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LIS258: Museum Informatics
Social Media Technology Assignment
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Link to the Bishop Museum's Instagram account:

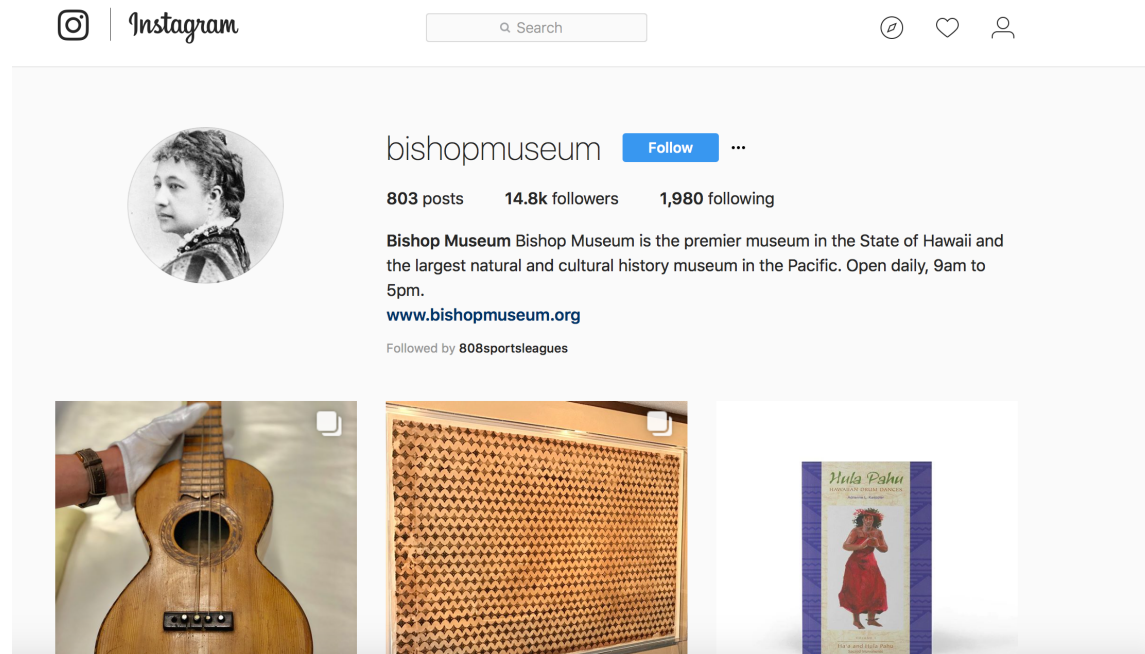
<https://www.instagram.com/bishopmuseum/>.

Social Media Implementations at the Bishop Museum

The Bishop Museum does fairly well when it comes to social networking; it has a Facebook, an Instagram, a Flickr account, a YouTube channel, a Reddit account, a Pinterest, and a Twitter, all of which are advertised on its main visit page. For the purposes of this assignment, the features of the Bishop Museum's Instagram account were examined carefully in regards to the types of social interaction the account provides.

Features of the Museum's Instagram account

The Bernice Pauahi Bishop Museum Instagram account is a public account, meaning that it is available for everyone to view. It also includes the hours and the link for the official museum website in its bio. This was most likely done by the designers to allow ample accessibility and promotion for any and all potential museum visitors.



Screenshot of the [Bishop Museum's Instagram](https://www.instagram.com/bishopmuseum/) page

The account also uses its ability to post pictures as a platform to garner awareness for upcoming events. Posting about events, like the one featured below, can certainly help foster a sense of museum and Hawaiian community¹, as avid museum goers (and ukulele lovers) are welcomed and encouraged to participate and engage in upcoming events.

¹ NMC Horizon, "Participatory Experiences: Short-Term Trend: Driving Ed Tech Adoption in Museums for the Next One to Two Years," *NMZ Horizon Report 2016 Museum Addition*, 2016, pp. 18-19.

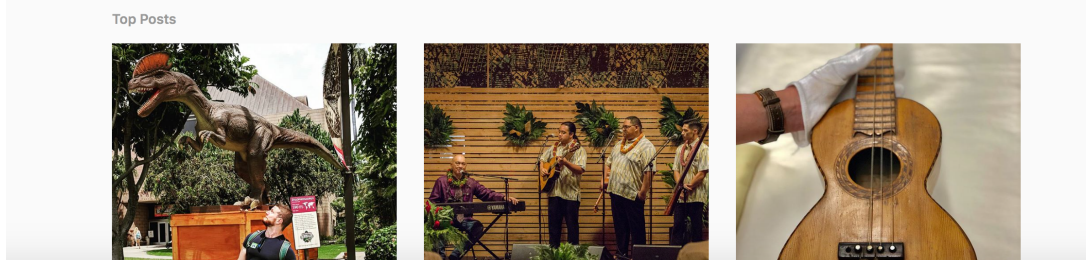


Screenshot of the museum's [latest post](#)

The account also has the ability for users who post a photo from the Bishop Museum to include the location, so others can see where they are. In doing so, the museum is providing “patrons with more immersive opportunities that integrate visitor knowledge into exhibits and objects,” that coincides with the wants and needs of visitors, and is exemplified by so many of them having social media accounts.² Posting pictures about where one has been has become, if anything, a societal norm, and the Bishop Museum, like many other leading information institutions, are using this concept to their advantage.



Bernice Pauahi Bishop Museum



Screenshot of [map feature example](#)

² *Ibid*, pp. 18.



Example of personal Instagram account, which employs the location feature (see below name). Clicking on “Bernice Pauahi Bishop Museum” will bring other viewers to the map page, which can then lead viewers to the official Bishop Museum’s account. This is another way to gain attention and bring viewers closer to the museum.

Audience of Instagram

The most obvious audience that the museum is trying to attract is millennials. Millennial audiences are the rising demographic that is “dedicated to a radically participatory ethic, craving experiences that incorporate fun, discovery, and community.”³ Social media sites, like Instagram, allow millennials to participate in a way that encourages interaction⁴ between them, their viewers, and subsequently, the museum that he or she is visiting.

Another audience the museum is attempting to attract is, as always, tourists. For example, if a tourist were to post a picture while on vacation at the Bishop Museum, it could theoretically attract those Instagram viewers to come visit the museum when he or she visits Honolulu. Again, using this social media site is a way to attract visitors- this time tourists.

Social Media Can Benefit the Bernice Pauahi Bishop Display Case

This would be a great way for the Bernice Pauahi Bishop Display case, or, more specifically, the *Shell Painting* within, to gain more attention. As it is on the third floor of Hawaiian Hall and is currently not part of any interactive exhibit, posting a picture of the display case is really the

³ *Ibid*, pp. 18.

⁴ *Ibid*, pp. 18.

only way to point it out in a way other than having visitors stumble upon it. Right now, the display case does not have much going on to garner more attention. Posting this case on Instagram would also attract some the millennial and tourist target audiences listed above.

References:

Instagram, Bernice Pauahi Bishop Museum, accessed April 16, 2018 through <https://www.instagram.com/bishopmuseum/>.

Instagram, Explore Location- Bernice Pauahi Bishop Museum, accessed April 16, 2018 through <https://www.instagram.com/explore/locations/50268/bernice-pauahi-bishop-museum/>.

Instagram, kirwankate, accessed April 16, 2018 through <https://www.instagram.com/kirwankate/>.

NMC Horizon, "Participatory Experiences: Short-Term Trend: Driving Ed Tech Adoption in Museums for the Next One to Two Years," *NMZ Horizon Report 2016 Museum Addition*, 2016, pp. 18-19.