



# Board of Montréal Museum Directors

Collaboration between museums:  
The role of social media



- Executive Director
- Manon Blanchette Ph.D

# The Board of Montréal Museum Directors



- **History**

- 1985, beginning of the collaboration between museums for the first *Montréal Museums Day*
- 1991, incorporation
- 2007, 31 museums
- 2009, 34 museums
- **2011, 38 museums**

# Montreal Museums

- More than 5 million visitors a year
- Economic impact of over \$ 127M
- 3,500 cultural workers
- Heritage assets of more than 4 million items

# Mission

- **STRENGTHEN** ties of cooperation between museums
- **PROMOTE** cultural missions of each museum
- **REINFORCE** the important role of museums:
  - Urban Development
  - Tourism Industry
- **How can social media help accomplish the BMMD's mission?**

# Web 1.0, 2.0, 3.0 ...

- **Web 1.0:** The internet - the web pages linked by hyperlinks which was established in early 1990.
- **Web 2.0:** The web of people linking to each other, initially by e-mail, then with blogs, discussion forums and finally with social networks. Not necessarily a *new* version of the web, but rather a new way of *designing and interacting* with the web with an emphasis on **dynamic open content**.
- **Web 3.0:** A buzzword, a concept that is not yet defined as it is the next step in web development. A popular theme is the **Semantic Web** based on **mobility**, **universality** and **accessibility** through W3C standards.

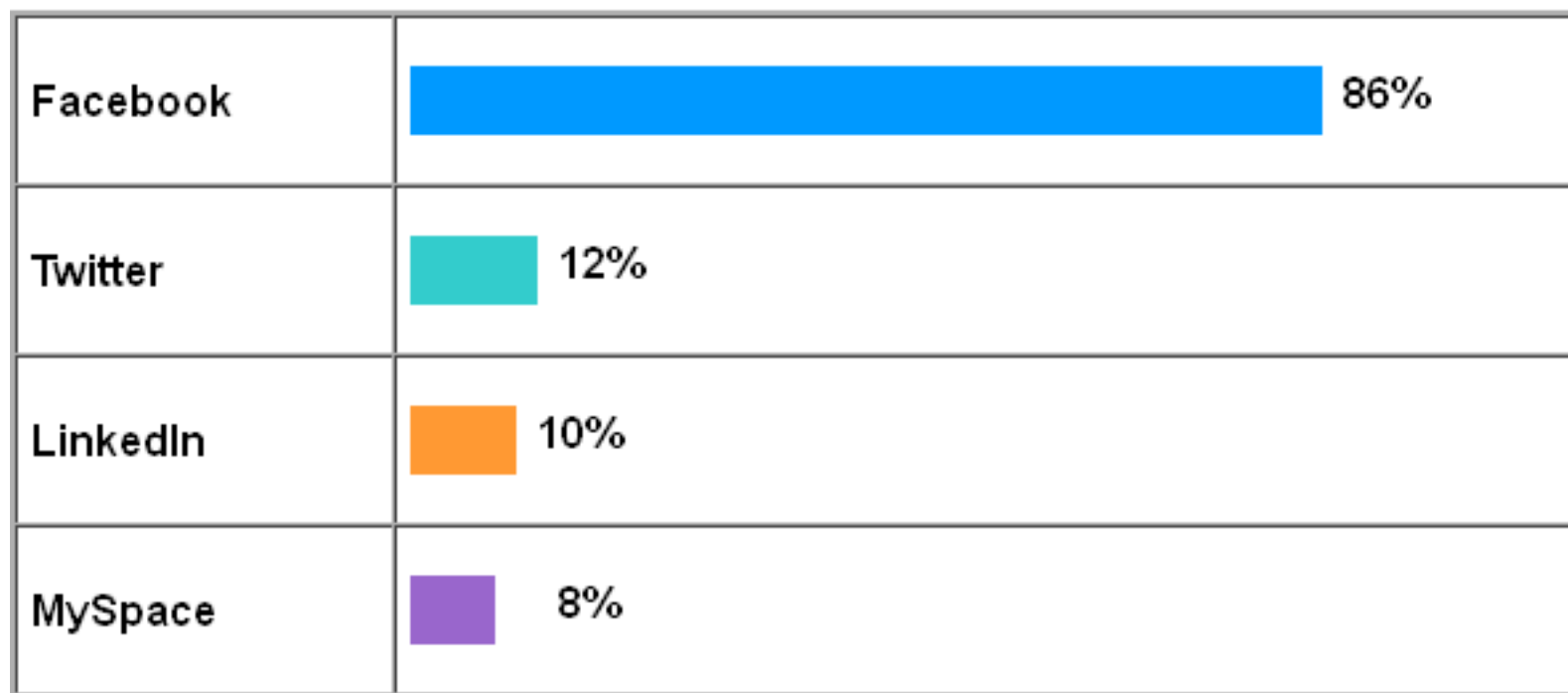
# Other Social Media Tools

The Flickr logo, featuring the word "flickr" in a blue sans-serif font, with the "r" in pink and a small "TM" trademark symbol.The LinkedIn logo, consisting of the word "Linked" in a black sans-serif font, followed by a blue square containing the white letters "in".

- **Flickr & Picasa:** Photo exchange platforms
- **Foursquare:** Geolocalisation platform. Enables a user to indicate their precise coordinates to their friends in real-time (like Facebook Check-In).
- **LinkedIn:** Professional Social Network. To establish and maintain professional networks.
- **MySpace:** Music Exchange Platform

# Social Media and the Québec Population

Portée de certains réseaux sociaux sur  
la population des internautes québécois



Source: Comscore Media Metrix Canada, average on three months ending in April 2011  
(SAINE Marketing)



# Montreal Museums & Social Media

- **29 BMMD Museums** use Facebook
- **18 BMMD Museums** use Twitter
- **Most active Museums**
  - *Musée d'art contemporain de Montréal*
  - Montreal Museum of Fine Arts
  - Centre for Canadian Architecture (CCA)
  - Bibliothèque et Archives nationales du Québec
  - Montréal Science Centre
  - *Cinémathèque québécoise*

<b>Museums</b>	<b>Facebook Fans</b>	<b>Twitter Followers</b>
Musée d'art contemporain de Montréal	18,713	6,629
Musée des Beaux-Arts de Montréal	13,878	5,517
Canadian Centre for Architecture	11,929	704
<b>Montreal Museums (BMMD)</b>	<b>8,455</b>	<b>3,469</b>
Bibliothèque et Archives nationales du Québec	4,868	2,111
Centre des sciences de Montréal	4,780	--
Espace pour la vie (Le Biodôme, l'Insectarium, le Jardin botanique et le Planétarium de Montréal)	4,691	797
DHC/ART Foundation for Contemporary Art	3,389	372
Cinémathèque québécoise	1,471	1,798

# Musées Montreal



## A - Facebook

2011	May	August	Sept
Monthly Active Users	3,572	4,135 ↑	5,793 ↑
Lifetime likes	7,811	8,376 ↑	8,478 ↑

## B - Twitter : [@MuseesMontreal](https://twitter.com/MuseesMontreal)




twitter



May 2011	Aug 2011	Sept 2011
2,977	3,338 ↑	3,505 ↑

*Average growth: 170 new followers a month*

# Facebook Participation Strategy

- We often give away **free passes** to our member museums in Facebook as this is an effective way of generating interest and traffic.
- We create **bilingual posts** to better reach our Francophone and Anglophone users.
- We formulate a **skill-testing question** that requires the user to visit the member museum's website to research the answer.
- For example, for the Montreal Museum of Fine Arts' *The Warrior Emperor and China's Terracotta* exhibit, we asked the following question:  
**What is the Eighth Wonder of the World?**
- **Average feedback for a single post: 0.10% Feedback**
- Posting (English): **1,764 Impressions (102% Feedback)** 
- Posting (French): **4,838 Impressions (60% Feedback)** 
- Note announcing winners: **1,025 Impressions (59% Feedback)** 



## Wall

Hidden posts

- Info
- Photos
- Discussions
- Reviews
- Events

EDIT

## About

Edit

La Société des directeurs des musées montréalais œuvre à promouvoir la rich...

More

## Musées Montréal

Local business · Montreal, Quebec · Edit info



## Wall

Share: Status Photo Link Video Question

What's on your mind?



## Musées Montréal

C'est la dernière semaine pour « L'empereur guerrier de Chine et son armée de terre cuite » au Musée des beaux-arts de Montréal et nous avons 5 paires de billets à donner! Les premières 5 personnes à répondre correctement à la question suivante iront au MBAM : Quelle est la huitième merveille du monde?



## EMPEREUR GUERRIER DE CHINE ET SON ARMEE DE TERRE CUITE

[www.mbam.qc.ca](http://www.mbam.qc.ca)

4,838 Impressions · 0.60% feedback

Like · Comment · Share · 20 June at 09:51

Club Compost and 7 others like this.



Eric Chiasson L'empereur guerrier de Chine et son armée de terre

promouvoir la rich...

More

8,457

like this

1

 Club Compost and 7 others like this.



**Eric Chiasson** L'empereur guerrier de Chine et son armée de terre cuite1

20 June at 09:52 · [Like](#)



**Céline Lefort** Ça pourrait être le tombeau de l'Empereur guerrier et la Grande Muraille de Chine...

20 June at 09:56 · [Like](#)



**Eric Chiasson** mausolée de l'empereur Qin! je maintiens!

20 June at 09:57 · [Like](#)



**Caroline Vallieres** Je dirais aussi la grande muraille de Chine :)

20 June at 10:03 · [Like](#)



**Caroline Vallieres** Mais je crois qu'il n'y a pas de 8e merveille du monde :)

20 June at 10:06 · [Like](#)



**Marie-Michèle Laplace Vallières** Il n'y en a pas de 8e officielle mais pour moi se serait Stonehenge!

20 June at 10:09 · [Like](#)



**Bea Vidal Martínez** C'est le site archeologique de l'armée de Terre Cuite à Chine.

20 June at 10:11 · [Like](#)



**Marilyne Cormier** Je crois qu'il s'agit de la Pyramide de Gizeh, la seule merveille antique à rejoindre les 7 nouvelles merveilles du Monde...

20 June at 10:12 · [Like](#)



**Nadia Martineau** je crois qu'il n'y en a pas. La 8e merveille du monde est propre à chacun, chaque pays!

20 June at 10:16 · [Like](#)



**Cyril Girond** il n'existe pas vraiment de huitième merveille du monde : officiellement.

billets!

20 June at 11:06 · [Like](#)



**Nadia Martineau** Le complexe funéraire de Ying Zheng qui couvre 35 kilomètres carrés est souvent qualifié de Huitième Merveille du monde!

20 June at 11:09 · [Like](#)



**Marie-Michèle Laplace Vallières** Le complexe funéraire Ying Zheng est souvent considéré comme la 8e merveille... mais il ne l'est pas officiellement.

20 June at 11:10 · [Like](#)



**Caroline Vallieres** complexe funéraire de Ying Zheng

20 June at 11:20 · [Like](#)



**Cyril Girond** bon juste pour le fun, c'est bien Le complexe funéraire de Ying Zheng qui est souvent qualifié de Huitième Merveille du monde

20 June at 11:24 · [Like](#)



**Paulo Porto** Le complexe funéraire de Ying Zheng!!!

20 June at 11:51 · [Like](#)



**Bea Vidal Martínez** Complexe funéraire de Ying Zheng :)

20 June at 12:47 · [Like](#)



**Musées Montréal** Félicitations à Céline Lefort, Éric Chiasson, Bea Vidal Martínez, Deidra Levasseur Oliver et Nathan Oliver. Vous venez de gagner une paire de billets pour « L'empereur guerrier de Chine et son armée de terre cuite » au Musée des beaux-arts de Montréal. Il est mieux que vous vous rendiez sur place si possible. Nous sommes au 333 Peel. Il y a une enveloppe à votre nom qui vous attend! Bonne visite! -- La SDMM

20 June at 13:55 · [Like](#)



**Bea Vidal Martínez** yeaaaaahhhhhh!!!! :DDD est-ce que je peux les obtenir demain?

20 June at 17:07 · [Like](#)



# Facebook Note Announcing Winners

facebook

3

7

Search



Browse notes

Pages' notes

My notes

My drafts

Notes about me

Jump to Page

Add tags

My Notes

Edit import settings

Quelle est la huitième merveille du monde? What is the Eighth Wonder of the World?

by Musées Montréal on Monday, 20 June 2011 at 13:40

Edit

Quelle est la huitième merveille du monde?

Félicitations aux 5 premières personnes à nous donner la réponse - le complexe funéraire de Ying Zheng. Ce mausolée qui couvre 35 kilomètres carrés est souvent qualifié de Huitième Merveille du monde. Placé par l'UNESCO sur la liste du patrimoine mondial en 1987 pour son importance dans l'histoire de l'humanité, il n'est pas seulement le plus grand mausolée de Chine, mais constitue l'un des plus grands sites archéologiques du monde.

What is the Eighth Wonder of the World?

Congratulations to the 5 first people to give us the correct answer! The Ying Zheng's funerary complex, which covers twenty-five square kilometres, is often referred to as the 8th Wonder of the World. Listed as a UNESCO World Heritage Site in 1987 for its importance in the history of mankind, it constitutes not only the largest mausoleum in China but also one of the biggest archaeological sites in the world.

1. Céline Lefort (tombeau de l'Empereur guerrier)

2. Eric Chiasson (mausolée de l'empereur Qin)

3. Bea Vidal Martínez (site archéologique de l'armée de Terre Cuite à Chine)

4. Deidra Levasseur Oliver (Ying Zheng's funerary complex)

5. Nathan Oliver (Ying Zheng's funerary complex)

Les billets

Nous sommes au 333 Peel. Il y a une enveloppe à votre nom qui vous attend! Bonne visite! La SDMM

The tickets

We ask that you come in person to pick up your tickets. There is an envelope for you here at our offices - 333 Peel. Enjoy the exhibit! The BMMD

Like · Comment · Share · Delete

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# Twitter Strategy: The List

- By making a list in Twitter of all our member museums, it is easy to **ReTweet** pertinent information
- <https://twitter.com/#!/list/MuseesMontreal/sdmm-bmmd>

@MuseesMontreal/sdmm-bmmd [View list page →](#)



**macmtl** Musée d'art cont.  
Ce soir, dans le cadre de la [#triennale2011](#), une performance de 2boys.tv [bit.ly/qSqGx1](#) Encore quelques laissez-passer disponibles.  
25 minutes ago



**DHCART** DHC/ART  
Avez-vous répondu à notre sondage? [facebook.com/questions/2420...](#)  
36 minutes ago



**DHCART** DHC/ART  
Plein d'étudiants qui viennent nous visiter! Venez nous voir vous aussi ;) Plus que 4 semaines: ça passe si vite!  
[pic.twitter.com/vef1CmHr](#)  
49 minutes ago

# Twitter: @museesmontreal

## A Survey of our Followers in Québec & Canada

@CultureMontreal	Culture Montréal
@RBVQ	Le Réseau des bibliothèques de la Ville de Québec
@archeoquebec	Archéo-Québec
@Archives_Mtl	Archives de Montréal
@RTVLatinaCanada	RTV Latina Canada
@revue_jeu	Jeu revue de théâtre
@manifdart	Manif d'art de Québec
@Quebec_FR	Délégation générale du Québec à Paris (DGQP)
@museedelanature	Le Musée canadien de la nature
@Culturepourtous	Culture pour tous

# Twitter: @museesmontreal

## A Survey of our Followers from Outside Canada

@MuseeOrsay	Musée d'Orsay
@MAM	Musée d'Art moderne de la Ville de Paris
@museedelamer	Musée de la Mer Aquarium de Biarritz
@MuseumCN	The Museum Computer Network (MCN) supports museum professionals & the greater community. Atlanta
@hitecmuseum	Simona Caraceni, member of executive board of AVICOM and researcher, writes on museum and technology
@TV5MONDELATINA	TV5MONDE LATINA
@QuebecEuropeBe	Délégation générale du Québec à Bruxelles
@sevresceramique	La Manufacture nationale de Sèvres et le Musée national de la céramique deviennent SÈVRES – CITÉ DE LA CÉRAMIQUE
@Sté.Fr.Photographie	La Société Française de Photographie

# Twitter + Montreal Museums Day



**@MuseesMontreal**

Musées Montréal

Suivez le Circuit Violet 5 le dimanche 29 mai : Musée des maîtres et artisans du Québec + JDMM <http://bit.ly/IUN2Ge>  
[#JDMM2011](#) [#gratuit](#)

25 May via [TweetDeck](#) ☆ [Favorite](#) ↩ [Reply](#) 🗑 [Delete](#)

Retweeted by [MuseeHolocauste](#)



# Montreal Museums Day Twitter Blast

- For the 2011 edition of **Montréal Museums Day**, we created a Twitter campaign for the 3 weeks preceding the event & during the event itself, used pre-programmed tweets with TweetDeck.
- We sent out a total of 160 bilingual tweets with specific #hashtags: **#JMMM2011** & **#MMD2011**.
- **@mentions** were a way to promote our member museums with Twitter accounts.
- Due in part to the fact that all the tweets directed people to our website, our web traffic for the month of May was **5 times higher** than our monthly average.



# Montreal Museum Day

## BMMD Website Traffic



### BMMD Website

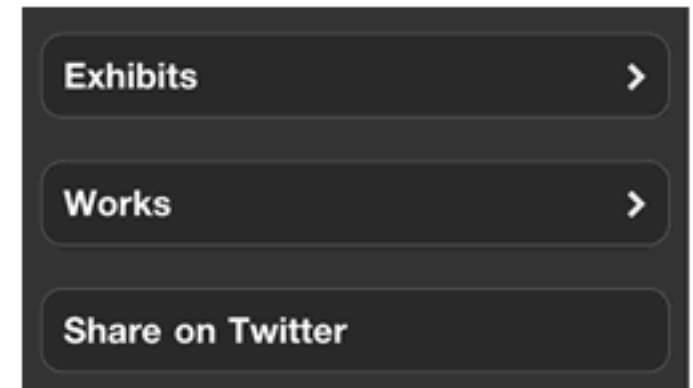
#### A - Visitors Average

2011	Unique Visitors	Monthly Average
January - April (4 months)	41 147 visitors divided by 4	10 287
<b>May (1 month)</b>	<b>53 800 visitors</b>	<b>53 800</b>
June - September (4 months)	42 388 visitors divided by 4	10 597

# The *Montreal Museums* Mobile Application



*Users can 'check in' via **Facebook**, alerting their friends of the current exhibition they are visiting.*



*The integration of **Twitter** enables fans to tweet about their favourite works.*

Launched on [January 18, 2011](#) with a new version launched on [May 26, 2011](#).

## Mobile Application - Montreal Museums

Jan – Sept 2011	
Sessions	66 607
New Users	16 564
Active Users	529
Retention Rate	4%

A session is one use of the application by an end user. This typically begins when the application is launched and ends when the application is terminated.

A new user is a user who has just started using your application.



# The *Montreal Museums* Mobile Application

- Though we do not yet have the statistics for social media traffic linked to our mobile application, there is the potential for **16,564** *Montreal Museums* application users to promote the works and museums that they have visited or plan to visit.
- **The user** himself or herself thus becomes a valuable part of our promotional strategies.

# Conclusions

- By joining forces in a social media networks, smaller museums with only a few followers can especially benefit from increased traffic.
- For example, their tweets are retweeted to our **3,505 Twitter followers** while their posts are shared with our **8,478 Facebook fans**.
- Our member museums who follow us can also share the same info to their circles.

# Conclusions

- Partnering between museums using social media tools creates stronger links with the public.
- Social media (especially Twitter) also promotes our activities outside the museum, art and cultural sectors to reach tourism, trade, business, government, etc.