something unusual from a

military object perspective, this would be a great find and easy to share with others that have the

same interests.

References

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Participatory experiences short-term trend: Driving ed tech adoption in museums for the next one

to two years. (2016). *NMC Horizon Report Museum Edition*. 18-19. Retrieved from

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