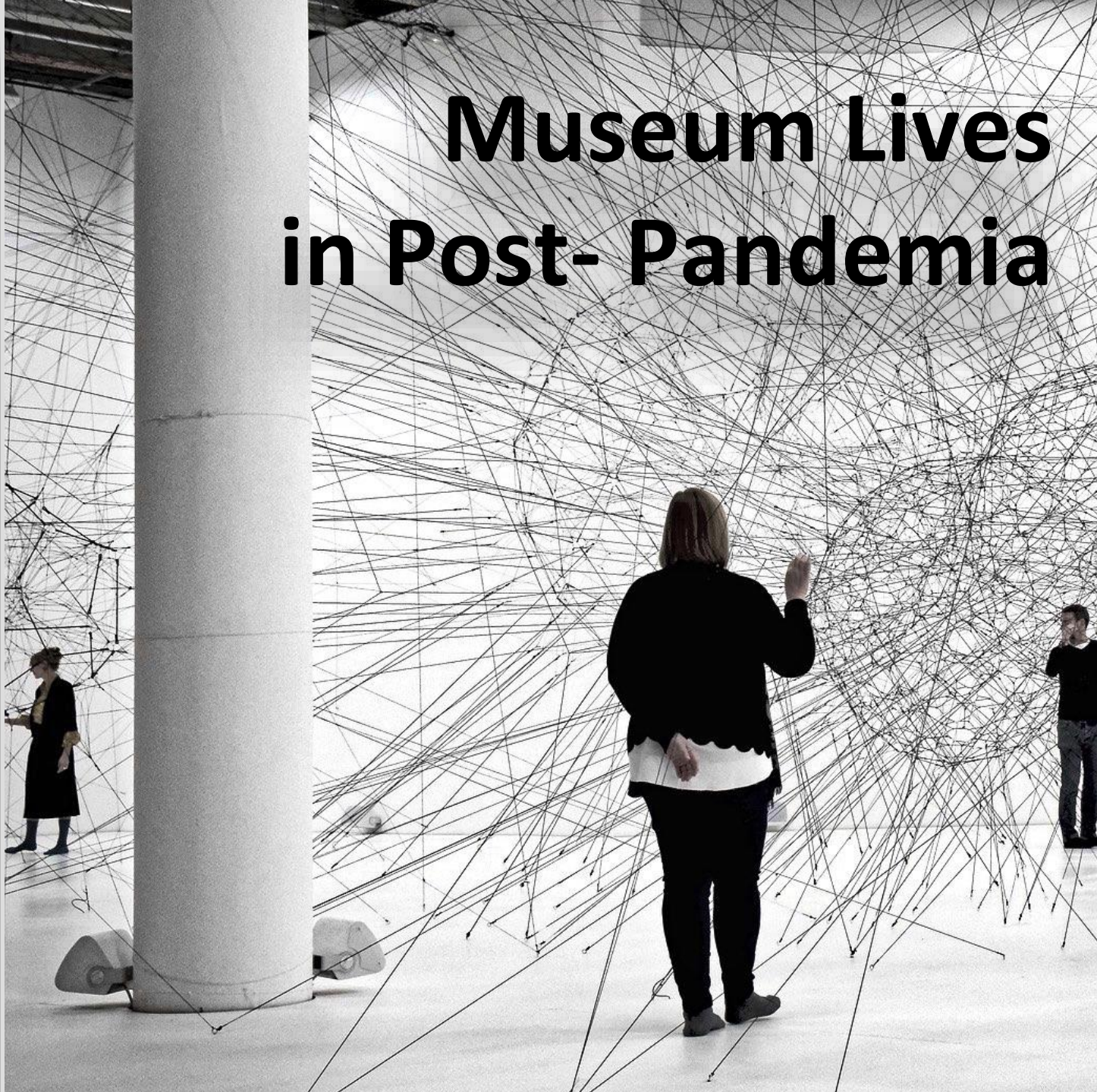


Museum Lives in Post- Pandemia



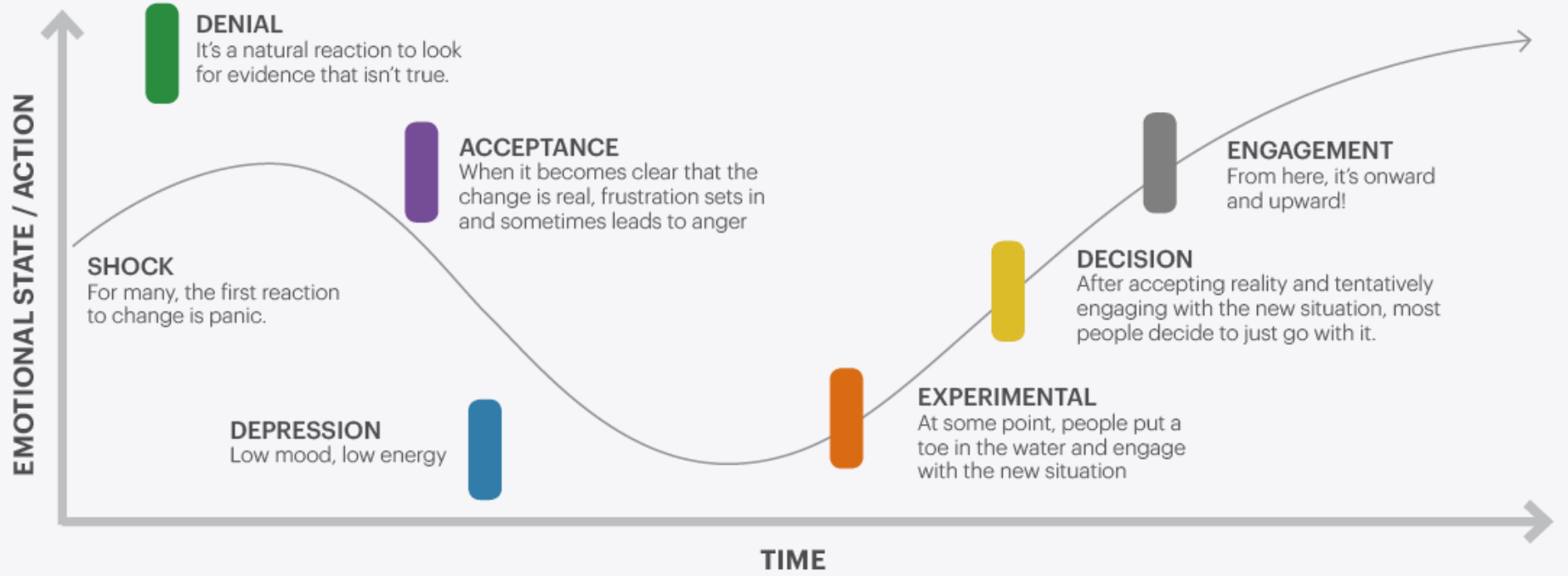


MUSEUM
CLOSED

STAGE 1: ENDINGS

STAGE 2: TRANSITIONS

STAGE 3: NEW BEGINNINGS



Clarity

Empathy

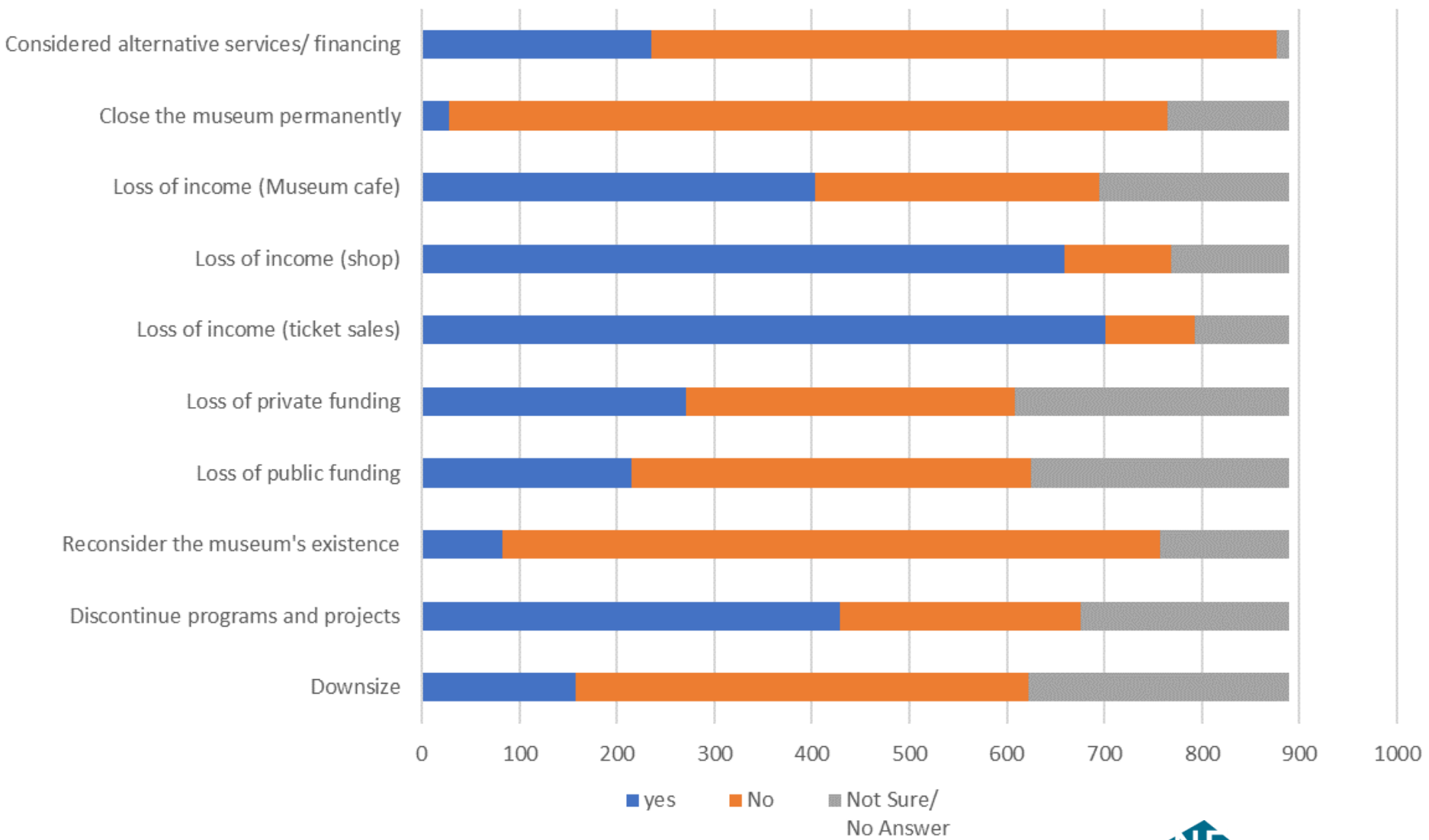
Motivation

Capability

Knowledge

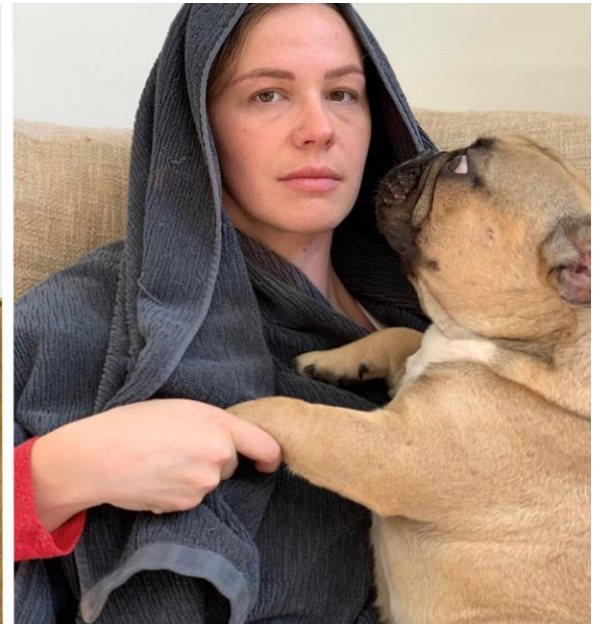
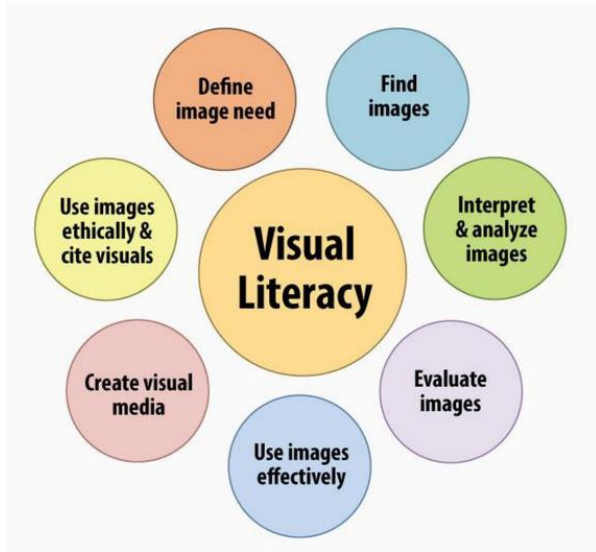
THE KEYS TO ENGAGEMENT

What Changes do you Foresee in the Long-term?









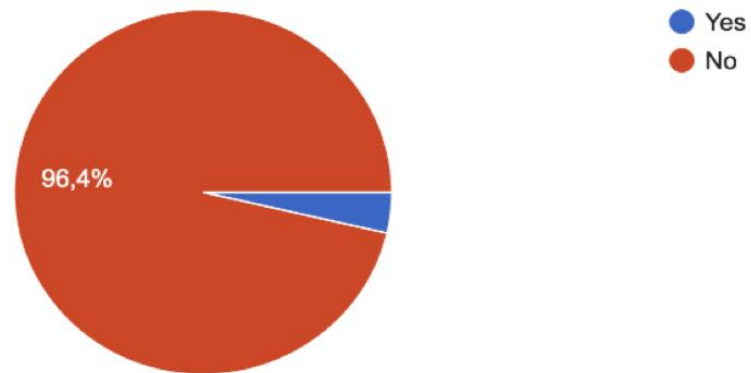
Who is the audience?





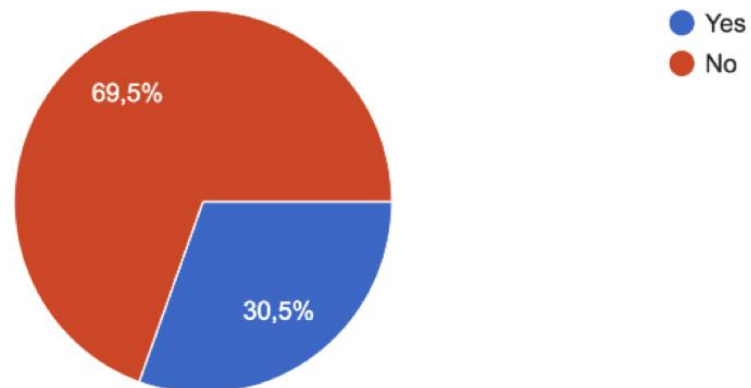
Have you hired new staff to manage the increased online presence?

639 Antworten



Have you changed staff responsibility so that someone who usually doesn't work with communication is managing the online presence (website, social media, newsletters etc.)?

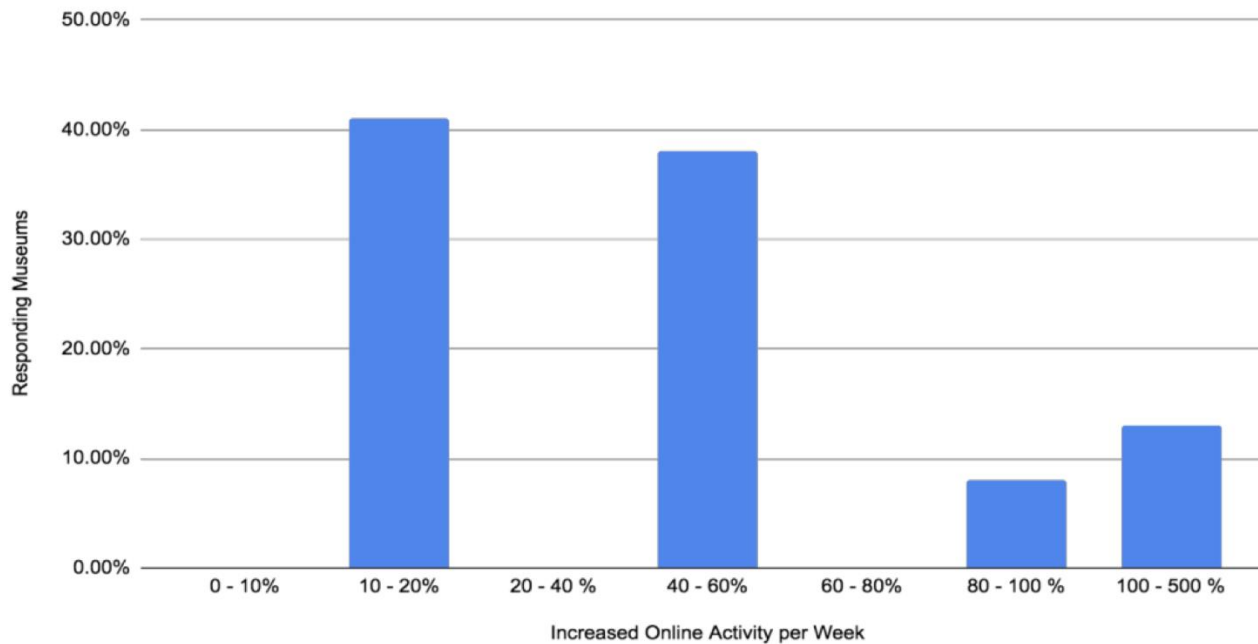
633 Antworten



Increased online visits

- **40% of the museums that responded to the survey have noticed increased online visits** since they have been closed.
- Of those, **41% note an increase of visits up to 20% per week on their website, 38% note an increase up to 50%, 8% note an increase up to 100%, while 13% of the museums have noted an increase of up to 500% per week.**

How Many Museums Have Seen an Increase in Online Activity?



► What about adult audiences?

Our research indicates most had *not* sought out content from museums over the past few weeks.

WHY NOT? FOR LOTS OF REASONS, INCLUDING:

- ❓ **Hadn't occurred to them**
- 🕒 **No time (especially among parents)**
- 🗣️ **Anxiety is depressing motivation for culture/learning**
- 🗣️ **Perception museums are only providing content aimed at children**
- 📺 **Tired of screen-time**
- 👉 **Don't know where to start looking for content**

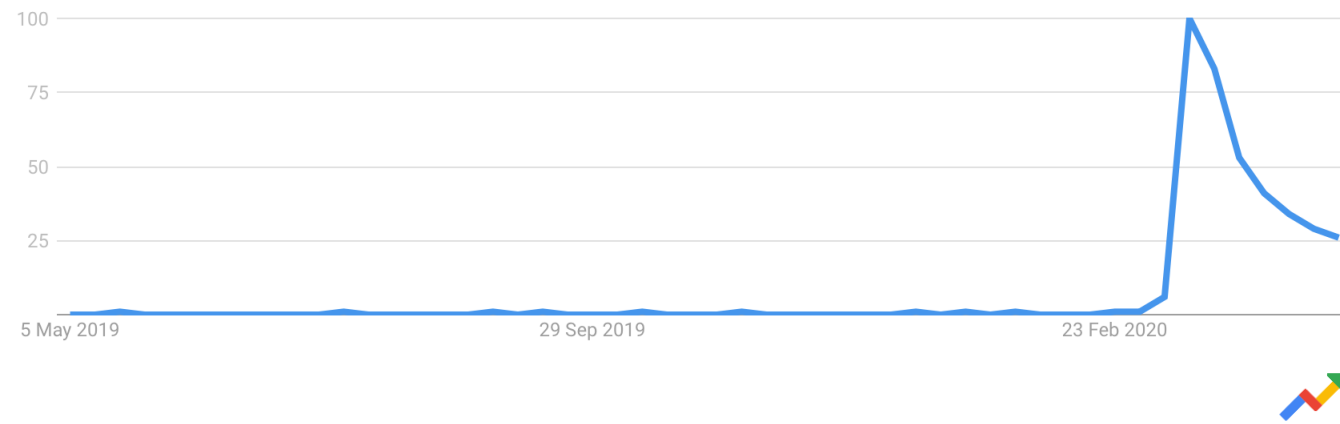
But that doesn't mean that content is unnecessary. Far from it! Most museum-goers would enjoy hearing from museums ... and engaging with content.

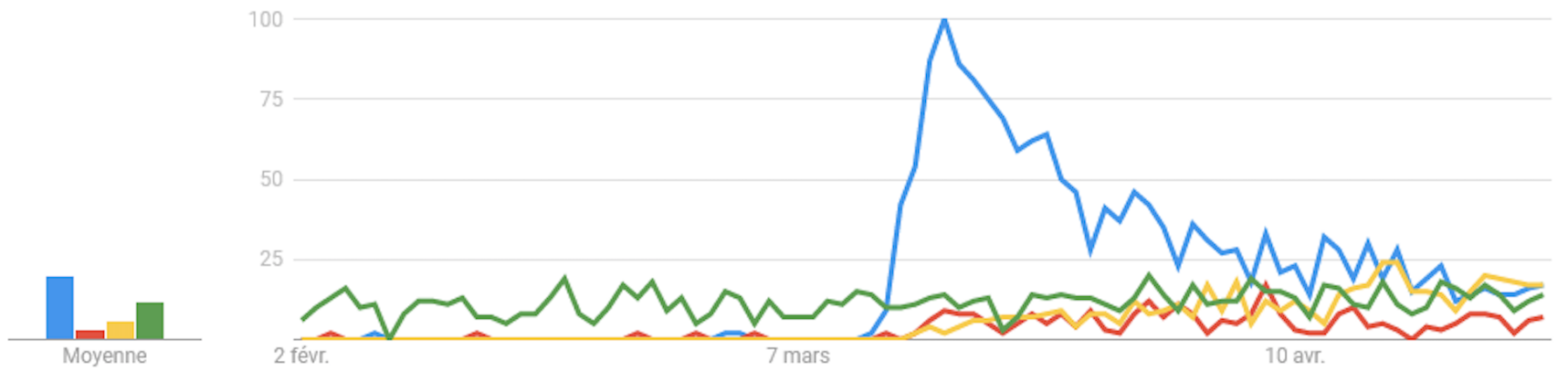


Interest over time ?



Interest over time ?











● virtual museum tours ● virtual field trips for kids ● quarantine date ideas ● things to read



MUSEUMHACK

▶ How they want us to engage them, and to what depth, varies.

Most museum-goers were interested in a regular feed of short snippets of content, such as:

	PUZZLES AND GAMES		FUN "DO AND SHARE" ACTIVITIES
	FUN FACTS		THINGS THAT SURPRISE AND DELIGHT
	BEHIND-THE-SCENES TIDBITS		SHARING HOPE AND BEAUTY

Why short snippets? In periods of stress, our attention spans suffer. Additionally, our isolation has increased reliance on social media, which serves this kind of content well. (All this only reinforces why things like #hashtagthecowboy, curious penguins, and art recreations have been effective.)



#hashtagthecowboy

See



People Photos Videos

Nat'l Cowboy Museum @ncwhm

Hello, my name is Tim and I am the head of security for The Cowboy. I have been asked to take on the additional duty of social media management while the museum is closed. I'm new to this but excited. My team will also continue to protect and monitor the museum. Thanks, Tim Send



8,521 9:15 PM - Mar 17, 2020

1,323 people are talking about this

become of the possibilities of the visual world." -Dorothea Lange

Dorothea Lange: Politics of Seeing is organized by the Oakland Museum of California.

The exhibition is supported in part by the Oakland Museum Women's Board and the Henry Luce Foundation.



Nat'l Cowboy Museum @ncwhm

We have a very cool photography exhibition right now called Dorothea Lange: Politics of Seeing that runs through May 20, 2020. Her photographs are very moving. That is a photo of her. She looks like someone I'd want to have a beer with. Thanks, Tim

6:18 PM · Mar 18, 2020 · Sprout Social

790 Retweets 13.4K Likes



burner account @bu... · Mar 25

Replying to @ncwhm
Ironic... were headed towards a depression and were admiring a great depression photographer



GBTurner @ginny... · Mar 25

Replying to @ncwhm
#DorotheaLange exhibit is worth a trip to Oklahoma



ParkerPoseyMarc's... · Mar 19

Replying to @ncwhm
Can dogs come



116

790

13.4K

Sam Mussett @Sam_Mussett · Mar 24

Now internationally famous. Can't wait to visit the museum one day. Makes me smile every day during these times. Thank you

Terms of Service

© 2020

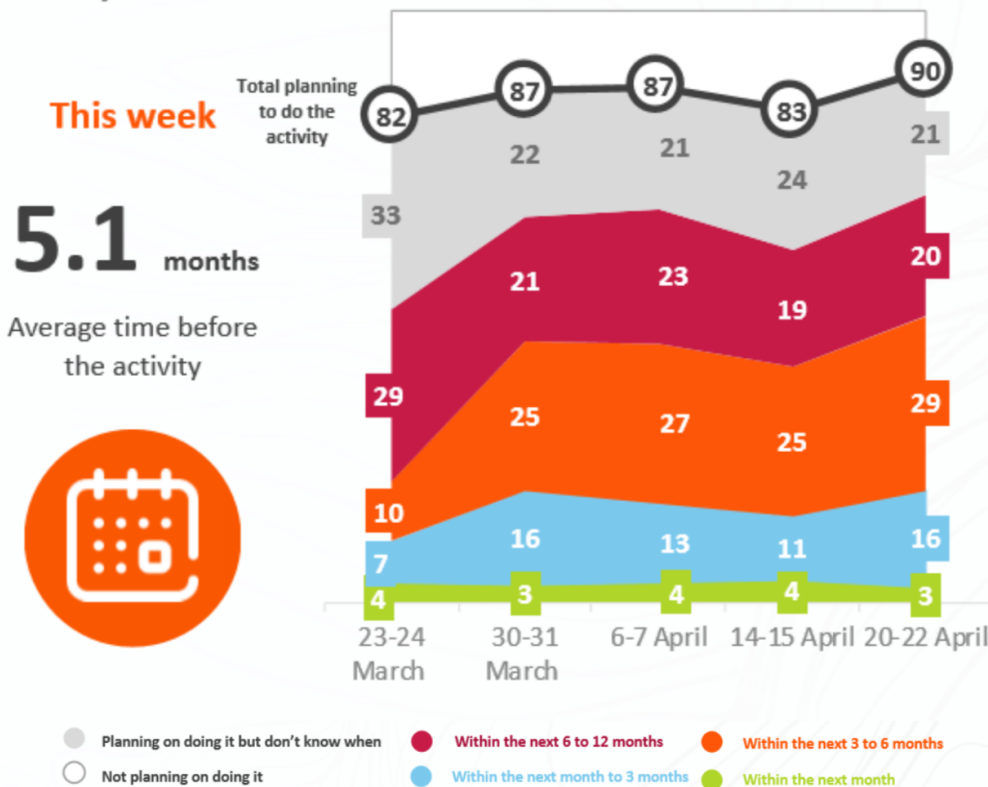
**In the
coming months ...**





BVA-BDRC tracker indicates a growing anticipation of visiting attractions within the next 3-6 months, perhaps a reaction to horizons for overseas travel becoming further away

Go on a day out to a visitor attraction

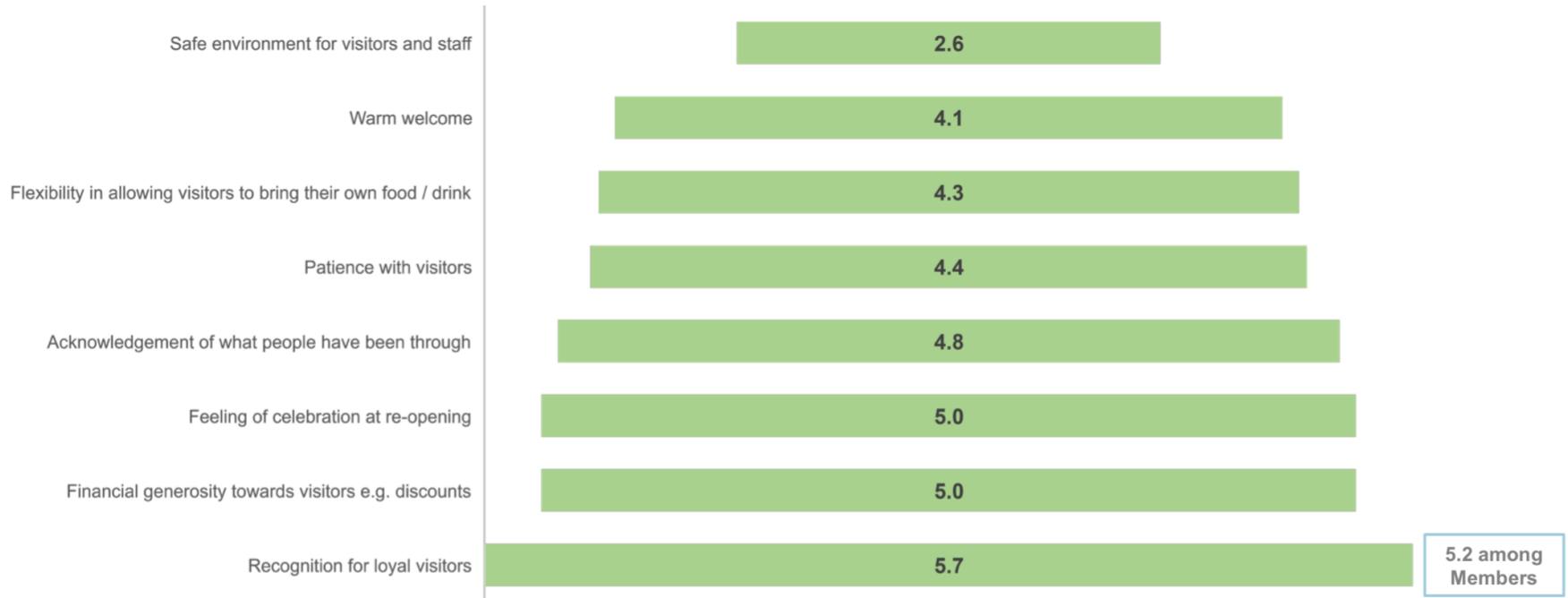


ALVA
Attractions Recovery Tracker

I hope to visit a lot more places when we come out of lockdown. Not too keen on going abroad yet but would be keen to see more places around the UK. I'd still keep my distance but if I felt it was safe I'd go for it.

Q11. Which the following are you intending to do in the next 2 weeks combined with Q12. Given what you know today, when do you anticipate doing the following? Base all

Average Importance Ranking of characteristics would most like to see in attractions when they re-open (1=highest, 8=lowest)



Q: Which of these characteristics would you most like to see in visitor attractions when they re-open? Please rank these in order, starting with the characteristic that you would most like to see, ranked as number 1.

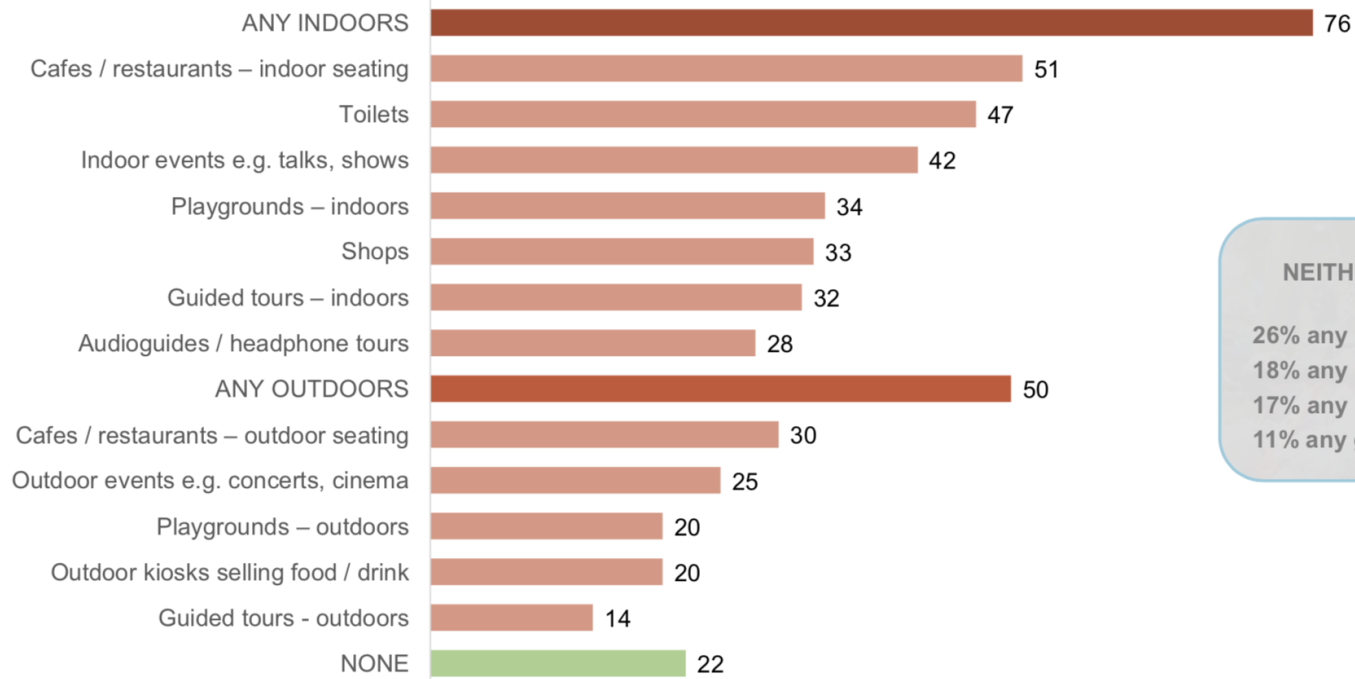
Base: All respondents (668)

Widespread anxiety around using indoor facilities, particularly those where social distancing is more problematic. Less anxiety outdoors, but still notable

ALVA

Attractions Recovery Tracker

Will feel more anxious or uncomfortable about using than usual at attractions (%)



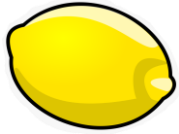
NEITHER INDOORS NOR OUTDOORS

- 26% any café / restaurant
- 18% any events
- 17% any playground
- 11% any guided tours

Q: At visitor attractions, which of these, if any, would you feel more anxious or uncomfortable about using than usual when they re-open?
 Base: All respondents (668)



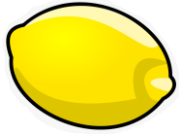




Museum publics don't want to use handheld devices. Very frustrating!



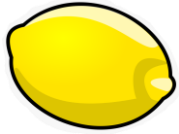
We shall provide additional exclusive downloadable content to our museum publics!



**Visitor numbers are very low.
This is far worse than we expected them
to be!**



**We shall provide more personalised
tours, give special treats and ask visitors
to rate us on social media!**



Everybody has to wear a mask and we need to cater for an endless list of health requirements.



We shall provide personalised masks for visitors with their preferred artwork and tell hygiene related stories inspired by items in our collection!

What do we stand for?
For whom?
How do we engage?





Thank You