

EAGLE 2014

International Conference On Information Technologies For Epigraphy
And Digital Cultural Heritage In The Ancient World

How do Italian Museums Communicate Online?

**The #svegliamuseo project and the concept of a
network of digital communication professionals for
the Italian cultural heritage sector.**



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Today, #svegliamuseo wants to function as a **container for ideas and resources**.

It is a blog, a Facebook group, a Twitter account and an hashtag that are prompting communities and experts from all over the world to start a dialogue about digital media in the museum field.



Why a project on museums and digital communication?

Because in Italy there are **4,588 museums** on an area of 301,340 km², but only a small percentage of these institutions is leveraging on the power of the web to better communicate with their audiences, real and potential.



Why a project on museums and digital communication?

- Many museums do not have a website yet and a lot of them rely on municipality websites that gather together local museums on the same portals
- Most of our museum websites are not accessible to those who do not speak Italian and, more broadly, there is not real attention towards accessibility issues
- There are some “notably absents” from the major social platforms
- There are very few museums that use the different online channels to reach specific objectives and targets (eg. Pinterest, Tumblr, Instagram)







Facebook page for Cappella degli Scrovegni.

Cappella degli Scrovegni
Church/Religious Organization

Like Follow Message

Timeline About Photos Likes

PEOPLE

63 likes

Invite your friends to like this Page

ABOUT

The Scrovegni Chapel, dedicated to St. Mary of the Charity, frescoed between 1303 and 1305 by Giotto, upon the commission of Enrico degli Scrovegni, is one...

READ MORE

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Write something on this Page...

Cappella degli Scrovegni changed their cover photo.
June 21

Cappella degli Scrovegni



Cappella degli Scrovegni
Church/Religious Organization

Timeline | About | Photos

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Scrovegni di Giotto diventi sito Unesco

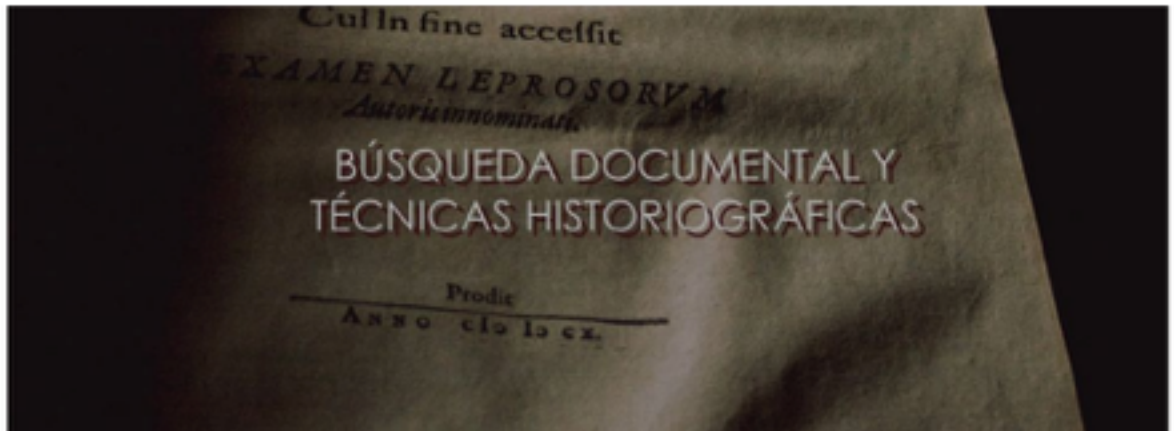
Francesca Home 17

Join Group

La Cappella degli Scrovegni di Giotto diventi ... | Members | Photos | Files | Search this group

Join this group to post and comment. **+ Join Group**

Akanto Diseño shared his event.
September 15 at 11:31 am



Curso online: Búsqueda documental y técnicas documentales
October 21

ABOUT 5,564 members

Public Group

- la Cappella degli Scrovegni affrescata da Giotto a Padova all'inizio del XIV secolo è unanimemente riconosciuta dal mondo degli studi come la più grande rivoluzione prodottasi in Europa in campo artistico, con un linguaggio pittorico talmente innovativo che suscitò l'ammirazione incondizionata dei contemporanei e costituì per secoli il modello di riferimento di generazioni di artisti europei, al punto che è stato autorevolmente sostenuto che il primo innovatore dopo il Giotto degli Scrovegni sia stato nel secolo scorso Pablo Picasso;
- la Cappella degli Scrovegni rappresenta un unicum assoluto anche sotto il profilo filosofico-teologico, con un progetto di matrice agostiniana, recentemente individuato da Giuliano Pisani che ha individuato...

Home — Sito ufficiale del Museo Archeologico Nazionale di Napoli

Search Site

only in current section

Museo archeologico Nazionale di Napoli

SOPRINTENDENZA PER I BENI ARCHEOLOGICI DI NAPOLI

Home

Informazioni attività servizi

Storia del Museo

Eventi

Thematic views

Thematic paths

Circuito Informativo Regionale della Campania per i Beni Culturali e Paesaggistici

Il Museo

Il Museo Archeologico Nazionale di Napoli, uno dei primi costituiti in Europa in un monumentale palazzo seicentesco tra la fine del Settecento e gli inizi dell'Ottocento, può vantare il più ricco e pregevole patrimonio di opere d'arte e manufatti di interesse archeologico in Italia. Vai

I percorsi

Le opere d'arte ed i reperti archeologici sono presentati secondo la loro collocazione fisica all'interno di ventisei sezioni tematiche, costituite in base a due originari criteri espositivi: antiquario e tipologico. Il primo si incentra intorno al nucleo della collezione Farnese, ereditata da re Carlo III e poi detenuta dalla famiglia Borbone, cui se ne aggiunsero nel tempo altre, quali le collezioni

ORARI DI APERTURA

Aperto tutti i giorni dalle 9.00 alle 19.30

Chiusura settimanale: martedì; festiva: 1° gennaio, 1° maggio, 25 dicembre.

Si invitano gli utenti ad informarsi preventivamente degli ORARI DI VISITA delle collezioni [cliccando qui](#) oppure chiamando allo Punto informazioni del Museo: +39.081.4422149. Per stampare l'orario giornaliero delle Collezioni del Museo aperte [clicca qui](#)

Cerca Luoghi della Cultura

VAI

Account  musei vaticani

... Risultati per musei vaticani Salva

-  **Musei in Comune Roma**  @muselincomune
Benvenuti sull'account ufficiale dei Musei in Comune, il sistema museale di Roma Capitale. Welcome to the official Twitter page of Rome's Civic Museum Network
-  **B&B Musei Vaticani** @AiMuseiVaticani
 Iniziato a seguire da archeologica spoletto
-  **RomeGuide.it** @Romeguideit
La guida più completa su Roma: Musei Vaticani, visite guidate, tours della città, biglietti per concerti, teatri, mostre, musei, sport, etc...
 Iniziato a seguire da Gianni Testa e altri 9
-  **바티칸박물관전** @musei_vaticani
2012.12.08~2013.3.31까지 예술의전당에서 열리는 '바티칸박물관전'의 트위터입니다~
-  **Musei Vaticani** @MuseiVaticani
바티칸박물관전 / 예술의전당 한가람미술관 1층 / 2012년 12월 ~ /
 Iniziato a seguire da Invasioni Digitali e 1 altro
-  **Vaticano - notizie** @news_va_it
Media Vaticani: CTV, Osservatore Romano, Pontificio consiglio delle comunicazioni sociali, Radio Vaticana, Sala Stampa, Sito internet vaticano, V.I.S.
 Iniziato a seguire da ARTE.it e altri 6



Who we are



archaeology + marketing
+ social media



cultural management +
museums + mobile



archaeology +
communication +
storytelling

+



archaeology +
museums + translation

What we want to do

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- Make information accessible and share best practices in the field
- Provide a place for discussion on current trends and encourage the dialogue between professionals in the community of practice
- Open the Italian community to international dialogue, looking for best practices on a global scale to apply at a local level

**THIS IS
HOW WE
DO IT**

Interviewing professionals in the field (both in Italy and abroad)

- Tate Gallery, London
- Smithsonian Institution, Washington
- Royal Ontario Museum, Toronto
- Rijksmuseum, Amsterdam
- Museo Nacional del Prado, Madrid
- Horniman Museum and Gardens, London
- Mart, Rovereto
- Palazzo Madama, Torino
- Museo della Scienza e della Tecnologia Leonardo da Vinci, Milano



Writing articles and sharing the latest news on digital communication related topics

- New social media
- Analytics and evaluation for digital tools
- Communication strategies
- Best practices in the museum field
- Wearable technologies
- Museum blogging and storytelling techniques
- Mobile and interactive media
- Open data



Connecting professionals through Svegliamuseo On Air

- One hour-long **video-interviews** on Google Hangout, broadcasted live and recorded on our YouTube channel
- An Italian museum professional meets a foreign colleague for exchanging methodologies, examples and advice on a specific topic
- Eg. digital engagement for younger audiences, staff training on digital tools, YouTube strategy, social media management on a budget, analytics ...



“Communicating The Culture Online: A Practical Guide For Museums”

- A practical guide on social media, website design, evaluation and storytelling
- Lots of case studies and practical examples of social media use in the museum field
- ‘How to’ guide to different analytics tools
- Free download on #svegliamuseo website (Italian only)
- Up to now, more than 1,000 copies downloaded



Questions, discussion and RTs: the #svegliamuseo community

- 2,000+ people taking part in the Facebook group
- 3,700+ people following on Twitter
- #svegliamuseo hashtag used by museums and passionate to share news and events
- Lots of interesting questions and discussions around tools, methodologies and ideas
- Very lively community of professionals at different levels



How are things going?

The public and the press pay closer attention to these topics, often comparing our quality levels with those from other countries.

In the last year, Italian museums have definitely started a process of change.

The number of museums on Twitter and Facebook has significantly increased and there are more and more initiatives and cultural ‘social’ events going on.

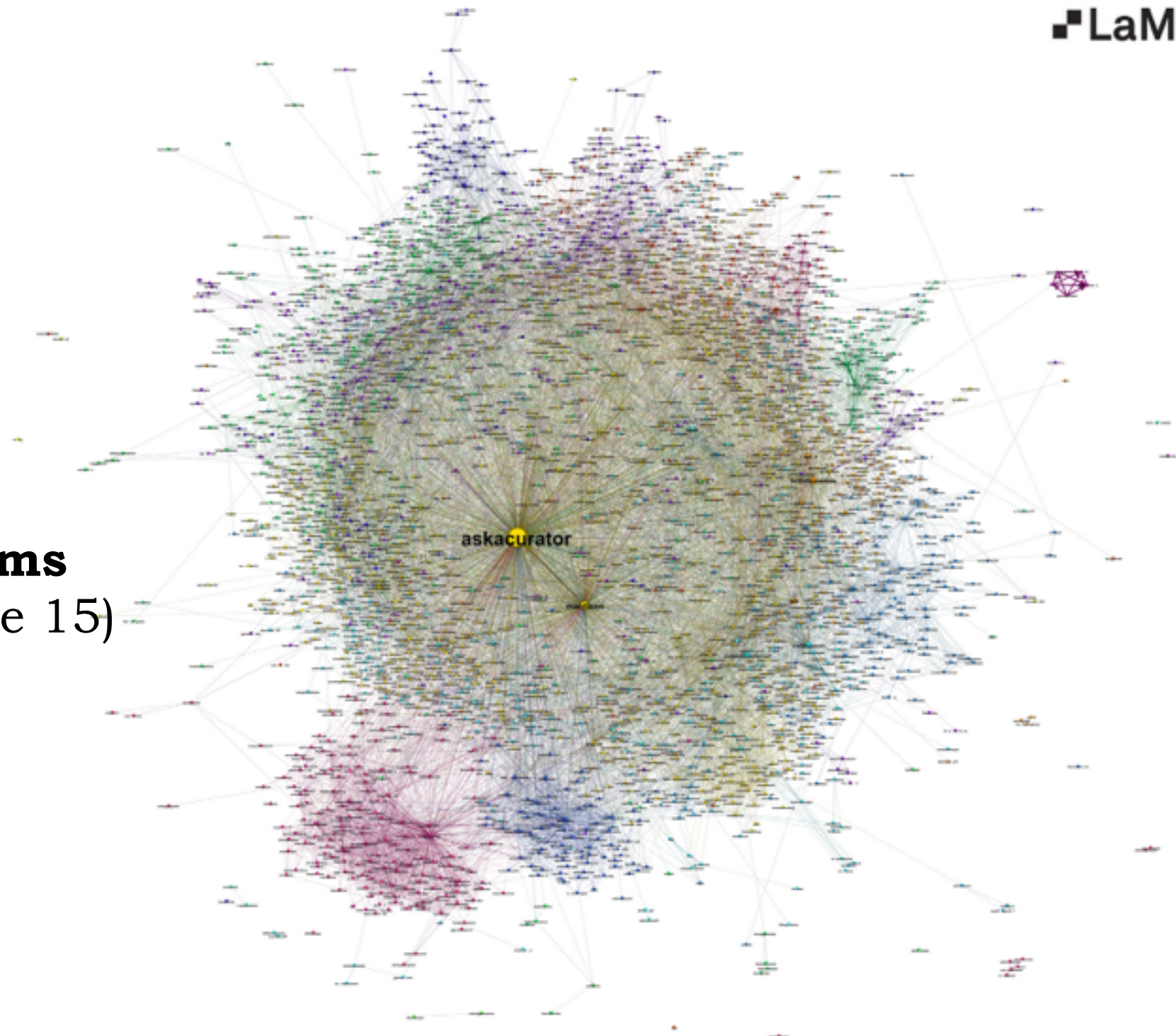
Some examples



Ask a Curator Day 2014

■ LaMagnética

- 721 museums
- 43 countries
- 47,500 tweets
- 13,000 users
- **31 Italian museums**
(in 2013 there were 15)



■ LaMagnética



- 5 days on Twitter
- 5 different topics
- 630 museums
- 180,000+ tweets
- 40,000 users
- 20,800 photos shared
- **115 Italian museums**



Invasioni Digitali

- Two editions
- 407 invasions in 2014
- 15,000 people involved
- 39,500 tweets with the hashtag #invasionidigitali
- 10,300 photos on Instagram
- Museums were enthusiasts, some of them promoted 'self-invasions'



#SmallMuseumTour

- 12 museums involved in Summer 2014
- One hour-virtual tours on Twitter
- “Accessible museums” (showing behind the scenes, no more boundaries between the public and the museum’s staff)
- Second edition will take place in October



#MuseumSchool

- Initiative created spontaneously by a group of smaller museums across the country
- It brings together institutions whose mission is focused on educational goals (adhesion via email, 38 registered museums so far)
- Hashtag on Twitter to share news and activities
- Museums are using digital tools to **form their specific communities**



Conclusions

Italian institutions are starting to realize the potential of digital tools in communicating the museum to a wider audience and in a more personal and interconnected way.

Although some institutions still don't seem to adopt these tools, a high number of smaller institutions is becoming more and more curious trying out new tools and methodologies.

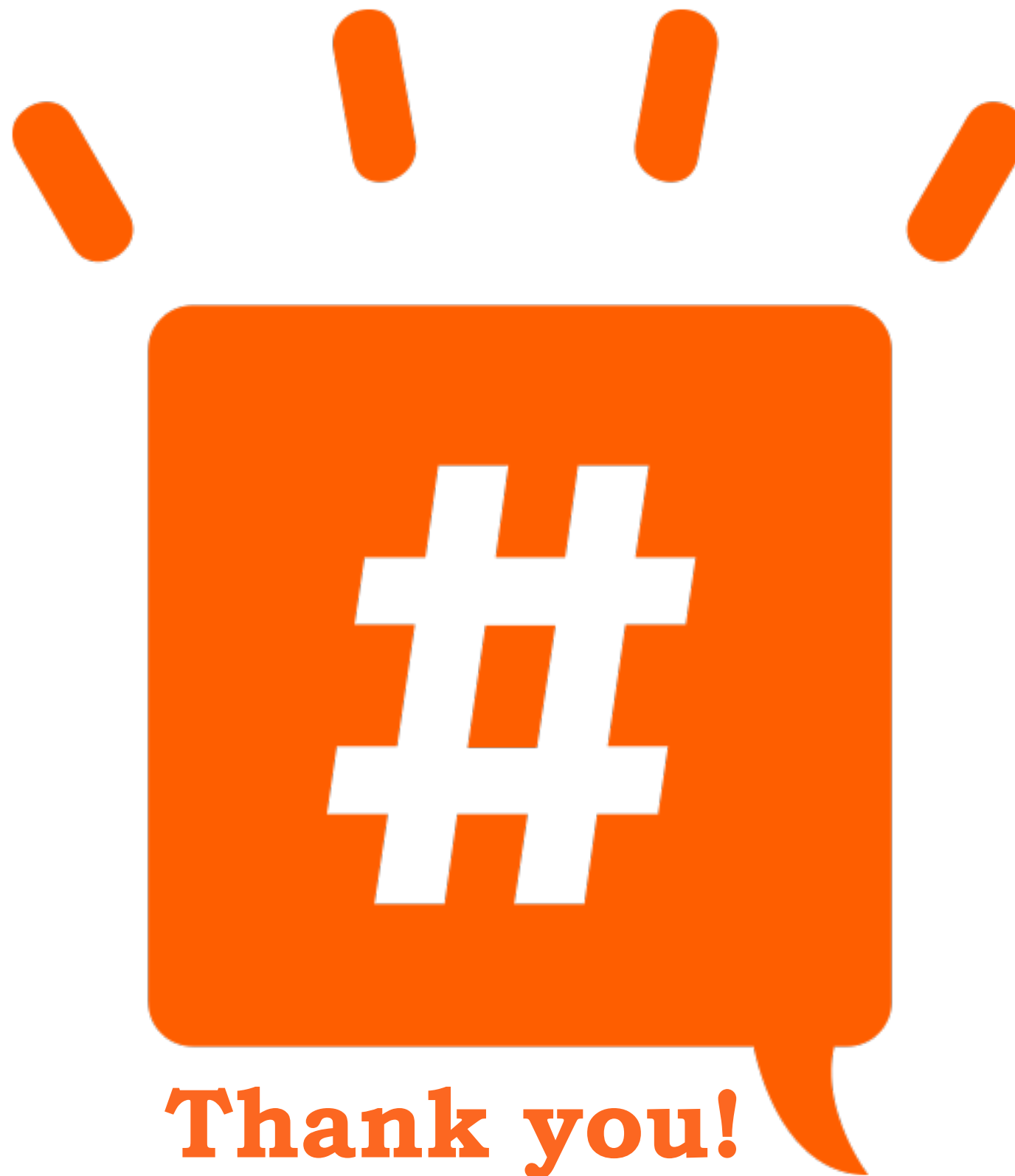
Online communication requires expertise and strategic approach, like traditional communication and any other cultural marketing process. Therefore, training and constant updating on digital topics are necessary, particularly for the museum staff (the real change, in fact, should start from within).

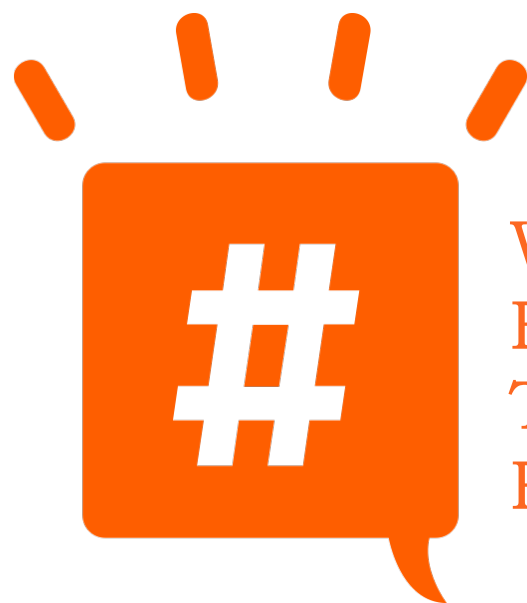


Conclusioni

In order to represent a real change in the field, digital tools must be managed according to the specific mission of the institution, its target and the cultural, political and economic situation in which it operates.

By continuing to provide ideas and best practices on these topics, #svegliamuseo would like to promote **the development of a community of Italian museum professionals** in the field of digital communication and interpretation. A community that would be able to interact with the worldwide one and to communicate our heritage online with appropriate tools and skills.





Website: www.svegliamuseo.com

Email: info@svegliamuseo.com

Twitter: [@svegliamuseo](https://twitter.com/svegliamuseo)

Facebook: Musei e social media - [#svegliamuseo!](https://www.facebook.com/svegliamuseo/)