

Improving Museums' Storytelling through Digital Narratives

 **South East Museum**
DEVELOPMENT PROGRAMME

Dominic Ivaldi and Angela Willis



Lead Consultant – Abhay Adhikari



Why?


CARAVANS & CHARABANCS
LEISURE MOTORING AFTER THE FIRST WORLD WAR



Developing our digital narrative project

400 charabanc images

Exhibition planned for 2015

Use social media to promote and build audience of exhibition

Create events to build participation



Plan of action

- Set up flicker commons account
- Create a list of partners/influencers on social media
- Set up storify account as blog alternative
- Develop existing twitter feeds to promote the exhibition
- Create events to increase participation



Our social media platforms

<https://twitter.com/caraandchara>
@caraandchara




<https://www.flickr.com/photos/caravansandcharabancs/>



<https://storify.com/caraandchara>



DHYAAN DESIGN




A story told in 400 images: Social media, storytelling and museum collections

By Digital Collections Officer at the National Motor Museum


Authors: Dominic Heath and Angela Mills
Organisation: National Motor Museum, Beaulieu

An Digital Collections Officer my role at the National Motor Museum involves managing our website and providing content to social media channels including Facebook, Twitter and Youtube. I have also been involved in several digital projects where social media has played a significant role. My colleague Angela Mills, who manages The Caravan Club Collection housed at the National Motor Museum, also uses social media regularly, particularly Twitter.

Our experiences of using social media have mainly focused on providing greater access to our collections and promoting events. We have also used social media to take part in national campaigns.




50 tweet shares



Early Challenges

- Control of social media
- Creative commons issues
- Organisational delays
- Follower numbers





Meeting the Challenge

- direct approach
- change profile
- playful
- promote exhibition

Caravans&Charabancs
@caraandchara

An H.F. funded WWII commemorative project from the National Motor Museum and The Caravan Club. Follow us to discover untold stories and hidden histories.

Progress to date


- 60 followers, 1.6k impressions per day
- 300 views
- Developing audience for exhibition







Learning/Tips


- new platforms
- competitions
- keep it simple
- can't do everything
- meaningful content
- engage the audience




Thank you

www.nationalmotormuseum.org.uk/caravans_charabancs

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