

## #nytmuseums Tweet Chat Archive, 3/2011

3/16/2011	7:11 PM	metmuseum	#nytmuseums chat 3/17 at 1pm w/ our own Erin Coburn, @brooklynmuseum's @shell7, @sfmoma's @origiful, @imamuseum's @rjstein, & nyt_jenpreston
3/16/2011	7:16 PM	jhmuseumstudies	Museums & Twitter lunchtime chat 3/17 - bet. 1-2 ET - Tag your tweets with #nytmuseums - <a href="http://nyti.ms/i9ClwW">http://nyti.ms/i9ClwW</a>
3/16/2011	7:24 PM	artsy	Join the chat on social media and museums tomorrow (3.17) from 1-2pm EST. @shell7 @origiful @metmuseum @rjstein will participate #nytmuseums
3/16/2011	7:24 PM	nabokovspanini	Join the chat on social media and museums tomorrow (3.17) from 1-2pm EST. @shell7 @origiful @metmuseum @rjstein will participate #nytmuseums
3/16/2011	7:24 PM	museweb	#nytmuseums chat tomorrow @ 1pm: @metmuseum Erin Coburn @brooklynmuseum's @shell7 @SFMOMA's @origiful @imamuseum's @rjstein @nyt_jenpreston
3/16/2011	7:25 PM	walkerartcenter	Make sure to tune in to #nytmuseums tomorrow at 1 pm EST; a great group talking about museums & social media. <a href="http://nyti.ms/fGCpGV">http://nyti.ms/fGCpGV</a>
3/16/2011	7:25 PM	SFMOMA	#nytmuseums chat 2mrw at 10am PST!! w/ @metmuseum, @brooklynmuseum's @shell7, @sfmoma's @origiful, @imamuseum's @rjstein <a href="http://j.mp/fzaPNC">http://j.mp/fzaPNC</a>
3/16/2011	7:28 PM	lili_czarina	#nytmuseums chat 2mrw at 12pm CST!! w/ @metmuseum, @brooklynmuseum's @shell7, @sfmoma's @origiful, @imamuseum's @rjstein <a href="http://j.mp/fzaPNC">http://j.mp/fzaPNC</a>
3/16/2011	8:49 PM	auchmill	Museums & s*cial media - live chat 6am Friday morning NZ time, featuring @shell7 and @rjstein <a href="http://bit.ly/6ifGTT">http://bit.ly/6ifGTT</a> #nytmuseums
3/16/2011	9:08 PM	DCKarator	Join a twitter chat on social media and museums 3.17.11 @1pm Tag your tweets with #nytmuseums <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> #musetech
3/16/2011	10:16 PM	misia65	Make sure to tune in to #nytmuseums tomorrow at 1 pm EST; a great group talking about museums & social media. <a href="http://nyti.ms/fGCpGV">http://nyti.ms/fGCpGV</a>
3/16/2011	10:47 PM	AOPublic	Tune in to #nytmuseums chat 3/17 at 1pm EDT w/ @brooklynmuseum's @shell7, @sfmoma's @origiful, @imamuseum's @rjstein, & @NYT_JenPreston
3/16/2011	10:58 PM	shawn_cmcdonald	@nytimes chat about museums and social media, 3-17 at 1pm EST. Tag tweets with #nytmuseums or go to <a href="http://bit.ly/i63P6t">http://bit.ly/i63P6t</a> .
3/16/2011	11:07 PM	BldgAptitude	Join a lunchtime twitter chat on the subject of social media and museums <a href="http://tiny.cc/els4u">http://tiny.cc/els4u</a> #nytmuseums
3/16/2011	11:30 PM	Artseeka	"Looking forward to tomorrow's ""lunchtime Twitter chat"" with @shell7, @origiful, @metmuseum and @rjstein...#nytmuseums: LS"
3/17/2011	2:11 AM	artsoz	@audienceconnect @walkerartcenter 10:25am via TweetDeck Make sure to tune in to #nytmuseums tomorrow at 1 pm EST; a great group talking...
3/17/2011	3:01 AM	museummedia	What are some unexplored uses of social media that could benefit museums and art lovers? Tag #nytmuseums <a href="http://twurl.nl/3jwrpb">http://twurl.nl/3jwrpb</a>
3/17/2011	3:55 AM	mixdevil66	What are some unexplored uses of social media that could benefit museums and art lovers? Tag #nytmuseums <a href="http://twurl.nl/3jwrpb">http://twurl.nl/3jwrpb</a>
3/17/2011	5:22 AM	arnoudwils	how are #museums using #socialmedia to connect with visitors ? #nytmuseums #twitter - <a href="http://ow.ly/4ghAa">http://ow.ly/4ghAa</a> <a href="http://ow.ly/4ghB7">http://ow.ly/4ghB7</a>
3/17/2011	8:23 AM	USAinUK	Join a twitter chat from 5pm-6pm GMT on social media and #museums #nytmuseums @britishmuseum @ace_national
3/17/2011	8:41 AM	mpedson	Thx @NYT_JenPreston, will try to join #nytmuseums tweetchat ;)
3/17/2011	8:54 AM	EMPACnews	#nytmuseums chat today at 1PM EST, join in on a chat focused on museums and social media. <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a>
3/17/2011	8:54 AM	lavinia	#nytmuseums chat today at 1PM EST, join in on a chat focused on museums and social media. <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a>
3/17/2011	9:07 AM	museum_mouse	Speaking Digitally About Exhibits - <a href="http://nyti.ms/gF6Uql">http://nyti.ms/gF6Uql</a> #nytmuseums
3/17/2011	9:08 AM	museum_mouse	Four Innovating for Museums Online - <a href="http://nyti.ms/ek7Upu">http://nyti.ms/ek7Upu</a> #nytmuseums
3/17/2011	9:11 AM	museum_mouse	Google Art Project Teams With World's Top Museums -

			<a href="http://nyti.ms/g53Fb0">http://nyti.ms/g53Fb0</a> #nytmuseums
3/17/2011	9:12 AM	museum_mouse	Smithsonian Expands Its Reach Through Social Media and the Public - <a href="http://nyti.ms/gPfYDa">http://nyti.ms/gPfYDa</a> #nytmuseums @Smithsonian
3/17/2011	9:14 AM	rocombo	Twitter chat on Social Media & Museums today from 1-2 p.m, EST. Use #nytmuseums or TweetChat Room <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a> #mtogo #musetech
3/17/2011	9:14 AM	FreedomCenter	Museums Pursue Engagement with Social Media: <a href="http://nyti.ms/hFSf7l">http://nyti.ms/hFSf7l</a> #nytmuseums
3/17/2011	9:14 AM	NURFCjamie	Museums Pursue Engagement with Social Media: <a href="http://nyti.ms/hFSf7l">http://nyti.ms/hFSf7l</a> #nytmuseums
3/17/2011	9:15 AM	museum_mouse	Apps Give Museum Visitors Multimedia Access - <a href="http://nyti.ms/igvEoj">http://nyti.ms/igvEoj</a> #nytmuseums
3/17/2011	9:20 AM	NancyProctor	@NYT_JenPreston Sure, will look out for #nytmuseums chat today 1-2pm EST Thanks for the intro @digiphile! #si20 #simobile #mtogo cc @mpedson
3/17/2011	9:20 AM	jeannypark	heads up, #tcsocmed, tweetchat ( <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a> ) at 1pm re: museums <--> social media. #nytmuseums
3/17/2011	9:23 AM	meribs	To follow those innovative museums and join the lunchtime twitter chat they are leading on the subject of social media, use #nytmuseums
3/17/2011	9:36 AM	futureofmuseums	NYT twitchat on social media & museums today 1-2 pm EST Tag #nytmuseums, TweetChat room <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a>
3/17/2011	9:39 AM	roblancefield	In case you haven't seen this, MT @metmuseum: #nytmuseums tweetchat on social media, 1:00 EDT today, w/Erin Coburn, @shell7, @rjstein, more
3/17/2011	9:42 AM	museumnerd	Hey, @NYT_JenPreston! I'm looking forward to the #nytmuseums chat today 1-2pm EST & pleased to see the Museums Issue focus on social media.
3/17/2011	9:48 AM	gstopp	@museumnerd @nyt_jenpreston thanks for #nytmuseums heads up. Terrifying lack of Corp support in today's ads
3/17/2011	9:55 AM	museweb	#nytmuseums chat @ 1pm EDT: @metmuseum Erin Coburn @brooklynmuseum's @shell7 @SFMOMA's @origiful @imamuseum's @rjstein <a href="http://ow.ly/4grej">http://ow.ly/4grej</a>
3/17/2011	9:58 AM	ArtPrize	Loving this @nytimes piece on how museums are using social media, including some people we admire <a href="http://t.co/UYXFbRs">http://t.co/UYXFbRs</a> chat @ 1 #nytmuseums
3/17/2011	9:58 AM	shell7	Join us for #nytmuseums chat today at 1pm EST w/ @metmuseum @rjstein @origiful <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a> #bkm
3/17/2011	9:58 AM	brooklynmuseum	Join us for #nytmuseums chat today at 1pm EST w/ @metmuseum @rjstein @origiful <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a> via @shell7
3/17/2011	10:00 AM	NURFCjamie	What a day! St. Patrick's Day festivities, March Madness, and the #NYTMuseums discussion! WIN!
3/17/2011	10:01 AM	NYT_JenPreston	Send me your questions for today's 1 p.m. #nytmuseums tweetchat w/ social media leaders @origiful @rjstein @shell7 @metmuseum
3/17/2011	10:03 AM	NYT_JenPreston	@NancyProctor Please join our #nytmuseums chat today at 1 p.m. Send your questions to me. Thanks.
3/17/2011	10:09 AM	MattressFactory	Love museums? Love social media? MT @brooklynmuseum: Join us & others for #nytmuseums chat today at 1pm EST <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a>
3/17/2011	10:09 AM	jgeneske	@NYT_JenPreston Excited for today's chat! #nytmuseums
3/17/2011	10:12 AM	ninaksimon	Sadly, I'll be working w my San Diego peeps, but join @shell7 & others for #nytmuseums chat today at 1pm EST <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a>
3/17/2011	10:17 AM	rjstein	Wow! Can't believe all the awesome MuseoTechies that will be on the chat today. 1-2pm EST - <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a> #nytmuseums
3/17/2011	10:18 AM	ICAinBOSTON	Boston teens in NYT! MT @katiezez Teenage curators @ICAinBOSTON <a href="http://nyti.ms/gn41Jk">http://nyti.ms/gn41Jk</a> #nytmuseums
3/17/2011	10:19 AM	FracturedAtlas	Join the info officers of major museums to discuss museums & social media on Twitter: Thurs, Mar 17 bet 1 & 2 PM ET. Tag tweets #nytmuseums
3/17/2011	10:20 AM	Mollybgross	Join #nytmuseums for chat today at 1pm EST w/ @metmuseum @rjstein @origiful <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a> via @shell7 + @brooklynmuseum:
3/17/2011	10:21 AM	nytimes	Have questions for today's 1pm tweetchat w. @origiful @rjstein

			@shell7 & @metmuseum? Send them to us w. #nytmuseums.
3/17/2011	10:23 AM	artcoholic	@EvolvingCritic If those museums are on twitter, they should follow the #nytmuseums chat today 1-2pm EST. Focus is museums & social media.
3/17/2011	10:24 AM	dtrevisani	#nytmuseums How do you deal with Copyright laws and cell phone pix?
3/17/2011	10:25 AM	Thaaruu	â€œ@nytimes: Have questions for today's 1pm tweetchat w. @origiful @rjstein @shell7 & @metmuseum? Send them to us w. #nytmuseums.â€•
3/17/2011	10:26 AM	kolomatsky	Gr8 stuff in 2days Museums section <a href="http://nyti.ms/fdTsg8">http://nyti.ms/fdTsg8</a> on tech, social media , internet . 1-2pm live twitterchat #nytmuseums
3/17/2011	10:26 AM	evolvingcritic	Hey @ICAIinBOSTON are you participating in the #nytmuseums chat today? I think you should represent Boston. Moderated by NYTimes.
3/17/2011	10:27 AM	artsmia	Join in today's #nytmuseums chat today at 12pm CST on museums & social media with @shell7 @origiful @rjstein @metmuseum: <a href="http://ht.ly/4gt4e">http://ht.ly/4gt4e</a>
3/17/2011	10:28 AM	MOBIANYC	Looking forward to the lunchtime twitter chat with #nytmuseums at 1 pm today.
3/17/2011	10:30 AM	MobiusASI	The New York Times is hosting a chat on Museums and social media, today at 12 PM CST. Follow #nytmuseums to get the whole story.
3/17/2011	10:30 AM	cmalexander	Should be good! â€œ@rjstein: Wow! Can't believe all the awesome MuseoTechies on the chat today. 1-2pm EST - <a href="http://t.co/30ldzce">http://t.co/30ldzce</a> #nytmuseumsâ€•
3/17/2011	10:31 AM	AMNH	Thanks to those who joined the #AMNHTweetup's! Speaking Digitally About Exhibits <a href="http://nyti.ms/e0dlQt">http://nyti.ms/e0dlQt</a> #nytmuseums
3/17/2011	10:31 AM	evolvingcritic	Hey @mfaboston are you participating in the #nytmuseums chat today at 1PM? I hope so!
3/17/2011	10:31 AM	PhilTheSphinx	Looking forward to the lunchtime twitter chat with #nytmuseums at 1 pm today! Meow. #nytmuseums
3/17/2011	10:39 AM	outtacontext	NYTimes twit chat on social media in museums. This sounds good. 1-2 EDT today. Follow via #nytmuseums
3/17/2011	10:39 AM	KimbellArt	Join in today's #nytmuseums chat today at 12pm CST on museums & social media. <a href="http://tiny.cc/5sutp">http://tiny.cc/5sutp</a>
3/17/2011	10:40 AM	real_endings	Seriously... If I were Obama, I'd be tapping @shell7 though it would be a loss to my favorite museum, @brooklynmuseum #nytmuseums
3/17/2011	10:40 AM	sgscripts	Hi Rob, great to see you in this group! Erin: I'm right now creating content for the Met's new Islamic Galleries-ideas? #nytmuseums
3/17/2011	10:44 AM	Emily_____	#nytmuseums tweet chat today @ 1pm on Museums & Social Media looks interesting! M
3/17/2011	10:47 AM	AMNH	We're joining the social media + museums tweetchat today at 1pm w. @NYT_JenPreston. Send questions w. #nytmuseums <a href="http://bit.ly/eQCYzF">http://bit.ly/eQCYzF</a>
3/17/2011	10:48 AM	AssoulinePub	Chime in: Social Media & Museums Twitter Chat today from 1-2 PM #nytmuseums <a href="http://ow.ly/4guDo">http://ow.ly/4guDo</a>
3/17/2011	10:49 AM	laurenoostveen	I hope #archives folk can crash the #nytmuseums chat!
3/17/2011	10:51 AM	fe_duquesic	Don't miss @nytimes twitchat on social media & museums today 1-2 pm EST #nytmuseums, TweetChat room <a href="http://bit.ly/i63P6t">http://bit.ly/i63P6t</a>
3/17/2011	10:55 AM	CTHumanities	Lunchtime chat TODAY on social media & museums. 1-2pm. Incl. Brooklyn, SFMOMA, MET, Indy Art. #nytmuseums Info at <a href="http://bit.ly/exjA4C">http://bit.ly/exjA4C</a>
3/17/2011	10:58 AM	twitmiller	Join me for a #nytmuseums TweetChat at: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> #nytmuseums
3/17/2011	11:00 AM	Porter_Anderson	Today, Thursday, between 1 and 2pET follow #nytmuseums for a chat on social media and museums. <a href="http://ow.ly/4g1vZ">http://ow.ly/4g1vZ</a> hosted by @NYT_JenPreston.
3/17/2011	11:01 AM	TweeParties	Join a lunchtime Twitter chat on museums & social media today 3/17 at 1pm ET! <a href="http://dld.bz/Sudr">http://dld.bz/Sudr</a> #nytmuseums
3/17/2011	11:03 AM	artinstitutechi	Don't miss the lunchtime twitter chat w/ @shell7 @origiful @rjstein & @metmuseum from noon to 1 pm (central) #nytmuseums
3/17/2011	11:07 AM	anapaulagasparg	@rjstein In the case of science museu., as it should be curated content, since it's nt of paints or sculptures but of knowledge? #nytmuseums
3/17/2011	11:07 AM	SitesConscience	@nytimes we want to promote Sites of Conscience network thru Four

			Square. A badge maybe? Thoughts? we have 250+ sites worldwide #nytmuseums
3/17/2011	11:08 AM	lorihpner	#arduino & Museums in NYT <a href="http://t.co/aDEYmWQ">http://t.co/aDEYmWQ</a> Still looking for galleries for #status symbols project <a href="http://t.co/DelPPJV">http://t.co/DelPPJV</a> #nytmuseums
3/17/2011	11:09 AM	cgarfin	@kanaotaki @joshuaJeffery did you guys see about the museums & tech twitter chat today at 1? #nytmuseums
3/17/2011	11:12 AM	mpedson	@NYT_JenPreston, if I could join today's #nytmuseums chat, here's what I'd say re: change. More, more; faster, faster, faster. #si20
3/17/2011	11:12 AM	Sametz	Museums and social media <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a> ? Tweetchat TODAY, 1-2 ET #nytmuseums
3/17/2011	11:12 AM	tamadear	Museums and social media <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a> ? Tweetchat TODAY, 1-2 ET #nytmuseums
3/17/2011	11:20 AM	eric_right_now	Great article by @NYT_JenPreston on museum #tweetup events: Speaking Digitally About Exhibits <a href="http://nyti.ms/e0dIQ">http://nyti.ms/e0dIQ</a> #nytmuseums (via @AMNH)
3/17/2011	11:23 AM	CCSFundraising	Today, Thursday, between 1 and 2 p.m. ET follow #nytmuseums for a chat on #socialmedia and #museums. <a href="http://ow.ly/4gwM5">http://ow.ly/4gwM5</a>
3/17/2011	11:25 AM	stephazy	Total museum ADD today! #museumpics day AND #nytmuseums?? <a href="http://nyti.ms/eYBorO">http://nyti.ms/eYBorO</a> #couldntbehappier
3/17/2011	11:28 AM	stellacostello	Great #nytmuseums tweetchat today! The topic, social media, is my next topic for @MarcusInstitute's MIDEA spotlight. <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a>
3/17/2011	11:30 AM	NS_Archives	Social media/history fans need to keep an eye on the #nytmuseums chat today! It starts at 1 PM EST.
3/17/2011	11:31 AM	museweb	26 Museums and the Web #mw2011 papers up: social media, games, augmented reality, mobile. more soon! <a href="http://ow.ly/4gsKj">http://ow.ly/4gsKj</a> #nytmuseums
3/17/2011	11:32 AM	ninaksimon	#nytmuseums @NYT_JenPreston: How does donor development change if personal relationships are no longer solely tied to gift tiers?
3/17/2011	11:35 AM	evolvingcritic	Lots going on today: #nytmuseums at 1PM, gallery opening at @VVArts, #Community pays homage to Pulp Fiction, oh & St. Patrick's Day!
3/17/2011	11:55 AM	lilmount	To follow innovative museums & join the lunchtime twitter chat they are leading on the subject of social media>use #nytmuseums /via @meribs
3/17/2011	11:57 AM	JLBallard	To follow innovative museums & join the lunchtime twitter chat they are leading on the subject of social media>use #nytmuseums
3/17/2011	12:00 PM	Musebrarian	sorry I won't be able to join in live for #nytmuseums Good luck! @rjstein @metmuseum @origiful @shell7
3/17/2011	12:05 PM	henryartgallery	"How can museums best reward their members who become social ""ambassadors"" through shares, retweets, etc.? #nytmuseums"
3/17/2011	12:06 PM	ConnerPrairie	Looking forward to the #nytmuseums conversation today on the unexplored uses of social media that could benefit museum and art lovers.
3/17/2011	12:06 PM	heardmuseum	To follow innovative museums & join the lunchtime twitter chat they are leading on the subject of social media>use #nytmuseums
3/17/2011	12:09 PM	heardmuseum	#nytmuseums @NYT_JenPreston: Do you recommend that all large museums have a lead person for digital content/social media content?
3/17/2011	12:12 PM	HABrody	To follow innovative museums & join the lunchtime twitter chat they are leading on the subject of social media>use #nytmuseums
3/17/2011	12:12 PM	shell7	Getting pumped for #nytmuseums by listening to All Day from Girl Talk! Use the hashtag to send your questions to @NYT_JenPreston
3/17/2011	12:14 PM	heardmuseum	Speaking of #nytmuseums ( <a href="http://nyti.ms/h1ZPNs">http://nyti.ms/h1ZPNs</a> ) in March 2010 2,681,694 people viewed our website--not you? see what you've been missing!
3/17/2011	12:15 PM	AMNH	Will any #AMNHTweetup tweeps be joining us in the #nytmuseums tweetchat this afternoon?
3/17/2011	12:15 PM	NYT_JenPreston	Please remember to use hashtag #nytmuseums to send questions and to follow tweet chat re: museums and social media at 1 p.m.
3/17/2011	12:16 PM	heardmuseum	Learn more about social media and museums on @nytimes and join in the conversation today at 1pm at #nytmuseums <a href="http://nyti.ms/iiZb11">http://nyti.ms/iiZb11</a>
3/17/2011	12:16 PM	katecrowley	Learn more about social media and museums on @nytimes and join in the conversation today at 1pm at #nytmuseums <a href="http://nyti.ms/iiZb11">http://nyti.ms/iiZb11</a>
3/17/2011	12:16 PM	DallasMuseumArt	Learn more about social media and museums on @nytimes and join in

			the conversation today at 1pm at #nytmuseums <a href="http://nyti.ms/iiZb1l">http://nyti.ms/iiZb1l</a>
3/17/2011	12:17 PM	newmuseum	Join a lunchtime twitter chat on the subject of social media and museums, 1-2pm today! <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> #nytmuseums
3/17/2011	12:17 PM	jgeneske	@AMNH I'll be there. Looking forward to it. #nytmuseums #amnhtweetup
3/17/2011	12:20 PM	SocialMediaJosh	Join a lunchtime twitter chat on the subject of social media and museums, 1-2pm today! <a href="http://j.mp/eQoDRB">http://j.mp/eQoDRB</a> #nytmuseums
3/17/2011	12:20 PM	pennmuseum	Join a lunchtime twitter chat on the subject of social media and museums, 1-2pm today! <a href="http://j.mp/eQoDRB">http://j.mp/eQoDRB</a> #nytmuseums
3/17/2011	12:20 PM	debraeanderson	@debraeanderson @hughmcgrory of @CultureShockNYC joining #nytmuseums chat today at 1pm EST <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:20 PM	CultureShockNYC	@debraeanderson @hughmcgrory of @CultureShockNYC joining #nytmuseums chat today at 1pm EST <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:20 PM	hmns	Interested in museums & tech? Join a twitter chat at noon (local time) today & talk to leaders in the field: <a href="http://ow.ly/4gA00">http://ow.ly/4gA00</a> #nytmuseums
3/17/2011	12:22 PM	AtoZcomm	Lunchtime Twitter chat on social media and museums today between 1-2 p.m, Eastern time. Tweets will be tagged #nytmuseums (@nytimes)
3/17/2011	12:23 PM	nytimes	Interested in museums & social media? Join us at 1pm ET for a #nytmuseums chat: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:23 PM	lheron	Interested in museums & social media? Join us at 1pm ET for a #nytmuseums chat: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:23 PM	mcgrory	@Cultureshocknyc @debraeanderson Lunchtime twitter chat - Social media and museums #nytmuseums 1-2pm today
3/17/2011	12:25 PM	mcgrory	#nytmuseums <a href="http://www.nytimes.com/2011/03/17/arts/design/flickr-photos-and-vimeo-videos-as-artwork.htm">http://www.nytimes.com/2011/03/17/arts/design/flickr-photos-and-vimeo-videos-as-artwork.htm</a> @Cultureshocknyc @debraeanderson
3/17/2011	12:25 PM	mayerjoy	@lheron Fun chat! I've had a student looking at participatory museums. Fascinating stuff. <a href="http://bit.ly/fCro5O">http://bit.ly/fCro5O</a> #nytmuseums
3/17/2011	12:25 PM	DanMacLellan	@unmuseum nytimes Interested in museums & social media? Join us at 1pm ET for a #nytmuseums chat: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:26 PM	ArtNine	Lunchtime twitter chat: Social media and museums, 1-2pm today! <a href="http://bit.ly/hl0gwj">http://bit.ly/hl0gwj</a> #nytmuseums
3/17/2011	12:27 PM	gNe_ws	nytimes: Interested in museums & social media? Join us at 1pm ET for a #nytmuseums chat: <a href="http://tweetcha...">http://tweetcha...</a>
3/17/2011	12:30 PM	CHMuseums	Main St Children's Museum in @nytimes today! @OnlyInOldTown #nytmuseums <a href="http://tinyurl.com/4e4dbcz">http://tinyurl.com/4e4dbcz</a>
3/17/2011	12:30 PM	PortsMofA	@CurrierMuseum @kidmuseumnh @PtldMuseumofArt Join us 1pm for #nytmuseums chat on museums & social media <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:31 PM	kidmuseumnh	@PortsMofA We are planning to be at the chat - fascinating articles. #nytmuseums
3/17/2011	12:33 PM	smanny	#nytmuseums tweetchat about Social Media in museums schedule for 1-2pm today (eastern). s/b interesting...
3/17/2011	12:34 PM	SocialMediaJosh	#nytmuseums How do you identify influencers in your field?
3/17/2011	12:36 PM	artsbeat	More info on #nytmuseums Twitter chat beginning at 1 p.m. ET today: <a href="http://nyti.ms/ek7Upu">http://nyti.ms/ek7Upu</a> Tweet questions/topics to @NYT_JenPreston
3/17/2011	12:38 PM	metmuseum	Profiles <a href="http://met.org/f5EUz5">http://met.org/f5EUz5</a> of the #socialmedia expertsâ€”@metmuseum's Erin Coburn, @shell7, @origiful, @rjsteinâ€”tweeting today #nytmuseums
3/17/2011	12:38 PM	KimbellArt	@themodernfw @the_carter @DallasMuseumArt @fwmsH Are you participating in the conversation today? <a href="http://tiny.cc/5sutp">http://tiny.cc/5sutp</a> #nytmuseums
3/17/2011	12:39 PM	artfeedonline	@NYT_JenPreston Not sure that I can make it. Will there be a transcript afterward? #nytmuseums
3/17/2011	12:39 PM	jillgee	Stay tuned for aTwitter chat about social media and museums beginning at 1 pm EST today. #nytmuseums
3/17/2011	12:41 PM	heardmuseum	How do you measure effectiveness + communicate that with

			stakeholders? @NYT_JenPreston <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> #nytmuseums
3/17/2011	12:41 PM	MarieGossip	.@the_clark Are you participating in the conversation today? <a href="http://tiny.cc/5sutp">http://tiny.cc/5sutp</a> #nytmuseums
3/17/2011	12:41 PM	Parrishart	Eating corned beef to power up in advance of the #NYTmuseums tweet chat
3/17/2011	12:43 PM	themodernfw	@kimbellart We are now! :) Thanks for the heads up! #nytmuseums
3/17/2011	12:45 PM	indigirl	Hey @glenbowmuseum - Interested in museums & social media? Join us at 1pm ET for a #nytmuseums chat: <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a> (via @nytimes)
3/17/2011	12:45 PM	rkvaron	I hope I can make the #nytmuseums chat, but I have a staff lunch. iPad under the table? #nytmuseums
3/17/2011	12:45 PM	Porter_Anderson	Today, Thursday, between 1 and 2pET follow #nytmuseums for a chat on social media and museums. <a href="http://ow.ly/4g1Gg">http://ow.ly/4g1Gg</a> hosted by @NYT_JenPreston.
3/17/2011	12:46 PM	nyc8675309	Interested in museums & social media? Join at 1pm ET for a #nytmuseums chat: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:46 PM	Piriet	@GenealogyExpert search: #nytmuseums to get to the conversation:)
3/17/2011	12:47 PM	CultureShockNYC	@mcgrory and @debraeanderson joining #nytmuseums lunchtime chat, view article 'Social Media as Inspiration and Canvas' <a href="http://nyti.ms/dEnPNI">http://nyti.ms/dEnPNI</a>
3/17/2011	12:49 PM	SauderVillage	@SauderVillage joining #nytmuseums lunchtime chat. Always looking to learn something new! #nytmuseums
3/17/2011	12:51 PM	heardmuseum	"Members are looking for ""perks"" how do you rec doing that digitally? @NYT_JenPreston <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> #nytmuseums"
3/17/2011	12:52 PM	Parrishart	@NYT_JenPreston Looking for examples of events to expand online conversations into real world ones. #nytmuseums
3/17/2011	12:52 PM	jgeneske	What does the ideal social media team look like? How does it differ? #nytmuseums
3/17/2011	12:52 PM	EthanCrankeArt	#nytmuseums <----- Follow this hastag for live museum/social media chat
3/17/2011	12:53 PM	caw_	Checking out the lunchtime chat #nytmuseums <a href="http://bit.ly/hVKTyT">http://bit.ly/hVKTyT</a>
3/17/2011	12:54 PM	futureofmuseums	Center for the Future of Museums is excited to join the NYT museums & social media Tweetchat! In 5,4,3,2,1... #nytmuseums
3/17/2011	12:55 PM	unmuseum	Checked in for the chat! #nytmuseums
3/17/2011	12:55 PM	Artseeka	Looking forward to the #nytmuseums chat starting in a few minutes. Great idea! :j
3/17/2011	12:55 PM	laurenoostveen	Checking into the #nytmuseums chat from the @NS_Archives in Halifax, Nova Scotia.
3/17/2011	12:55 PM	UnivMiamiArts	Checking in on the #nytmuseums chat: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:55 PM	rjstein	About to 'go live' with the NYTimes museums & social media chat. Send in questions now if you've got'em and follow... #nytmuseums
3/17/2011	12:55 PM	NYLegal_History	@NYT_JenPreston What are the best options for small organizations without the breadth of content of a major museum? #nytmuseums
3/17/2011	12:55 PM	evolvingcritic	soo excited to be part of this conversation on museums and social media!
3/17/2011	12:56 PM	WillCary	Seems like many of the questions on #nytmuseums chat are around converting digital friends to members <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:56 PM	shell7	Seeing lots of friends virtually check in for #nytmuseums - so awesome!
3/17/2011	12:56 PM	legendsonly	This is so great. #nytmuseums #nytmuseums
3/17/2011	12:56 PM	SocialMediaJosh	@mdrankin I am.
3/17/2011	12:56 PM	origiful	For the chat: let's channel the power of the greatest Twitter Artwork ever <a href="http://bit.ly/cRHjY">http://bit.ly/cRHjY</a> via @museummodernart #nytmuseums
3/17/2011	12:56 PM	jessicagardner	Hurry up and join the museums and social media chat! Live in 5! #nytmuseums <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	12:56 PM	lheron	Our #nytmuseums chat, hosted by @nyt_jenpreston, starts in a few minutes. Follow/participate here: <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a>

3/17/2011	12:56 PM	mdrankin	how many museums out there have a FT person managing social media? #nytmuseums #nytmuseums
3/17/2011	12:56 PM	nytimes	Our #nytmuseums chat, hosted by @nyt_jenpreston, starts in a few minutes. Follow/participate here: <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a>
3/17/2011	12:56 PM	kbreilly	Tweetchatting about museums and social media on #nytmuseums chat: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> - #nytmuseums
3/17/2011	12:56 PM	VimeoPR	Joining #nytmuseums chat w/ @mcgrory, @debraeanderson of @cultureshocknyc Flickr Photos and Vimeo Videos as Artwork - <a href="http://nyti.ms/hHGDTp">http://nyti.ms/hHGDTp</a>
3/17/2011	12:57 PM	unmuseum	@NMAJH no, not at all - it's good to have several people involved! diff. perspectives! #nytmuseums
3/17/2011	12:57 PM	magur	"This is our first ""tweet chat"" too! #nytmuseums"
3/17/2011	12:57 PM	rjstein	Seeing friends from Halifax to Taiwan check in to the tweetchat for #nytmuseums
3/17/2011	12:57 PM	IntrepidMuseum	Intrepid's onboard for #nytmuseums tweet chat!
3/17/2011	12:57 PM	mamoonauddin	excited to join the NYT Museums tweetchat starting now! #nytmuseums !!
3/17/2011	12:57 PM	metmuseum	Tweet chat about to begin! Tag your questions with #nytmuseums or type them in at <a href="http://t.co/wq4ipEP">http://t.co/wq4ipEP</a>
3/17/2011	12:57 PM	10ch	"Headed over to my first ""tweet chat."" Join me. <a href="http://t.co/dU5uiEt">http://t.co/dU5uiEt</a> #nytmuseums"
3/17/2011	12:57 PM	kidmuseumnh	Multi-tasking rules! Will be in staff meeting and #nytmuseums chat at same time. #nytmuseums
3/17/2011	12:57 PM	MichenerArt	@NMAJH I think they should - having more than one voice can be helpful. We have both education and marketing.
3/17/2011	12:57 PM	ParkAveArmory	#nytmuseums
3/17/2011	12:58 PM	jhmuseumstudies	Loving how many museums are online for #nytmuseums chat!
3/17/2011	12:58 PM	kdotfong	This is my life: #nytmuseums chat about social media & museums starting now, and I am pretty excited. No more chatrooms, just hashtags.
3/17/2011	12:58 PM	zerobox	What ideas and tips would you offer smaller museum, and much smaller teams?#nytmuseums #nytmuseums
3/17/2011	12:59 PM	m1ke_ellis	~waves~ at @rjstein @shell7 #nytmuseums
3/17/2011	12:59 PM	roblancefield	It's time! #nytmuseums tweetchat
3/17/2011	12:59 PM	newmuseum	Lunchtime twitter chat starts now! 1-2pm EST <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> @hmstulta #nytmuseums
3/17/2011	12:59 PM	unmuseum	@zerobox social media is your friend :) it's free and a great way to spread your museum's msg to a wide audience! #nytmuseums
3/17/2011	12:59 PM	ElectronicArt	Interesting chat on Twitter using TweetChat today at 1pm EST, discussing Museums and social media #nytmuseums
3/17/2011	12:59 PM	MOBIANYC	MOBIA is so excited to be a part of this tweet chat! #nytmuseums
3/17/2011	12:59 PM	5easypieces	@rjstein Hope I can join y'all in a bit; hope it goes well! #nytmuseums
3/17/2011	12:59 PM	SocialMediaJosh	Hello from the @pennmuseum in Philly! #nytmuseums
3/17/2011	1:00 PM	sebastianheath	I'm a fan of posting personal gallery pictures in flickr, etc. Are there museums that do not allow this? #nytmuseums
3/17/2011	1:00 PM	caw_	Q: Better to have one twitterer, or distribute among staff? #nytmuseums /cc @ncartmuseum
3/17/2011	1:00 PM	sculpturecenter	excited to hear the discussion at #nytmuseums
3/17/2011	1:00 PM	unmuseum	Is anyone attending the Museums and Mobile conference? <a href="http://www.museums-mobile.org/conference/">http://www.museums-mobile.org/conference/</a> #nytmuseums
3/17/2011	1:00 PM	AMNH	Hello from the American Museum Of Natural History in NYC #nytmuseums
3/17/2011	1:00 PM	klaaas	@NYT_JenPreston Does the gap between a real and virtual museum experience/visit need to be narrowed and if so, how? #nytmuseums
3/17/2011	1:00 PM	rjstein	@5easypieces thanks! An amazing amount of traffic here already... hope we can keep up ;) #nytmuseums
3/17/2011	1:00 PM	c_p_w	hello from the Center for Photography at Woodstock! #nytmuseums
3/17/2011	1:00 PM	runawayapricot	I'm the only person at my org that understands social media! How do I bring others into using it? #nytmuseums
3/17/2011	1:00 PM	lajphotos	@evermorian I'm here looking at this discussion today.... #nytmuseums

3/17/2011	1:00 PM	lensteinbach	happy to be amongst you #nytmuseums
3/17/2011	1:00 PM	gmomnyc	What are age appropriate ways that museums are engaging K-8th graders with technology? #nytmuseums
3/17/2011	1:00 PM	masha_tee	Checking in. #nymuseums #nytmuseums
3/17/2011	1:01 PM	SauderVillage	How can museums use social media for development/fundraising? #nytmuseums
3/17/2011	1:01 PM	on_reserve	How would you character the difference btw museums using social media & other NGOs? #nytmuseums
3/17/2011	1:01 PM	homebrewer	@gmomnyc Check out <a href="http://artsconnected.org/">http://artsconnected.org/</a> for a joint project from @walkerartcenter and @artsmia. #nytmuseums
3/17/2011	1:01 PM	ElectronicArt	What is it about Museum culture that makes them a late adopter? Seems to be a desire to retain IP or Copyrights. Thoughts? #nytmuseums
3/17/2011	1:01 PM	marksrom	@outtacontext Are you signed into Twitter itself? #nytmuseums
3/17/2011	1:01 PM	ConnerPrairie	Hello from 1863 @Conner Prairie! Looking forward to a great conversation! #nytmuseums
3/17/2011	1:01 PM	zacalfson	@runawayapricot start others slowly - with maybe a blog post or get them excited about a FB contest - you can get them hooked! #nytmuseums
3/17/2011	1:01 PM	EllieTr	Please work to figure out a way to filter out RTs. So much time wasted reading duplicate messages many times over. #nytmuseums
3/17/2011	1:01 PM	unmuseum	@caw_ @ncartmuseum better to distribute! more perspectives! #nytmuseums
3/17/2011	1:01 PM	NYT_JenPreston	Hello. Thank you for joining our #nytmuseums tweet chat w/ @shell7 @origiful @metmuseum @rjstein. #nytmuseums
3/17/2011	1:01 PM	Lucyoffcourse	checkin in to <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> maybe i will take part from my sofa, taking care of the cold thats coming up, #nytmuseums
3/17/2011	1:01 PM	evolvingcritic	Hi everyone!
3/17/2011	1:01 PM	museweb	dropping into the #nytmuseums tweet chat on museums and tech: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> hey there everyone! /jt
3/17/2011	1:01 PM	outtacontext	Why isn't TweetChat allowing me to sign in? #nytmuseums
3/17/2011	1:01 PM	MichenerArt	Hello from Doylestown, PA - great to be part of this tweet chat and hear what will be talked about -#nytmuseums #nytmuseums
3/17/2011	1:02 PM	JulieBrubaker	Looking forward 2 the discussions abt social media&Museums #nytmuseums tweetchat is happening right now <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:02 PM	museumofscience	Hello from the Museum of Science in Boston! Looking forward to the conversation. #nytmuseums
3/17/2011	1:02 PM	goldismouse	what do you think about latin american artists #nytmuseums #nytmuseums
3/17/2011	1:02 PM	evemauve	looking forward for this .. Hello!
3/17/2011	1:02 PM	museumnerd	@klaaas Can't they also be distinct experiences which are both valuable? #nytmuseums cc: @NYT_JenPreston
3/17/2011	1:02 PM	legendsonly	The topic of social media guidelines for institutions has come up recently on MCN-L...anyone willing to share theirs? #nytmuseums
3/17/2011	1:02 PM	kolomatsky	@outtacontext you can use tweetdeck or whatever. just stay on the hashtag #nytmuseums
3/17/2011	1:02 PM	KimbellArt	And we're off! Today's Tweet Chat starts now. <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> Tag your questions with: #nytmuseums
3/17/2011	1:02 PM	ChelseaHick	Wow, what a group. Here goes! #nytmuseums
3/17/2011	1:02 PM	eric_right_now	Suggestion / Question to all: In lieu of physical swag, would basic memberships be a great gift to offer #tweetup attendees? #nytmuseums
3/17/2011	1:02 PM	laurenoostveen	A lot of questions already re: having one person manage social media, or several. Depends on the size of your institution. #nytmuseums
3/17/2011	1:02 PM	walkerartcenter	Hey all, the #nytmuseums chat is starting now! Big crowd.
3/17/2011	1:03 PM	ParkAveArmory	Everyone at the Armory is interested in social media, but few know what we can say. What do people want to hear? #nytmuseums
3/17/2011	1:03 PM	deanmenta	art? #nytmuseums
3/17/2011	1:03 PM	FinanceMuseum	Excited to participate in museum and social media tweetup going on



			now #nytmuseums
3/17/2011	1:03 PM	EllieTr	Is volunteer help to the MetMuseum a possibility? #nytmuseums
3/17/2011	1:03 PM	evolvingcritic	I feel copyright issues play a major role in museums adopting social media, most are cautious of using it freely @ElectronicArt #nytmuseums
3/17/2011	1:03 PM	marksrom	We find it best to devolve resp for social media to various indivs in various depts. Too big a job for just one person. #nytmuseums
3/17/2011	1:03 PM	artPRgrlls	How do museums deal with social media policy, when tweets need to be somewhat personal, fun, funny to be engaging? #nytmuseums #nytmuseums
3/17/2011	1:03 PM	zacalfson	@eric_right_now I think so! A Basic membership keeps them coming back, tweeting and FB-ing! #nytmuseums
3/17/2011	1:03 PM	chelawhita	"@NYT_JenPreston Should you expect to convert ""likes"" and ""follows"" into long term membership? If not, what is the end goal? #nytmuseums"
3/17/2011	1:03 PM	bookgirlsb	Finding the #nytmuseums tweetchat a little overwhelming!
3/17/2011	1:03 PM	NYT_JenPreston	<b>Q1 via @heardmuseum Do you recommend all large museums have a lead person for digital/social media? #nytmuseums</b>
3/17/2011	1:03 PM	perfectplum	How can we integrate gameplay to engage visitors and prospective visitors? #nytmuseums
3/17/2011	1:04 PM	jeanjeanniec	Hello from Washington, DC! #nytmuseums
3/17/2011	1:04 PM	rothkono	Are you aware that a major real time revision on Rothko has been shared on Facebook for 2 years with many museums and scholars? #nytmuseums
3/17/2011	1:04 PM	unmuseum	@NYT_JenPreston @heardmuseum I think the more people the better - as long as you're not flooding your followers! #nytmuseums
3/17/2011	1:04 PM	zerobox	greetings to all fellow #MCN peeps #nytmuseums
3/17/2011	1:04 PM	dirtroady	@NYT_JenPreston Yes, they should have someone for digital media. #nytmuseums
3/17/2011	1:04 PM	ElectronicArt	@evolvingcritic yes, the lawyers are often in control of how quickly you can evolve. Unless you have good leadership. #nytmuseums
3/17/2011	1:04 PM	StormKingArtCtr	Hello from Storm King Art Center in Mountainville, NY #nytmuseums
3/17/2011	1:04 PM	shell7	@heartofbrooklyn I don't agree; SM is 1/4 of what I do and many voices are important #nytmuseums
3/17/2011	1:04 PM	SocialMediaJosh	What creative ways are you using Social Media for your museum? #nytmuseums
3/17/2011	1:04 PM	SocialMediaJosh	There should be a lead person (community manager). #nytmuseums
3/17/2011	1:04 PM	whitneymuseum	What you would like to see from Museums online? Behind-the-scenes content? Better collection databases? Interaction w/ staffers? #nytmuseums
3/17/2011	1:04 PM	zacalfson	My experience is in the performing arts @MadCowTheatre - looking to learn and give feedback from a different POV! #nytmuseums
3/17/2011	1:04 PM	m1ke_ellis	"Sensing a ""too popular to cope"" moment over on the #nytmuseums chat...or maybe I'm just getting old"
3/17/2011	1:04 PM	lensteinbach	Are there any good metrics yet for establishing ROI?
3/17/2011	1:04 PM	kbreilly	@museumofscience Happy to see you here! #nytmuseums
3/17/2011	1:04 PM	HeartofBrooklyn	We're tuning in to the #nytmuseums tweetchat going on live now at <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> .
3/17/2011	1:04 PM	origiful	It's IMPERATIVE that museums have a single person doing soc. med. - necessary for Voice, Organization, Genuine Communication #nytmuseums
3/17/2011	1:04 PM	rjstein	I think it's really effective for museums to have one point person who reflects the voice of the museum, but... #nytmuseums
3/17/2011	1:04 PM	Alliebrwneyez	Dropping into the #nytmuseums tweet chat on museums & tech: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:05 PM	anthonybrown	"Social media networks should be looked at as ""relationship builders"" rather than just an extension of a sales team. #nytmuseums"
3/17/2011	1:05 PM	ChelseaHick	@shell7 @heartofbrooklyn Agreed, I prefer to hear multiple voices, cc: @nelsonatkins #nytmuseums
3/17/2011	1:05 PM	AMNH	@goldismouse if interested we are having a Latin American Arts Festival this Saturday <a href="http://bit.ly/fiXrhy">http://bit.ly/fiXrhy</a> #nytmuseums

3/17/2011	1:05 PM	rjstein	Q1 I think it's important that museums have a single person on point for social media, but... #nytmuseums
3/17/2011	1:05 PM	BuildingMuseum	@origiful Having clear, defined language/message is key, but variety of voice & expertise can make SM interesting. #nytmuseums #nytmuseums
3/17/2011	1:05 PM	crosseyedrobot	Time for the #nytmuseums chat #nytmuseums
3/17/2011	1:05 PM	eric_right_now	Shout out to @amnh and #amnhtweetup as exemplary models of social networking outreach #nytmuseums
3/17/2011	1:05 PM	johnffrench	Join a lunchtime twitter chat on the subject of social media and museums #nytmuseums
3/17/2011	1:05 PM	evolvingcritic	I think every museum should have ONE person in charge of their social media, but they must use/interact with their followers...
3/17/2011	1:05 PM	shell7	Q1 it's ideal, but you can do a lot with very little if you motivate other voices in the museum #nytmuseums
3/17/2011	1:05 PM	outtacontext	I can see this #nytmuseums chat is going to be technologically taxing. Can't see the tweets in TweetChat or in Twitter client. Mwah!
3/17/2011	1:05 PM	MuseumSecrets	We're a TV show that travels to the most famous museums on Earth, to tell untold stories. We use social media a lot! #nytmuseums
3/17/2011	1:05 PM	DallasMuseumArt	@origiful What is the best way you have found to receive participation in contests from followers? #nytmuseums
3/17/2011	1:05 PM	artfeedonline	Looking for writing or social media opps at Westchester/NYC museums! Please contact me with info :) #nytmuseums
3/17/2011	1:05 PM	sgscripts	Q: in what ways has info/content gathered from sm made its way into the web/mobile content offered by your museum? #nytmuseums
3/17/2011	1:05 PM	chelawhita	@PerfectPlum You mean without creating some kind of custom app? #nytmuseums
3/17/2011	1:05 PM	katiecarroll1	@laurenoostveen 1 person in charge of social media allows you to dev. a strong voice. #nytmuseums #nytmuseums
3/17/2011	1:05 PM	agrunen	Hello from Washington DC as well! #nytmuseums #nytmuseums
3/17/2011	1:06 PM	jgeneske	@shell7 i agree, especially around content ideas. #nytmuseums
3/17/2011	1:06 PM	agnesstauber	Hello #nytmuseums crowd! #nytmuseums
3/17/2011	1:06 PM	CCSFundraising	@lensteinbach Great article on measuring social media ROI: <a href="http://mashable.com/2009/10/27/social-media-roi/">http://mashable.com/2009/10/27/social-media-roi/</a> #nytmuseums #nytmuseums
3/17/2011	1:06 PM	MuseumSecrets	We have interactive features on our website, feat. 6 museums... Lots of potential for interaction and user experience, we find. #nytmuseums
3/17/2011	1:06 PM	SocialMediaJosh	Everyone in the organization should be participating. @pennmuseum #nytmuseums
3/17/2011	1:06 PM	rjstein	... I think it's more important to have staff who can promote the museum authentically to their own social networks #nytmuseums
3/17/2011	1:06 PM	EllieTr	One voice can be enough if many curators from various depts contribute content. #nytmuseums
3/17/2011	1:06 PM	origiful	Duties can be shared, but in order to have consistent engagement you need someone dedicated to following the conversations #nytmuseums
3/17/2011	1:07 PM	rjstein	@origiful... agree about consistency and museum voice, but think it's part of a larger 'engagement' that lots can participate in #nytmuseums
3/17/2011	1:07 PM	mamoonauddin	starting a museum blog to get into museum development. Do you suggest it's a good starting point for a recent FIT grad? #nytmuseums
3/17/2011	1:07 PM	EllieTr	Would like to see behind-the-scenes content. #nytmuseums
3/17/2011	1:07 PM	rocombo	@museumnerd @origiful maybe have one person in charge - but more than one running the channels #nytmuseums #nytmuseums
3/17/2011	1:07 PM	mcgrory	Do institutions in the 21st century need 21st century technologies and strategies to be relevant? @NYT_JenPreston #nytmuseums
3/17/2011	1:07 PM	shell7	@10ch Right! no voiceless nameless branded SM accounts - go personal #nytmuseums
3/17/2011	1:07 PM	laurenoostveen	@katiecarroll1 Agreed! I am the sole person using social media for my institution, but rely on a team for answering queries #nytmuseums
3/17/2011	1:07 PM	evolvingcritic	There are some museums that mostly use Facebook, but forget that Twitter can be just as powerful of a tool for marketing
3/17/2011	1:07 PM	nyc8675309	have you found it difficult to offer visitors of different ages opportunities to explore your sites online? #nytmuseums #nytmuseums

3/17/2011	1:07 PM	shell7	Q1 It's important that all voices are identified back to the person behind them #nytmuseums
3/17/2011	1:07 PM	10ch	@shell7 Agreed! It's about a distributed network of voices. Serving as a voice of your institution is a new core competency. #nytmuseums
3/17/2011	1:07 PM	occasiotarian	Why is no-flash photography prohibited in museums? #nytmuseums
3/17/2011	1:07 PM	JulieBrubaker	@origiful re: single person doing soc. med..what abt evenings & weekend updates? Can we expect emp to be updating all the time? #nytmuseums
3/17/2011	1:07 PM	chelawhita	@shell7 @heartofbrooklyn I agree - but make sure the multiple voices don't go too far off-brand cc: @nelsonatkins #nytmuseums
3/17/2011	1:08 PM	MaddockCarol	@evolvingcritic Twitter can be even *more* powerful than Facebook #nytmuseums #nytmuseums
3/17/2011	1:08 PM	eric_right_now	@ldaugh @origiful I agree, or a digital single point-person with a support team. #nytmuseums
3/17/2011	1:08 PM	kbreilly	@origiful Agreed. Monitoring the conversation as well as engaging, a key point many forget in social media. #nytmuseums
3/17/2011	1:08 PM	chelawhita	If you are confused/overwhelmed by the #nytmuseums social media chat... you may need someone else to help manage your social media
3/17/2011	1:08 PM	artfeedonline	A1 I believe Twitter lends itself well to diff personalities. Why not highlight all the personality that ur museum as 2 offer? #nytmuseums
3/17/2011	1:08 PM	TechInTheArts	Join the conversation on #museums #socialmedia right now with #nytmuseums. Then Share your thoughts on our FB page <a href="http://on.fb.me/hs8c3A">http://on.fb.me/hs8c3A</a>
3/17/2011	1:08 PM	katiecarroll1	@ParkAveArmory @whitneymuseum I want to know the why's behind an exhibit - the backstory on why you are curating it! #nytmuseums #nytmuseums
3/17/2011	1:08 PM	NYT_JenPreston	Two minutes to Q2.
3/17/2011	1:08 PM	klaaas	@museumnerd Ofcourse, I'm just interested in the options and opinions. Current solutions like QR-codes feel 'clunky'. #nytmuseums
3/17/2011	1:08 PM	AMNH	@eric_right_now hi back. Glad you're participating in the chat. Great to see you at the dino #amnhtweetup #nytmuseums
3/17/2011	1:08 PM	MuseumSecrets	@marksrom @cdilly Yes social media is best for building relationships. And we've been fortunate to work closely with @ROMTORONTO #nytmuseums
3/17/2011	1:08 PM	shell7	@artfeedonline exactly we use Tweet Connect for that to aggregate many voices to one feed #nytmuseums
3/17/2011	1:08 PM	Yambedart	Art history student excited to be here, especially this topic #nytmuseums
3/17/2011	1:09 PM	rjstein	@shell7 I think there's something to be said about a thoughtful combined approach to museum-voice & personal voice best o both? #nytmuseums
3/17/2011	1:09 PM	johnpyper	Museums have a hard time with the amount of chatter and onslaught of information with twitter for it to be personal. #nytmuseums
3/17/2011	1:09 PM	marksrom	@kolomatsky @chelawhita Or maybe Twitter was never meant to be a real-time conversation medium...? #nytmuseums
3/17/2011	1:09 PM	shell7	@rjstein combo is good, but consistency is key #nytmuseums
3/17/2011	1:09 PM	museweb	Minnesota Historical Society @nyargle has shared social media policy development worksheets at <a href="http://ow.ly/4gCrQ">http://ow.ly/4gCrQ</a> #nytmuseums
3/17/2011	1:09 PM	unmuseum	@JulieBrubaker @origiful I think most people know we can't be tweeting all the time - rest periods are good! :) #nytmuseums
3/17/2011	1:09 PM	outtacontext	I disagree about having 1 mus voice. Multiple voices talking about diff aspects of mus experience r fine if they are identified. #nytmuseums
3/17/2011	1:09 PM	EllieTr	Also info about restoration work. #nytmuseums
3/17/2011	1:09 PM	CamArtMuseum	We have had some good success with FB ads. You can create brand awareness on the cheap! #nytmuseums
3/17/2011	1:09 PM	evolvingcritic	@MaddockCarol Agreed. I love Twitter and love that some Boston museums love it too!
3/17/2011	1:10 PM	MaddockCarol	@outtacontext Absolutely, need to be out and proud! #anonymitycastaside #nytmuseums
3/17/2011	1:10 PM	anthonybrown	@unmuseum @JulieBrubaker @origiful I disagree. People want to make that connection with the org, no matter what the time/day.

			#nytmuseums
3/17/2011	1:10 PM	johnffrench	@occasiotarian Flash photo is more about a distraction to patrons than harm to the art. #nytmuseums
3/17/2011	1:10 PM	NYT_JenPreston	Q2 via @SocialMediaJosh: What creative ways are you using Social Media for your museums? #nytmuseums
3/17/2011	1:10 PM	johnpyper	@shell7 I'm with you. Hero models never work, no matter the venue or career. #nytmuseums
3/17/2011	1:10 PM	zacalfson	@museweb @nyargle - Thanks! #nytmuseums
3/17/2011	1:10 PM	TheWarholMuseum	we're having good response using Facebook ads and deals! Super cheap and very effective. #nytmuseums #nytmuseums
3/17/2011	1:10 PM	jessicalawrence	@SocialMediaJosh Hi Josh! I'm tweeting for @Artseeka in the #nytmuseums chat Great to meet you!
3/17/2011	1:10 PM	museumnerd	@rjstein Retweeting different staffers tweets through the main museum feed may be an answer. @origful @shell7 #nytmuseums
3/17/2011	1:10 PM	MuseumSecrets	We really like what Google did with art gallery discovery. We also try to give people a view into museums if they can't visit! #nytmuseums
3/17/2011	1:10 PM	MichenerArt	@eric_right_now @lDaugh @origful how can you get a support team going in your institution? #nytmuseums
3/17/2011	1:10 PM	coggonite	Does any other institution have social media policy to share? #nytmuseums
3/17/2011	1:10 PM	shell7	@johnpyper that's why it's important to distribute the load #nytmuseums
3/17/2011	1:11 PM	ArtPrize	Museums and Social Media: Knowing When to Step Aside <a href="http://bit.ly/gPBOSo">http://bit.ly/gPBOSo</a> (a post from last month that seems relevant again to #nytmuseums)
3/17/2011	1:11 PM	chelawhita	@johnffrench @occasiotarian Yes! I hate trying to find museum hours or events on my phone- only to have a Flash website block me #nytmuseums
3/17/2011	1:11 PM	MuseumSecrets	This conversation is great. I'm recognizing lots of tweeps: @TheWarholMuseum @museumnerd @marksrom @museweb and others. #nytmuseums
3/17/2011	1:11 PM	evolvingcritic	But yes, museums have too much going on to make twitter personal. Too much information out there. #nytmuseums
3/17/2011	1:11 PM	shell7	Q2 how about live tweeting mummy CT scanning <a href="http://bit.ly/eSdzDq">http://bit.ly/eSdzDq</a> #nytmuseums
3/17/2011	1:11 PM	KimbellArt	@EllieTr @katiecarroll1 Thank you for the suggestions! Keep them coming! This is great information.
3/17/2011	1:11 PM	margelicious	Trying to keep up with the social media discussion over at #nytmuseums
3/17/2011	1:11 PM	evolvingcritic	It's always nice when a museum RTs one of your tweets or tweets back saying thanks for live tweeting etc. #nytmuseums
3/17/2011	1:11 PM	dtrevisani	@NYT_JenPreston How can a SOC manager convince senior staff @ an org to let go of control? #nytmuseums
3/17/2011	1:11 PM	museumnerd	@jgeneske I actually like it a little better since you get to see the little icon of the individual. @rjstein @origful @shell7 #nytmuseums
3/17/2011	1:12 PM	cdilly	Are any museums here using social media to connect with current donors? How are fundraising/devo teams involved in your org? #nytmuseums
3/17/2011	1:12 PM	shell7	@KudzuMarketer exactly - take people on a journey #nytmuseums
3/17/2011	1:12 PM	MaddockCarol	@shell7 and so felt part of the process of discovery #nytmuseums
3/17/2011	1:12 PM	SAMAart	R there ways 2 inspire FB followers to comment on museum wall posts that don't involve a prize for participation? #nytmuseums
3/17/2011	1:12 PM	brooklynhistory	We had a great twitter vs. facebook trivia race. #nytmuseums
3/17/2011	1:12 PM	perfectplum	@chelawhita I mean creating custom apps - games or at least game-like experiences online and in the gallery #nytmuseums
3/17/2011	1:12 PM	coggonite	@outtacontext a link maybe? @coggonite #nytmuseums
3/17/2011	1:12 PM	AMNH	@NYT_JenPreston @SocialMediaJosh we are finding the behind the scenes experience to be very valuable. #nytmuseums
3/17/2011	1:12 PM	shell7	Q2 best part of that was finding out a girl mummy was actually a guy - twitter peeps heard it w/ the curators and conservators #nytmuseums
3/17/2011	1:12 PM	Artseeka	This is the social media policy I created for my previous organization - <a href="http://bit.ly/fpfj99">http://bit.ly/fpfj99</a> #nytmuseums :jl

3/17/2011	1:12 PM	NewarkMuseum	One of the best tweeters is @museumnerd. So insightful, engaging, and supportive of the museum world. #nytmuseums #nytmuseums
3/17/2011	1:12 PM	PUArtMuseum	We have had success with both facebook and twitter. #nytmuseums
3/17/2011	1:12 PM	blogadsNYChive	We've helped museums like the Jewish Museum in NY be more social with our Tweetable ads on local #NYC blogs #nytmuseums
3/17/2011	1:12 PM	rothkono	curators need to get more comfortable with social media, especially when researching. #nytmuseums
3/17/2011	1:12 PM	anthonybrown	"@NYT_JenPreston At the @sfzoo: Broadcasting our ""today at the zoo"" type programs to the twitter users who have come on site. #nytmuseums"
3/17/2011	1:12 PM	klaaas	"@KudzuMarketer @museumnerd ""Clunky"" as in it doesn't really connect the virtual and real; it's merely a mediator. #nytmuseums"
3/17/2011	1:12 PM	KudzuMarketer	@shell7 That's a great idea...but use TweetVid or tweet the pics. Museums are about *seeing* #nytmuseums
3/17/2011	1:12 PM	Yambedart	Curious - to survive - is it a must for museums to step up and use social media? Will it make all the difference? #nytmuseums
3/17/2011	1:13 PM	MuseumSecrets	Question to all: What are your favourite online media sites covering #Museums #History #TV #documentary #travel ? #nytmuseums
3/17/2011	1:13 PM	evolvingcritic	I love it when museums encourage live tweeting/pictures in the galleries! #nytmuseums
3/17/2011	1:13 PM	brooklynhistory	As it runs out, facebook seemed much better for tracking and rewarding correct answers for trivia through social media. #nytmuseums
3/17/2011	1:13 PM	shell7	@EvolvingCritic yes! show us your visit as you see it! #nytmuseums
3/17/2011	1:13 PM	laurenoostveen	Our archives has some of its film collection on YouTube <a href="http://bit.ly/bNu6oC">http://bit.ly/bNu6oC</a> & FB/Twitter (@NS_Archives) to share collections #nytmuseums
3/17/2011	1:13 PM	AbrahamRitchie	Art orgs using social media? YES! Look at @chiarchitecture's approach, my further thoughts, check #7 here <a href="http://bit.ly/ezopeE">http://bit.ly/ezopeE</a> #nytmuseums
3/17/2011	1:13 PM	museweb	want background on museums + social media? Museums and the Web papers <a href="http://ow.ly/4gCJ0">http://ow.ly/4gCJ0</a> incl. @rjstein @shell7 @sfmoma #nytmuseums
3/17/2011	1:13 PM	SauderVillage	We use social media to build relationships and keep people connected to what is happening at Sauder Village #nytmuseums #nytmuseums
3/17/2011	1:13 PM	eric_right_now	@NYT_JenPreston and all: remember; multiple-channel digital network outreach is critical; some of us LOVE Twitter; HATE Facebook #nytmuseums
3/17/2011	1:13 PM	LoriLew333	Museums Pursue Engagement With Social Media - <a href="http://nyti.ms/i9ClwW">http://nyti.ms/i9ClwW</a> #nytmuseums
3/17/2011	1:13 PM	jescarter	Q2: I'm working on a location-based app; we have some awesome stuff related to museums #nytmuseums
3/17/2011	1:13 PM	MichenerArt	@brooklynhistory how did that work? #nytmuseums
3/17/2011	1:13 PM	johnffrench	Twitter was never meant to be a real-time conversation medium, #nytmuseums
3/17/2011	1:13 PM	ashleyllee	I having a museum twitter with a list of personal accounts works best - diversifying without overusing your main account #nytmuseums.
3/17/2011	1:13 PM	shell7	@MaddockCarol that's what i like to hear!! #nytmuseums
3/17/2011	1:13 PM	AMNH	@nyt_jenpreston Tweet-ups have been a great way to connect with our fans and followers. #nytmuseums
3/17/2011	1:13 PM	CCSFundraising	@klaaas @KudzuMarketer @museumnerd I agree, but it's a good way to reach a specific group with a targeted message #nytmuseums
3/17/2011	1:14 PM	gNe_ws	nytimes: Our #nytmuseums chat, hosted by @nyt_jenpreston, starts in a few minutes. Follow/participate he...
3/17/2011	1:14 PM	anthonybrown	@NYT_JenPreston Q2: Also cross linking the networks - ie: great flickr photo comment with twitter link. #nytmuseums
3/17/2011	1:14 PM	zacalfson	I was impressed by the @MovingImageNYC exhibits where patrons can create something & share on Social Media. Others doing this? #nytmuseums
3/17/2011	1:14 PM	kidmuseumnh	Q2: we live-tweet events with photos, behind the scenes stuff, shout-outs to visitors who check in, connect w/other museums #nytmuseums
3/17/2011	1:14 PM	shell7	@jesseburden totally agree and a real challenge is how to balance

			these issues #nytmuseums
3/17/2011	1:14 PM	MuseumSecrets	If any of you want to get social with us, get behind the scenes on our #TV show about #museums: <a href="http://www.facebook.com/MuseumSecrets">www.facebook.com/MuseumSecrets</a> #nytmuseums
3/17/2011	1:14 PM	gretchen_scott	I draw content from all departments to present a full picture, but find it helpful to limit # of ppl w/ keys to our accts. #nytmuseums
3/17/2011	1:14 PM	jesseburden	... cynical about bringing too much tech into museum experience, getting btw my experience with the art. #nytmuseums #Baudrillard
3/17/2011	1:14 PM	art21	Happening now: @nytimes #nytmuseums chat on museums and social media: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:14 PM	EllieTr	Someone should do a comprehensive directory of all museum hash tags. #nytmuseums
3/17/2011	1:14 PM	JulieBrubaker	Yes-single voice=key & we should try to connect as much as possible. ?: how to manage emp time @anthonybrown @unmuseum @origiful #nytmuseums
3/17/2011	1:14 PM	futureofmuseums	Does your mus have a collections object/specimen as your SM rep? Like Mr. Blobby, or SuetheTRex <a href="http://tinyurl.com/328qtqw">http://tinyurl.com/328qtqw</a> #nytmuseums
3/17/2011	1:14 PM	TheArtRopeik	Want to chat re: museums and social media? Join in with #nytmuseums or at <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> to follow all comments.
3/17/2011	1:14 PM	TarStarr	"How can we move the ""museum"" to social media: an open expanse that still provides the guidance of a tour or specified exhibit? #nytmuseums"
3/17/2011	1:14 PM	jescarter	Q2/A2: I should have said a mobile, location-based app. Great opps for ppl who enjoy museums #nytmuseums
3/17/2011	1:14 PM	ArtPrize	@shell7 What are some other crowd-curated museum experiments you've been looking at? #nytmuseums
3/17/2011	1:14 PM	ParkAveArmory	Are Twitter followers also fans on Facebook and vice versa? #nytmuseums
3/17/2011	1:14 PM	MattressFactory	@SocialMediaJosh: Creative use: We use YouTube to capture visitors' feelings about the MF <a href="http://bit.ly/fS4j7u">http://bit.ly/fS4j7u</a> #nytmuseums #nytmuseums
3/17/2011	1:14 PM	MarieGossip	Q: before starting a #socialmedia venture do you develop a plan or outline of what you want to talk about and what you will not? #nytmuseums
3/17/2011	1:15 PM	Artseeka	@shell7 Doesn't @brooklynmuseum use system that allows individuals to contribute from their personal twitter accts? #nytmuseums :jz
3/17/2011	1:15 PM	jescarter	@chelawhita I think museums need to make money; don't live the idea of massive discounts #nytmuseums
3/17/2011	1:15 PM	MuseumSecrets	@MaddockCarol @wreckobecko @brooklynhistory Hootsuite has a great new twitter analytics platform! #Museums #socialmedia #nytmuseums
3/17/2011	1:15 PM	eric_right_now	@anthonybrown @NYT_JenPreston I agree; Twitter - Flickr link is among the most robust. #nytmuseums
3/17/2011	1:15 PM	pennmuseum	Q2: We have our tweeting @philthesphinx #nytmuseums
3/17/2011	1:15 PM	rjstein	We've had a few folks here suggest/like behind the scenes content - that's been really effective for us #nytmuseums
3/17/2011	1:15 PM	laurenoostveen	@MarieGossip You should always write a plan before starting any new marketing venture. What are your social media goals? #nytmuseums
3/17/2011	1:15 PM	chelawhita	Anyone have thoughts on Groupon promotions tied to membership? @NYT_JenPreston #nytmuseums #nytmuseums
3/17/2011	1:15 PM	anthonybrown	@thespectacles @origiful I disagree. A lot of the @sfzoo's twitter success has come from the fact that its a team of people. #nytmuseums
3/17/2011	1:15 PM	jescarter	Q2/A2: the other thing I've seen is museums using social media to create guided tours for visitors. #nytmuseums
3/17/2011	1:15 PM	gimmealolly	beh e scenes is def e advantage n draw. add a live timeline ie wht @brooklynmuseum did w mummy xray n it's just plain addictive #nytmuseums
3/17/2011	1:15 PM	MarieGossip	Q: How much time is too little to devote to your organizations social media efforts? #nytmuseums
3/17/2011	1:15 PM	NYT_JenPreston	Two minutes to Q.3. Wow, you're a lively bunch.
3/17/2011	1:15 PM	MaddockCarol	@wreckobecko How're you measuring that effectiveness? No. of

			followers? Engagement? @brooklynhistory #nytmuseums
3/17/2011	1:15 PM	brooklynhistory	@wreckobecko It depended on the question, but twitter was usually a bit quicker. @MichenerArt We asked Qs simultaneously on both #nytmuseums
3/17/2011	1:15 PM	shell7	@chelawhita we did one and had great response - talk to @willcary #nytmuseums #nytmuseums
3/17/2011	1:16 PM	PAFedMuseums	Sitting in on #nytmuseums chat. #nytmuseums
3/17/2011	1:16 PM	SocialMediaJosh	@rjstein Any insight on Q2 #nytmuseums
3/17/2011	1:16 PM	dtrevisani	@chelawhita @NYT_JenPreston Groupon worked great 4 my org. sold +250 memberships, more than any dir.mail piece ever did. #nytmuseums
3/17/2011	1:16 PM	rjstein	@10ch Thanks for that link! among the best examples I know of for effective engagement #nytmuseums
3/17/2011	1:16 PM	brooklynhistory	We were able to keep a leader board on facebook for our #BKtrivia: <a href="http://on.fb.me/hil6ls">http://on.fb.me/hil6ls</a> #nytmuseums
3/17/2011	1:16 PM	origiful	Q2: we also started the Superfriends with @Jewseum - a group of Bay Area museums that collaborate online :) <a href="http://bit.ly/g8MbLP">http://bit.ly/g8MbLP</a> #nytmuseums
3/17/2011	1:16 PM	TarStarr	@thereforesamiam @rjstein because the power of social media is in the fact that you know the real people behind it. #nytmuseums
3/17/2011	1:16 PM	pamcollections	Can't tell if I missed it...we'd love to see other institutions social media policies. Anyone interested in sharing via MCN-L? #nytmuseums
3/17/2011	1:16 PM	shell7	@laurenoostveen question should be what are your goals, what is your mission, what is engagement (take SM out of it!) #nytmuseums
3/17/2011	1:16 PM	10ch	Here's a link to @lifeandscience's twitter/flickr game #namethatzoom: <a href="http://t.co/43E9BT8">http://t.co/43E9BT8</a> #nytmuseums
3/17/2011	1:16 PM	evolvingcritic	Recently went 2 a museum in Salem,MA & they actually encouraged me to live tweet, wanted to hear my thoughts on the exhibition #nytmuseums
3/17/2011	1:16 PM	chelawhita	@WillCary I asked about Groupon... the chat leader said you did a promotion? #nytmuseums
3/17/2011	1:17 PM	DiaArtFndn	Q2: We started the #AskDia live Twitter forum to speak directly with our audience - the people responsible for keeping us open! #nytmuseums
3/17/2011	1:17 PM	JulieBrubaker	@laurenoostveen @MarieGossip I think the social media plan/goals are essential & should tie w/ IT, marketing, and org goals/plan #nytmuseums
3/17/2011	1:17 PM	KimbellArt	@chelawhita @WillCary Current study about Groupon effectiveness. Very interesting. <a href="http://tiny.cc/igvfc">http://tiny.cc/igvfc</a> #nytmuseums
3/17/2011	1:17 PM	origiful	Q2: We project people's tweets at Now Playing events <a href="http://bit.ly/gCM22W">http://bit.ly/gCM22W</a> to give people a voice in the museum space. #nytmuseums
3/17/2011	1:17 PM	WillCary	@chelawhita Re Groupon & Membership, see <a href="http://t.co/gpeTK37">http://t.co/gpeTK37</a> and <a href="http://www.aam-us.org/pubs/mn/groupon.cfm">http://www.aam-us.org/pubs/mn/groupon.cfm</a> #nytmuseums
3/17/2011	1:17 PM	museweb	.@artprize : #mw2011 paper online: Bringing Citizen Scientists and Historians Together <a href="http://ow.ly/4gCXv">http://ow.ly/4gCXv</a> #nytmuseums #crowdsourcing
3/17/2011	1:17 PM	evolvingcritic	and then I get a TY email from their marketing director for sharing my experience/thoughts with them. Felt great! #nytmuseums
3/17/2011	1:17 PM	ElectronicArt	@NYT_JenPreston Question: How can Social Media be brought into the Museum physically: IE: Digital Signage, Kiosks, Video, QR Etc #nytmuseums
3/17/2011	1:17 PM	shell7	@Artseeka yes tweet connect to relay #nytmuseums
3/17/2011	1:17 PM	newmuseum	@chelawhita We had a great experience with Groupon, managed by our Membership team @NYT_JenPreston #nytmuseums
3/17/2011	1:17 PM	MarieGossip	@laurenoostveen thanks! social media goals:to share information about the 18th century, start a conversation and spark interest! #nytmuseums
3/17/2011	1:17 PM	laurenoostveen	"We're currently working on a guided ""behind the scenes"" tour of our #archives. #nytmuseums"
3/17/2011	1:17 PM	CCSFundraising	@JulieBrubaker @laurenoostveen @MarieGossip I completely agree! #nytmuseums
3/17/2011	1:17 PM	NHMLA	What you would like to see from Museums online? Behind-the-scenes content? more collection databases? Interaction w/ staffers?



			#nytmuseums
3/17/2011	1:18 PM	rjstein	@SocialMediaJosh @imamuseum has done lots recently... a fav included a flash-mob of dancers dressed like andy warhol in dt #Indy #nytmuseums
3/17/2011	1:18 PM	BuildingMuseum	Lots of people talking about behind the scenes content. Any specific examples that have worked esp. well? #nytmuseums
3/17/2011	1:18 PM	laurenoostveen	@pennmuseum We've found YouTube to be great! Much better #s vs. our main website. #nytmuseums
3/17/2011	1:18 PM	ArtPrize	The approach ArtPrize takes to Facebook is deeply indebted to @origiful's work on @SFMOMA's page. Best fan page we've seen. #nytmuseums
3/17/2011	1:18 PM	CCSFundraising	@kolomatsky @dtrevisani @chelawhita @NYT_JenPreston Are there org size/revenue restrictions for offering a Groupon? #nytmuseums
3/17/2011	1:18 PM	PhilTheSphinx	How are you utilizing blogging at your museums? #nytmuseums
3/17/2011	1:18 PM	jescarter	@MuseumSecrets That sounds interesting. How do you do it?
3/17/2011	1:18 PM	eric_right_now	@TarStarr @thereforesamiam @rjstein I agree with that, too; best tweetups I've attended have had a solid 'real-person' presence. #nytmuseums
3/17/2011	1:18 PM	chaykak	NYT Goes Museums, Hosts Twitter Chat <a href="http://t.co/ZrVxBhh">http://t.co/ZrVxBhh</a> #nytmuseums @Hyperallergic
3/17/2011	1:18 PM	NYT_JenPreston	"Q3 via @henryartgallery: How can museums best reward social "ambassadors" through shares, retweets.?"
3/17/2011	1:18 PM	MuseumSecrets	Our show director had an interesting observation. We take things outside of museums and experiment more, bring things to life! #nytmuseums
3/17/2011	1:18 PM	magur	Behind the Scenes content has been some of the most popular content by far on Memorial Art Gallery's Facebook page. #nytmuseums
3/17/2011	1:18 PM	KudzuMarketer	@MarieGossip: Also important that you don't have 2 do all sm at once. Can phase it in based on what u need
3/17/2011	1:18 PM	MarieGossip	@NHMLA all of the above!!!! esp collection databases. #nytmuseums
3/17/2011	1:18 PM	ClevelandArt	We employ a diverse strategy for twitter. Combination: awareness, inspiration, engagement and promotions. So far ..suceess! #nytmuseums
3/17/2011	1:18 PM	shell7	@laurenoostveen nope not marketing SM should be part of community engagement. community does not equal marketing #nytmuseums
3/17/2011	1:18 PM	outtacontext	TweetDeck it is! Thanks everyone for the assistance. #nytmuseums
3/17/2011	1:18 PM	AudienceDevSpec	"MT @cdilly Social media should be looked at as ""relationship builder"" rather than just an extension of a sales team. #nytmuseums #auddev"
3/17/2011	1:19 PM	chelawhita	@newmuseum @NYT_JenPreston I wonder retaining members - early to tell? Can social media engage Groupon prospects? #nytmuseums #nytmuseums
3/17/2011	1:19 PM	TheWarholMuseum	@BuildingMuseum: A very informal video of our Time Capsules project was very successful. <a href="http://goo.gl/Q0gyq">http://goo.gl/Q0gyq</a> #nytmuseums
3/17/2011	1:19 PM	Vxronica	@NHMLA Def behind the scenes content + history on exhibits/specific animals, etc. That content is great for promotions as well. #nytmuseums
3/17/2011	1:19 PM	thespace10	do you use twitter & facebook differently? in your experiences, does 1 perform better than the other for certain museum goals? #nytmuseums
3/17/2011	1:19 PM	jesseburden	Museums can be exhilarating because they encourage connection to alternative spaces and times, different contexts. #nytmuseums
3/17/2011	1:19 PM	brooklynhistory	Facebook was also good for keeping an archive of #BKtrivia questions <a href="http://on.fb.me/fKwaHy">http://on.fb.me/fKwaHy</a> #nytmuseums Using both together was interesting.
3/17/2011	1:19 PM	AbrahamRitchie	@chiarchitecture big tweetchat talking a lot about it #nytmuseums, total overload for me.
3/17/2011	1:19 PM	NYLegal_History	@laurenoostveen Totally agree we are able to get content up in a much more timely manner than going through our site #nytmuseums
3/17/2011	1:19 PM	MuseumofEmily	"The way to truly be great at social media is to lose the marketing voice. Connection over ""what's going on here today"". #nytmuseums"
3/17/2011	1:19 PM	eric_right_now	@NYT_JenPreston @henryartgallery at least with basic memberships I think #nytmuseums
3/17/2011	1:19 PM	rogerslinda	Museums from everywhere are all engaged in one TweetChat right now, pretty cool! #nytmuseums



3/17/2011	1:19 PM	outtacontext	@rjstein Agreed. Behind the scenes is what people are interested in. #nytmuseums
3/17/2011	1:19 PM	DallasMuseumArt	How have you used @gowalla if at all to engage your audience? @shell7 #nytmuseums
3/17/2011	1:19 PM	rjstein	beyond the big names (FB/TW) @artbabble has been an amazing collaboration and way to connect with users #nytmuseums
3/17/2011	1:19 PM	pamcollections	"@BuildingMuseum @LACMA does great behind-the-scenes reporting on their blog ""Unframed."" #nytmuseums"
3/17/2011	1:19 PM	shell7	Q3 work to bring the visitor voice inside the institution at every turn #nytmuseums
3/17/2011	1:19 PM	laurenoostveen	@MarieGossip Awesome! Setting up measurable outcomes is very important, too, i.e. increasing site traffic #nytmuseums
3/17/2011	1:19 PM	cdilly	41 Ways Museums are Merging Social & Tech to Engage Audiences: <a href="http://bit.ly/9ID5TQ">http://bit.ly/9ID5TQ</a> (many examples) #nytmuseums
3/17/2011	1:19 PM	chiarchitecture	@AbrahamRitchie Thx! #85tours ( <a href="http://bit.ly/aJbbrrq">http://bit.ly/aJbbrrq</a> ) helped us bridge SM & real world. Very successful #nytmuseums
3/17/2011	1:20 PM	coggonite	@sluggernova thanks! #nytmuseums
3/17/2011	1:20 PM	EllieTr	Post in a way ghat encourages people to share back their thoughts and feelings about artworks. #nytmuseums
3/17/2011	1:20 PM	johnpyper	Q3 musuems should start with allowing photos (when possible) and train your guards to not freak out when they see a phone. #nytmuseums
3/17/2011	1:20 PM	10ch	Q3: Always ask how you can help your visitors (and colleagues) kick ass. That's wisdom from user evangelist Kathy Sierra. #nytmuseums
3/17/2011	1:20 PM	ClevelandArt	For us, our blog is our behind-the-scenes door. Also use it to show various personalities from the museum. Keyword: variety. #nytmuseums
3/17/2011	1:20 PM	artcoholic	"Q3 Perhaps a behind the scenes trip or a pass for an opening @henryartgallery: How can museums best reward social ""ambassadors"" #nytmuseums"
3/17/2011	1:20 PM	ajlovesya	Wow--love the conversation about museums happening right now in #nytmuseums.
3/17/2011	1:20 PM	Artseeka	. @laurenoostveen That sounds interesting. How would that behind the scenes tour work/look? #nytmuseums
3/17/2011	1:20 PM	PhilTheSphinx	@ConnerPrairie That's where we are as well. #nytmuseums
3/17/2011	1:20 PM	lheron	Wow, this #nytmuseums chat is rockin' and rollin' <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:20 PM	shell7	@laurenoostveen we are pretty small - gotta get it out of marketing and into other staffing areas #nytmuseums
3/17/2011	1:20 PM	ConnerPrairie	@PhilTheSphinx We have staffers, board members, etc blog 200-300 words on a specific experience. 2 blogs posted/week #nytmuseums
3/17/2011	1:20 PM	shell7	@DallasMuseumArt our audience is @foursquare and yes <a href="http://bit.ly/gevMdg">http://bit.ly/gevMdg</a> #nytmuseums
3/17/2011	1:20 PM	MuseumSecrets	"Good point VIA @MuseumofEmily: 2B great at #socialmedia is to lose the marketing. Connection over ""whats going on here today"". #nytmuseums"
3/17/2011	1:20 PM	origiful	Q3: we have invited local tweeters to come to press previews @SFMOMA. Very cool way of rewarding loyal followers #nytmuseums
3/17/2011	1:20 PM	evolvingcritic	I agree, SM should be about community engagement, not so much about marketing. @shell7 @laurenoostveen #nytmuseums
3/17/2011	1:20 PM	MuseumSecrets	@jescarter @MuseumSecrets We work with curators to test theories and find unique stories to tell through our #TV series. #nytmuseums
3/17/2011	1:20 PM	jesseburden	Connecting with humanity, not machinery. #nytmuseums
3/17/2011	1:20 PM	TarStarr	"I don't think people are interested in ""behind the scenes"" I think people are interested in personal buy-in and investment... #nytmuseums"
3/17/2011	1:20 PM	mcgrory	@Artseeka @MuseumSecrets It needs to be about bringing the museum to more people as well as bringing more people to the museum #nytmuseums
3/17/2011	1:20 PM	sluggernova	Database of social media policies - Govt + non-profit: <a href="http://socialmediagovernance.com/policies.php?f=5">http://socialmediagovernance.com/policies.php?f=5</a> #nytmuseums
3/17/2011	1:20 PM	laurenoostveen	@shell7 Smaller institutions (like the one I work at) often have one

			person in a PR/marketing role who is managing social media. #nytmuseums
3/17/2011	1:20 PM	rjstein	Q3. Show real value and appreciation for user-feedback. @imamuseum integrates user-tags into formal collection search #nytmuseums
3/17/2011	1:21 PM	occasiotarian	@johnffrench but no-flash photography is not really distractive to anyone or anything. why is it still prohibited? #nytmuseums
3/17/2011	1:21 PM	metmuseum	Using Tumblr for photo contest with ad campaign. See all of our social media platforms <a href="http://met.org/h6Qe57">http://met.org/h6Qe57</a> @SocialMediaJosh #nytmuseums
3/17/2011	1:21 PM	ParkAveArmory	Where does twitter/facebook/etc. meet with stable web - blogs, website, etc.? Is the same person creating content for both? #nytmuseums
3/17/2011	1:21 PM	evolvingcritic	That's a great idea! To invite tweeters to come to press previews! @origiful @SFMOMA #nytmuseums
3/17/2011	1:21 PM	MuseumSecrets	@mcgrory @Artseeka @MuseumSecrets Agreed! We also have lots of behind the scenes photos and we ask our #TV audience questions #nytmuseums
3/17/2011	1:21 PM	zacalfson	We are planning a new facility - what are good ways to incorporate SM? #nytmuseums
3/17/2011	1:21 PM	Yambedart	@Alliebrwneyez @anthonybrown so new focus is building relationships with patrons/and community? #nytmuseums
3/17/2011	1:21 PM	lensteinbach	Why divorce marketing from community engagement...? in the end everything is marketing and demands internal collaboration. #nytmuseums
3/17/2011	1:21 PM	debraeanderson	@shell7 @laurenoostveen agreed need focus on strategy positioning and planning first before diving into tactics #nytmuseums #nytmuseums
3/17/2011	1:21 PM	runawayapricot	Where does twitter/facebook/etc. meet with stable web - blogs, website, etc.? Is the same person creating content for both? #nytmuseums
3/17/2011	1:21 PM	MarieGossip	Have to say I learn so much about various exhibitions by way of @V_and_A museum giveaways & trivia questions #socialmedia success #nytmuseums
3/17/2011	1:21 PM	laurenoostveen	@shell7 I include social media as part of our web communications strategy. #nytmuseums
3/17/2011	1:21 PM	NewarkMuseum	Will this thread be available after it is over? Would like to share with our team. #nytmuseums
3/17/2011	1:21 PM	TarStarr	@rjstein @imamuseum This is really great. That's exactly what should happen! #nytmuseums
3/17/2011	1:21 PM	artcoholic	Q3 Even some form of acknowledgement like a Thank You is very appreciated. #nytmuseums
3/17/2011	1:21 PM	SocialMediaJosh	@rjstein Very cool! #nytmuseums
3/17/2011	1:21 PM	the_clark	@laurenoostveen @shell7 Same at the Clark. How do you split your time between social media and other PR/marketing/web tasks? #nytmuseums
3/17/2011	1:21 PM	shell7	@debraeanderson needs deeper engagement level #nytmuseums both web and inside
3/17/2011	1:22 PM	rothkono	museum directors who have their own Facebook page can really open up possibilities. Kevin Gover at NMAI is savvy. #nytmuseums
3/17/2011	1:22 PM	anthonybrown	@NYT_JenPreston Q3: For @sfzoo, we don't care about amplification/influence. Everyone gets the: <a href="http://bit.ly/gosq8N">http://bit.ly/gosq8N</a> treatment #nytmuseums
3/17/2011	1:22 PM	AMNH	@NYT_JenPreston @henryartgallery We like to share their contributions through our own social media channels #nytmuseums
3/17/2011	1:22 PM	jgeneske	@origiful that's brilliant. love it! #nytmuseums
3/17/2011	1:22 PM	BWArchFdn	Enjoyed the article today! We're inspired by the ways museums are engaging audiences <a href="http://nyti.ms/elGdl3">http://nyti.ms/elGdl3</a> #nytmuseums
3/17/2011	1:22 PM	zacalfson	@the_clark @laurenoostveen @shell7 I write 90% of my SM in advance and schedule with @Hootsuite. #nytmuseums
3/17/2011	1:22 PM	rjstein	FB and TW are important today because that's where the audience lives, but in the future when that changes... so will we. #nytmuseums
3/17/2011	1:22 PM	henryartgallery	@wreckobecko @artcoholic @henryartgallery great idea! Thanks so much. #nytmuseums

3/17/2011	1:22 PM	ConnerPrairie	We're trying to practice the 1/4 rule. 1/4 content/marketing 1/4 industry news, 1/4 successes, 1/4 converstaion. #nytmuseums
3/17/2011	1:22 PM	rjstein	Ideally social media should be a natural extension of an overall approach to content and visitor engagement. Not just a fad. #nytmuseums
3/17/2011	1:22 PM	origiful	Q3: OH! On Warhol's b-day we gave followers 15 min of fame by changing our avatar to theirs. #nytmuseums
3/17/2011	1:22 PM	kolomatsky	@NewarkMuseum the tweet chat will live here: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:22 PM	museumnerd	I think just listening to audiences and answering their questions as well as responding to their concerns is at the core. #nytmuseums
3/17/2011	1:22 PM	heardmuseum	#nytmuseums @dtrevisani: @chelawhita @NYT_JenPreston Agreed, GroupOn, once we made it make fiscal sense, worked better than direct mail etc
3/17/2011	1:22 PM	outtacontext	"How about soc media stats? How r they used in your museum? We're still trying to get passed ""importance"" of # of followers. #nytmuseums"
3/17/2011	1:23 PM	Vxronica	@origiful That Warhol idea is genius. #nytmuseums
3/17/2011	1:23 PM	unmuseum	QUESTION: What are some other tools museums are using apart from Twitter and Facebook? #nytmuseums
3/17/2011	1:23 PM	eldridgestreet	@occasiotarian @johnffrench we encourage visitors to photograph, and ask them to share on facebook/flickr. #nytmuseums
3/17/2011	1:23 PM	artcoholic	Q3 Perhaps offer a tidbit of information the 'ambassador' wouldn't find elsewhere of a work or show they particularly liked #nytmuseums
3/17/2011	1:23 PM	NoGoPhoto	@IvyLi yeap! checking out #nytmuseums
3/17/2011	1:23 PM	Yambedart	Do you museums feel you know your patrons better from social networking? #nytmuseums
3/17/2011	1:23 PM	mcgrory	@MuseumSecrets @Artseeka That's progressive #nytmuseums
3/17/2011	1:23 PM	MuseumSecrets	@metmuseum I signed up for Tumblr account. How do you find it? I'll check yours out for tips! Any suggestions on best practice? #nytmuseums
3/17/2011	1:23 PM	KudzuMarketer	@Yambedart @Alliebrwneyez @anthonybrown & internally. U need buy-in from curators & w/in org #nytmuseums
3/17/2011	1:23 PM	cdilly	It's easy to offer check-in specials on foursquare! Would like more of this. re: How can museums best reward social ambassadors #nytmuseums
3/17/2011	1:23 PM	AmberByVessel	#nytmuseums having a good session right now.
3/17/2011	1:23 PM	amandalydon	@zacalfson we are moving into new space for @tenementmuseum too. SM def. on the planning agenda #nytmuseums #nytmuseums
3/17/2011	1:23 PM	chelawhita	Has anyone here used paid Facebook ads to get more members, or page fans? @NYT_JenPreston #nytmuseums #nytmuseums
3/17/2011	1:23 PM	IvyLi	Interesting Twitter chat #nytmuseums happening right now. @artandwriting should def check it out. I'm a museum junkie.
3/17/2011	1:23 PM	DallasMuseumArt	How have you turned followers into active users? #nytmuseums @origiful @shell7
3/17/2011	1:23 PM	marionaaragay	@escacc Mola eh aixÅ² de #nytmuseums? ;-)
3/17/2011	1:23 PM	shell7	@outtacontext ignore stats - too many meaningless stats #nytmuseums
3/17/2011	1:23 PM	ChelseaHick	Are for-profit museums using Twitter and SM differently than nonprofit museums?
3/17/2011	1:23 PM	jescarter	Q3: How about advance showing? Like a private reception just before the exhibit opens; or a meet and greet w/an artist #nytmuseums
3/17/2011	1:23 PM	annecanty	I'm participating in the #nytmuseums chat.
3/17/2011	1:24 PM	Artseeka	Q3: OH! On Warhol's b-day we gave followers 15 min of fame by changing our avatar to theirs. #nytmuseums /via @origiful <--Love that!
3/17/2011	1:24 PM	johnffrench	@occasiotarian @johnffrench Most museums allow photography, except loan items, but FLASH photo is prohibited across the board #nytmuseums
3/17/2011	1:24 PM	eric_right_now	@AMNH @NYT_JenPreston @henryartgallery re:Q3 also an engaged relationship / connection BEYOND the tweetup or event itself is gr8 #nytmuseums
3/17/2011	1:24 PM	origiful	Q3: we also made stereoscope machines w/iPhones and took pics

			together at the Muybridge opening <a href="http://on.fb.me/i2Wwtp">http://on.fb.me/i2Wwtp</a> #nytmuseums
3/17/2011	1:24 PM	anthonybrown	@unmuseum Although not as much of a headliner any more, Flickr and YouTube still rock when it comes to engagement! #nytmuseums
3/17/2011	1:24 PM	shell7	@outtacontext yes, but you need to show why stats are not relevant - that's in your ability! #nytmuseums
3/17/2011	1:24 PM	MetEveryday	@origiful Loved the Warhol 15 min of fame idea. Absolutely brilliant. #nytmuseums
3/17/2011	1:24 PM	eldridgestreet	@DallasMuseumArt @origiful @shell7 ask engaging questions that allow people to connect their experiences to your content #nytmuseums
3/17/2011	1:24 PM	a_castells	Seguendo el chat sobre museos y redes sociales en #nytmuseums y <a href="http://goo.gl/u4Xgv">http://goo.gl/u4Xgv</a> :)
3/17/2011	1:24 PM	laurenoostveen	@the_clark 50% of of my time is spent creating web content. Blogging, Twitter, Facebook, YouTube, and @HistoryPin. #nytmuseums
3/17/2011	1:24 PM	AMNH	@NYT_JenPreston @henryartgallery we also like to provide access to working scientists and their research #nytmuseums
3/17/2011	1:24 PM	MetEveryday	How do your different social media channels communicate with each other? ie: Twitter/FB/Flickr/etc #nytmuseums
3/17/2011	1:24 PM	TarStarr	@the_clark @laurenoostveen @shell7 Splitting time not the problem-social media just involves directing vs creating interest. #nytmuseums
3/17/2011	1:24 PM	metmuseum	Agree that it's important to have a presence on multiple social media channels/networks @eric_right_now #nytmuseums
3/17/2011	1:24 PM	evolvingcritic	Q3 - I think museums should encourage more tweets. I hope that security guards are also trained to understand what twitter does #nytmuseums
3/17/2011	1:24 PM	TheWarholMuseum	no matter how saturated social media gets, you're always going to have an audience who wants a physical mailer. #nytmuseums
3/17/2011	1:24 PM	EllieTr	Keep in mind that many distant people (those who can't visit in person) stay connected via SM. #nytmuseums
3/17/2011	1:24 PM	outtacontext	@shell7 It's not me who wants stats it's others who use them and misinterpret or ignore important stuff. #nytmuseums
3/17/2011	1:24 PM	museumnerd	Yeah, @jgeneske, @SFMOMA has done an amazing job using their avatar to engage. @MorganLibrary & @AsianArtMuseum rotate theirs. #nytmuseums
3/17/2011	1:24 PM	Artseeka	"Agreed ! ""It needs to be about bringing the museum to more people as well as bringing more people to the museum"" /via @mcgrory #nytmuseums"
3/17/2011	1:24 PM	rjstein	@unmuseum Tumblr, Foursquare, YouTube, @artbabble... you name it... museums are really on every platform right now #nytmuseums
3/17/2011	1:24 PM	shell7	@zacalfson I'd rather things be a bit more spontaneous #nytmuseums
3/17/2011	1:25 PM	vsamra3	Enjoying the #nytmuseums chat, and trying to keep up! <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:25 PM	KimbellArt	@TheWarholMuseum Agreed. No matter how saturated social media gets...an audience who wants a physical mailer. #nytmuseums
3/17/2011	1:25 PM	laurenoostveen	Being able to schedule your SM content is great, but you should still make an effort to respond to queries quickly. #nytmuseums
3/17/2011	1:25 PM	jescarter	You know this #nytmuseums chat is awesome!
3/17/2011	1:25 PM	MaddockCarol	@TheWarholMuseum Mailers - D'you reckon? Always? Brilliant 15 mins of fame avatar idea... #nytmuseums
3/17/2011	1:25 PM	NYT_JenPreston	Two minutes to Q.4 - #nytmuseums
3/17/2011	1:25 PM	ConnerPrairie	It's good to claim your domain on all platforms but having a focus on 3-4 is where you're going to get your value. #nytmuseums
3/17/2011	1:25 PM	heardmuseum	Even though we are fairly large, our PR people are in charge of community relations @ChelseaHick @shell7 @laurenoostveen #nytmuseums
3/17/2011	1:25 PM	rjstein	I love what @moma does with their iPhone app to allow / encourage photography in gallery... so smart! #nytmuseums
3/17/2011	1:25 PM	TarStarr	Nobody's mentioned Google Art-isn't that a great way to generate interest in artwork at a particular museum? #nytmuseums
3/17/2011	1:25 PM	KudzuMarketer	@outtacontext @shell7 R the benchmarks established? U can't misinterpret if u establish goals & benchmarks #nytmuseums

3/17/2011	1:25 PM	DiaArtFndn	"@MuseumModernArt Q3 ""I went to MoMA and..." is a great example of rewarding ambassadors- nicely done! <a href="http://www.moma.org/iwent/">http://www.moma.org/iwent/</a> #nytmuseums"
3/17/2011	1:25 PM	museumnerd	Also, @evolvingcritic has a good point. Guards need to be informed that visitors may actually be promoting the museum with SM. #nytmuseums
3/17/2011	1:25 PM	appleandthebee	@evolvingcritic @shell7 @laurenoostveen RE: marketing for MPMA our session has been asked to focus: marketing & promo of museums #nytmuseums
3/17/2011	1:25 PM	JulieBrubaker	Love the concept of using followers and rotating avatars! #nytmuseums
3/17/2011	1:25 PM	unmuseum	"Has anyone ever had a ""social media"" themed day at their institution? #nytmuseums"
3/17/2011	1:26 PM	mcgrory	"@stellacostello @Artseeka ""In the future, everyone will be anonymous for 15 minutes"" - Banksy"
3/17/2011	1:26 PM	museumnerd	The fact that @SFMOMA has @origiful coming up with really creative clever SM ideas has made a huge impact on how museums use SM. #nytmuseums
3/17/2011	1:26 PM	shell7	@el_mayer yes - we have policies based on BBC and others - BBC has great docs #nytmuseums
3/17/2011	1:26 PM	wreckobecko	Made a habit of asking guards in museums galleries whether I can take pics first- 99% of the time they're friendly and helpful #nytmuseums
3/17/2011	1:26 PM	zacalfson	@MassArtAlumni @TheWarholMuseum I find many YOUNGER patrons love mailers - they like getting something exciting in the mail. #nytmuseums
3/17/2011	1:26 PM	heardmuseum	That's not to say they are the same thing, at all. We stress that all the time! @ChelseaHick @shell7 @laurenoostveen #nytmuseums
3/17/2011	1:26 PM	MuseumSecrets	@mcgrory @MuseumSecrets @Artseeka @rjstein @unmuseum We're on instagram. I uploaded photos of our office + our @ROMToronto show #nytmuseums
3/17/2011	1:26 PM	jessicalawrence	Using @cotweet for the first time today while tweeting for @Artseeka in the #nytmuseums chat. Really loving it.
3/17/2011	1:26 PM	evolvingcritic	Q3- I think museums/guards should not freak out when museum goes take pictures of their galleries. They're not hi-rez pics! #nytmuseums
3/17/2011	1:26 PM	thereforesamiam	Museums have a unique chance to redefine what traditional civic engagement means in today's society thru social media. #nytmuseums
3/17/2011	1:26 PM	vmfa	@origiful Disagree about single person managing SM. Too much! It can work with a tight team. #nytmuseums
3/17/2011	1:26 PM	ConnerPrairie	@JulieBrubaker we think it's a good idea to change the museum's avatar with the event you're promoting or even for the season. #nytmuseums
3/17/2011	1:26 PM	clpynyt	#nytmuseums
3/17/2011	1:26 PM	el_mayer	What about the Social Media Policies? Do you create your own? #nytmuseums
3/17/2011	1:26 PM	shell7	@KudzuMarketer not true; number of followers is not a good metric ; metrics are not simple! #nytmuseums
3/17/2011	1:26 PM	MarieGossip	Remeber you can't reach everyone so the more social media outlets the better. #nytmuseums
3/17/2011	1:26 PM	AbrahamRitchie	@museumnerd @evolvingcritic but at what point does one person's cell phone use distract others? Like txtng in a movie? #nytmuseums
3/17/2011	1:26 PM	NYT_JenPreston	Q4 via @Iensteinbach: Are there any good metrics yet for establishing ROI? #nytmuseums
3/17/2011	1:27 PM	Main_Show	Happening now: @nytimes #nytmuseums chat on museums and socialmedia <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:27 PM	EllieTr	Agree! I was nearly knocked over by an over-zealous guard once who rushed to tell a patron not to use camera. #nytmuseums
3/17/2011	1:27 PM	el_mayer	@shell7 @el_mayer Thanks for the tip! #nytmuseums
3/17/2011	1:27 PM	museumnerd	@vmfa I think if it is the brunt of one person's full-time job, it's not too much for a large (ish) museum. cc: @origiful #nytmuseums
3/17/2011	1:27 PM	evolvingcritic	That's the point, it's a museum, a place where conversations are supposed to happen! *Talking* @AbrahamRitchie @museumnerd

			#nytmuseums
3/17/2011	1:27 PM	USNatArchives	@yambedart We've been able to learn about what our audiences really care about through our social networks. #nytmuseums
3/17/2011	1:27 PM	a_s_	Allow visitors to take mobile pictures! #nytmuseums
3/17/2011	1:27 PM	ashleyllee	Which social media platforms do you think museums need to use more? (Foursquare, Flickr, Instagram, etc.) #nytmuseums
3/17/2011	1:27 PM	anthonybrown	@MarieGossip True! Although, some orgs seem to be too quick in jumping on networks without a real vision: ie: Instagram. #nytmuseums
3/17/2011	1:27 PM	MetEveryday	@NYT_JenPreston How do your different social media channels communicate with each other? ie: Twitter/FB/Flickr/etc #nytmuseums
3/17/2011	1:27 PM	laurenoostveen	@SAMAart Creating that sort of 2-way dialogue is key! And tying yourself to current events is a good way to stay visible. #nytmuseums
3/17/2011	1:27 PM	shell7	@outtacontext i didn't say it was easy! #nytmuseums
3/17/2011	1:27 PM	nyc8675309	followup- GUARDS and other staff should be included in your SM campaigns. #nytmuseums
3/17/2011	1:27 PM	AudienceDevSpec	RTing #nytmuseums If you are a museum, you will want to head over there!
3/17/2011	1:27 PM	thespectacles	@anthonybrown @origiful @sfzoo Imperative is a little strong. But I love single-voice social media from museums, w/names even. #nytmuseums
3/17/2011	1:27 PM	ChelseaHick	Remember, the guards have been instructed/trained to react to photography, if there is a no-photo policy.
3/17/2011	1:28 PM	henryartgallery	Totally inspiring conversations happening about museums online - get over here #nytmuseums <a href="http://bit.ly/feoDIP">http://bit.ly/feoDIP</a>
3/17/2011	1:28 PM	ArtPrize	Has social media had a sizable impact on fundraising? Which museums are using online systems? #nytmuseums cc: @NYT_JenPreston
3/17/2011	1:28 PM	vsamra3	@rjstein @shell7 @KudzuMarketer Absolutely agree as well! # of followers is not good metric; metrics are not simple! #nytmuseums
3/17/2011	1:28 PM	TarStarr	@a_s_ Mobile pictures and sharing=most important for generating interest! #nytmuseums
3/17/2011	1:28 PM	Vxronica	@chelawhita I think FB ads work best when there's a specific call to action. i.e. new exhibit/promo vs general branding #nytmuseums
3/17/2011	1:28 PM	rocombo	@eric_right_now @AMNH @NYT_JenPreston @henryartgallery: events= mem'ries tht stay w/u > become basis 4 relationships #nytmuseums #nytmuseums
3/17/2011	1:28 PM	theartmuse	@EvolvingCritic correct me if im wrong but re pics, many of those instructions stem from the curatorial depts. #nytmuseums
3/17/2011	1:28 PM	zacalfson	Q4 - Use trackable links & QR, Google analytics (including conversions) promotional codes and custom landing URLs #nytmuseums
3/17/2011	1:28 PM	aldaytu	Otros imperdibles de hoy: #nytmuseums y #agoratalentia
3/17/2011	1:28 PM	BuildingMuseum	@el_mayer We created one based on the Minnesota Historical Society's, which is available online. It was a great starting point! #nytmuseums
3/17/2011	1:28 PM	kestober	Q3: We had a photo contest @tenementmuseum via Flickr & our blog; we added winner's photo to our permanent collection #nytmuseums
3/17/2011	1:28 PM	origiful	Q3: important to note that my real goal is to get people to physically come experience the power of art #nytmuseums Nothing can beat that.
3/17/2011	1:28 PM	shell7	"Q4 I'm not a fan of metrics you can ""see"" - if you see a # avoid it and look deeper across platforms #nytmuseums"
3/17/2011	1:28 PM	TheWarholMuseum	@MaddockCarol The physical mailer then becomes a more valuable 'high importance' item, although we still refer to website on it! #nytmuseums
3/17/2011	1:28 PM	chelawhita	So no one has thoughts on Facebook ads or promoted Tweets? #nytmuseums @NYT_JenPreston #nytmuseums
3/17/2011	1:29 PM	JulieBrubaker	YES! focus first on strategy for IT, Marketing, Soc Med, & Museum! @appleandthebee @debraeanderson @shell7 @laurenoostveen: #nytmuseums
3/17/2011	1:29 PM	anthonybrown	@vsamra3 @rjstein @shell7 @KudzuMarketer Although when selling social media internally, follower # is sometimes all you need.. #nytmuseums
3/17/2011	1:29 PM	origiful	Q4: the links we tweet from @SFMOMA are now #2 source of website traffic after Google search. Which is insane. #nytmuseums #metrics

3/17/2011	1:29 PM	MuseumofEmily	How's this for behind the scenes? @rjstein just sneezed #nytmuseums
3/17/2011	1:29 PM	TarStarr	@TheWarholMuseum @MaddockCarol How important is graphic/message/voice consistency between mailers, websites, and social media? #nytmuseums
3/17/2011	1:29 PM	chelawhita	@rjstein @moma But building an app isn't for everyone - could smaller orgs piggyback in a Facebook album? #nytmuseums
3/17/2011	1:29 PM	evolvingcritic	That could be true, I don't know. It would be great if it changes. @theartmuse #nytmuseums
3/17/2011	1:29 PM	CCSFundraising	@SocialMediaJosh Klout for Twitter although its not an exact science...more interesting than anything... #nytmuseums
3/17/2011	1:29 PM	museumnerd	Q4 is extremely important. I don't think useful metrics have been established for the field, but they need to be for funders! #nytmuseums
3/17/2011	1:29 PM	chaykak	Liveblogging #nytmuseums on @Hyperallergic <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	1:29 PM	Yambedart	@USNatArchives @yambedart this will help with my paper I am doing
3/17/2011	1:29 PM	MuseumSecrets	I found facebook ads easier to use than google adwords. I think the target is easier to set and cost is WAY easier to manage. #nytmuseums
3/17/2011	1:29 PM	SocialMediaJosh	Q4: We've been using a combination of bit.ly tracking, google analytics and Insights. Anything else? #nytmuseums
3/17/2011	1:29 PM	stellacostello	How are your museums using social media to enrich content? #nytmuseums #nytmuseums
3/17/2011	1:29 PM	appleandthebee	@zacalfson True! I love physical mail from #museums. I get so much email. #nytmuseums
3/17/2011	1:29 PM	rjstein	Q4 number based metrics are important, but not the MOST important. Qualitative feedback is best when combined with #'s #nytmuseums
3/17/2011	1:29 PM	shell7	@rjstein agreed #nytmuseums \
3/17/2011	1:29 PM	AMNH	@NYT_JenPreston @lensteinbach That's one of the most difficult questions. Can't wait to see responses from others. #nytmuseums
3/17/2011	1:29 PM	MichenerArt	@chelawhita @NYT_JenPreston Yes, we have used FB ads to increase followers, and it definitely worked #nytmuseums
3/17/2011	1:29 PM	MuseumSecrets	@chelawhita @NYT_JenPreston Facebook ads worked well for us... ! #nytmuseums
3/17/2011	1:29 PM	CCSFundraising	"@NYT_JenPreston @lensteinbach I focus on the ""quality"" of followers - are they w/in our target audience? rather than # only... #nytmuseums"
3/17/2011	1:29 PM	PUArtMuseum	Keep up with the #nytmuseums discussion if you can. Utterly fascinating.
3/17/2011	1:29 PM	BuildingMuseum	@chelawhita Yes, @TheWarholMuseum mentioned earlier that they had great success with it. #nytmuseums
3/17/2011	1:29 PM	wfrankm	@ashleylee the sm platform @scvngr is a great location-based tool for galleries #nytmuseums
3/17/2011	1:29 PM	artinstitutechi	Been watching the #nytmuseums tweetchat for 1/2 hr now and feelin a bit dizzy from rapid tweet rate! Lots of good stuff being said.
3/17/2011	1:29 PM	museweb	impact is about change -- does your sm activity move your museum closer to goals? #nytmuseums metrics over time, not static #nytmuseums
3/17/2011	1:30 PM	ngccolinch	Q4: Philly.com had come up with an equation. <a href="http://goo.gl/sacr">http://goo.gl/sacr</a> #nytmuseums
3/17/2011	1:30 PM	KudzuMarketer	I like *good* physical mail; it still comes back to that it has to b good piece of communication #nytmuseums
3/17/2011	1:30 PM	rjstein	@jgeneske I'm not sure that qualitative measurement has to be complicated. Talking to people is a good start. #nytmuseums
3/17/2011	1:30 PM	kiangaellis	@origiful: Q3: important to note that my real goal is to get people to physically come experience the power of art #nytmuseums Ditto!
3/17/2011	1:30 PM	marksrom	@CCSFundraising @SocialMediaJosh Eek - Klout is scarily arbitrary. I don't use it anymore except as entertainment. #nytmuseums
3/17/2011	1:30 PM	Lonimuse	I agree! RE @appleandthebee: @zacalfson True! I love physical mail from #museums. I get so much email. #nytmuseums
3/17/2011	1:30 PM	NewarkMuseum	@vmfa I agree - there needs to be more than one voice. It's usually me, and it can get very difficult. #nytmuseums
3/17/2011	1:30 PM	henryartgallery	@MuseumSecrets Agreed - 100% Facebook ads is super simple to use - it only all ads were so target-able! #nytmuseums

3/17/2011	1:30 PM	Artseeka	The amazing thing about social media and terrestrial interactions is that by using both, they end up enhancing each other. #nytmuseums :jl
3/17/2011	1:30 PM	AudienceDevSpec	It needs to be about bringing the museum to more people as well as bringing more people to the museum /via @mcgrory #nytmuseums #auddev
3/17/2011	1:30 PM	anthonybrown	@origiful @SFMOMA WOW! Thats awesome! #nytmuseums
3/17/2011	1:30 PM	Yambedart	Is this approach still controversial with in museum community? or being accepted? #nytmuseums
3/17/2011	1:30 PM	mcgrory	Not everyone can get to the museum. Needs to come to them. Simple.
3/17/2011	1:30 PM	henryartgallery	@kmeelah @evolvingcritic We changed our photo policy last year to accommodate visitors desire to take shareable pics.
3/17/2011	1:30 PM	TheWarholMuseum	Q4: Tynt is an often overlooked tool which tracks copies and pastes...we love it. Free too! www.tynt.com #nytmuseums
3/17/2011	1:30 PM	johnpyper	q3, remember that these are not flacks regurgitating your words. They are invisible networks of influence. #nytmuseums
3/17/2011	1:30 PM	EllieTr	Ads and promoted Tweets could unduly commercialize SM. #nytmuseums
3/17/2011	1:30 PM	Artseeka	@evolvingcritic Totally agree! I loved going to @brooklynmuseum w/a group of friends & discussing as we explored. #nytmuseums :jl
3/17/2011	1:30 PM	KresgeArtMuseum	What is the balance between doing it wrong with a small following and doing it right? #nytmuseums
3/17/2011	1:30 PM	jgeneske	@rjstein how do you record qualitative feedback? in eCRM? #nytmuseums
3/17/2011	1:30 PM	shell7	@anthonybrown i take time to be honest about metrics internally, though #nytmuseums
3/17/2011	1:30 PM	artcoholic	It's interesting that I catch myself wanting to get a work from as good an angle as I could. Establishing a physical connection #nytmuseums
3/17/2011	1:30 PM	museumnerd	I agree with @RJStein. It's often the qualitative feedback that brings life to the numbers. This is true in many departments. #nytmuseums
3/17/2011	1:30 PM	dtrevisani	@NYT_JenPreston Looking for ideas on how to best use 4sq/places #nytmuseums
3/17/2011	1:30 PM	eldridgestreet	@museweb a large part of our mission is preserving memory. SM allows us to preserve/share memories in an organic way. #nytmuseums
3/17/2011	1:31 PM	Artsicle	@ashleyllee Twitter! Have real conversations and understand what visitors are interested in. #nytmuseums
3/17/2011	1:31 PM	jgeneske	@rjstein agreed! i've heard of some orgs recording it as part of the overall customer engagement. interesting. #nytmuseums
3/17/2011	1:31 PM	zacalfson	If you don't already - APPLY for Google for Nonprofits - new features released yesterday <a href="http://www.google.com/nonprofits/">http://www.google.com/nonprofits/</a> #nytmuseums
3/17/2011	1:31 PM	MaddockCarol	@TarStarr @TheWarholMuseum @MaddockCarol Consistency vital, but varying tones perhaps... #nytmuseums
3/17/2011	1:31 PM	unmuseum	Museums should attend <a href="http://www.museums-mobile.org/conference/">http://www.museums-mobile.org/conference/</a> #nytmuseums
3/17/2011	1:31 PM	marksrom	@rjstein @jgeneske Can qualitative measures be connected to ROI? If so, how? #nytmuseums
3/17/2011	1:31 PM	shell7	@rjstein yes, it's amazing what you learn just by talking to people or watching (both online and in the gallery) #nytmuseums
3/17/2011	1:31 PM	laurenoostveen	Look to your followers for the type of content they want to see from you. They'll be quick to give suggestions! #nytmuseums
3/17/2011	1:31 PM	debraeanderson	@shell7 @debraeanderson yes it needs to be modernized online and off to mirror a radically different modern world #nytmuseums
3/17/2011	1:31 PM	rjstein	"@jgeneske didn't mean to be trite, but ""social"" media can be a valuable qualitative measure #nytmuseums"
3/17/2011	1:31 PM	TarStarr	Super interesting conversation about museums and the role of social media going on, conducted through the NYT-participate! #nytmuseums
3/17/2011	1:31 PM	theartmuse	i strongly feel that museum security guards should be part of the education/curatorial meetings re shows/programming & tours #nytmuseums
3/17/2011	1:31 PM	museumnerd	"Definitely follower count isn't meaningless, but the meaning is often confused. @Klout's ""true reach"" is getting at something. #nytmuseums"



3/17/2011	1:31 PM	10ch	Q4: @lifeandscience we're using rhetorical analysis with folks at #msuwide to measure engagement/interest on science blogs. #nytmuseums
3/17/2011	1:31 PM	jeanjeanniec	@vmfa @origiful Having a tight team for ideas, content, & mgmt makes the process more creative, less stressful. #nytmuseums
3/17/2011	1:31 PM	SocialMediaJosh	@CCSFundraising True. We've been utilizing that as well #nytmuseums
3/17/2011	1:31 PM	appleandthebee	@wreckobecko Some museums (MIT for ex.) doesn't want you to post those photos online. I wish I could, I could share experience. #nytmuseums
3/17/2011	1:31 PM	ElectronicArt	Great discussion on Museums and Social Media happening now. Very fast stream, great ideas. #nytmuseums
3/17/2011	1:32 PM	Vennesa	Following the #nytmuseums conversation!
3/17/2011	1:32 PM	ashleylee	how would you optimize use of QR codes? i'm just thinking i haven't used them often, especially in an art context #nytmuseums
3/17/2011	1:32 PM	lensteinbach	"@mccrory There is an underlying issue of the value of online only ""visitors"" compared with online>onsite conversions.... #nytmuseums"
3/17/2011	1:32 PM	chelawhita	@zacalfson Yes! So important... and they have good documentation for orgs w/o tech expertise #nytmuseums
3/17/2011	1:32 PM	jgeneske	@rjstein @shell7 agreed! not trite at all. #nytmuseums
3/17/2011	1:32 PM	lajphotos	"I agree that metrics by # of followers are highly misleading! Many ways to ""follow"" a Twitter account that can't be measured! #nytmuseums"
3/17/2011	1:32 PM	shell7	@anthonybrown we need to do more as museum pros to facilitate greater understanding (me included!) #nytmuseums
3/17/2011	1:32 PM	gretchen_scott	Important to remember there is not necessarily one right way to manage SM. Experiment and see what works for your institution. #nytmuseums
3/17/2011	1:32 PM	JulieBrubaker	I have smaller Museum clients who work with app-dev companies 2 piggyback off their apps already made @chelawhita @rjstein @moma #nytmuseums
3/17/2011	1:32 PM	metmuseum	Metrics don't tell the whole story; need to also look for meaningful experiences to help measure success @lensteinbach #nytmuseums
3/17/2011	1:32 PM	eric_right_now	@henryartgallery @MuseumSecrets what about those of us not on Facebook? #nytmuseums
3/17/2011	1:32 PM	AudienceDevSpec	Are museums surveying to find which social media outlets people are on? #nytmuseums #auddev
3/17/2011	1:32 PM	MarieGossip	Other things I love when Museums are on Twitter: responses to my questions and #funfacts #nytmuseums
3/17/2011	1:32 PM	anthonybrown	"@shell7 For staff that don't understand and don't want to understand, ""We have x followers"" will validate the network. #nytmuseums"
3/17/2011	1:32 PM	chelawhita	@rjstein @jgeneske Good article about Klout, metrics, etc <a href="http://t.co/sovR5IJ">http://t.co/sovR5IJ</a> via @adage #nytmuseums #nytmuseums
3/17/2011	1:32 PM	cdilly	Q4: It's hard to put a number on the worth of a personal connection. Payoffs could be huge, but hard to know immediately. #nytmuseums
3/17/2011	1:32 PM	el_mayer	@BuildingMuseum Awesome thank you for the tip! #nytmuseums
3/17/2011	1:33 PM	chelawhita	@evolvingcritic Ok gotcha... you want to take pics :) #nytmuseums
3/17/2011	1:33 PM	unmuseum	How can social media be harmful to museums? #nytmuseums
3/17/2011	1:33 PM	newmuseum	@theartmuse all our guards + front desk staff go on exhibition walk-throughs with the curators + education staff! #nytmuseums
3/17/2011	1:33 PM	zacalfson	@ashleylee Link to a bio of the artist, related works @ other institutions, restoration photos via QR - so many possibilities. #nytmuseums
3/17/2011	1:33 PM	marksrom	@origiful Hey, can u share any of that info from ur surveys bout people seeing u on soc media b4 visitation? That would b huge! #nytmuseums
3/17/2011	1:33 PM	laurenoostveen	Great use of QR codes in the museum network in Nova Scotia: <a href="http://bit.ly/eKvgnM">http://bit.ly/eKvgnM</a> #nytmuseums
3/17/2011	1:33 PM	lensteinbach	@ashleylee QR codes optimize an effect of seredipity, discovery and surprise...powerful emotional/memory stimulants #nytmuseums
3/17/2011	1:33 PM	johnpyper	q4- I'm guessing that response rate is more important than follower number. How engaged per follower? #nytmuseums
3/17/2011	1:33 PM	DallasMuseumArt	@NYT_JenPreston @origiful Facebook is #5 source for us

			#nytmuseums
3/17/2011	1:33 PM	rjstein	@rjstein: @shell7 @lensteinbach... you guys agree that its key to combo numbers and user feedback to determine overall impact? #nytmuseums
3/17/2011	1:33 PM	evolvingcritic	Q3 - I'm often saddened when I get yelled for tweeting/pics at a museum in Boston, but I want 2 share my experience w/ people. #nytmuseums
3/17/2011	1:33 PM	KudzuMarketer	"@MarieGossip ""Expensive"" in time. Does not have to be expensive in tools #nytmuseums"
3/17/2011	1:33 PM	kiangaellis	"Follow--> & Check her in 2day's @nytimes: ""@shell7: Seeing lots of friends virtually check in for #nytmuseums - so awesome!"""
3/17/2011	1:33 PM	TheWarholMuseum	Q4: @Google Analytics, Webmaster Tools and Translate are also invaluable, as are ShareThis and Tynt. #nytmuseums
3/17/2011	1:33 PM	vontrumpenhoffe	@NYT_JenPreston @origiful @SFMOMA Great info thanks #nytmuseums
3/17/2011	1:33 PM	Yambedart	@debraeanderson agree, it is the sign of the times, how else will you guys survive? #nytmuseums
3/17/2011	1:33 PM	jasonbjones	@cdilly Always excited to see 4sq special at museums. Good way to encourage return visit. Haven't seen a variety of rewards, tho #nytmuseums
3/17/2011	1:33 PM	Artsicle	@henryartgallery @kmeelah @evolvingcritic Awesome to hear! Well done #nytmuseums
3/17/2011	1:33 PM	MarieGossip	Q: is it expensive for an organization to start a social media effort? Do museums find much cost involved? #nytmuseums
3/17/2011	1:33 PM	klaaas	Virtual mail has it's advantages, though physical mail will always add something to information you can't capture online. #nytmuseums
3/17/2011	1:33 PM	ChelseaHick	@Artseeka Would love more info about this! Know of any resources, or is it case by case? #nytmuseums
3/17/2011	1:33 PM	eldridgestreet	@AudienceDevSpec we handed out surveys asking which SM platforms our visitors used/did they know we were on. Most on fbook. #nytmuseums
3/17/2011	1:33 PM	brooklynhistory	We print out and save our favorite tweets from followers & community. They're often even tacked up in our offices for staff! #nytmuseums
3/17/2011	1:33 PM	chelawhita	@eric_right_now @henryartgallery @MuseumSecrets Umm... get on Facebook? #nytmuseums #nytmuseums
3/17/2011	1:34 PM	PortsMofA	@brooklynhistory us too, we love our commenters! How do you guys document your comments, if at all? #nytmuseums
3/17/2011	1:34 PM	dtrevisani	@NYT_JenPreston #nytmuseums how can a museum use QR codes & get around no cell phone issues?
3/17/2011	1:34 PM	origiful	Q4: However, if you have passionate, genuine approach to your museum online, the metrics will take care of themselves. #nytmuseums
3/17/2011	1:34 PM	museumnerd	I absolutely agree with @Gretchen_Scott ( of @whitneymuseum ). Different social media solutions work for different museums. #nytmuseums
3/17/2011	1:34 PM	ashleyboggs	I really hope there will be a transcript from the #nytmuseums chat right now, too busy at work and can't read it all! Lots of good info.
3/17/2011	1:34 PM	MarieGossip	@KudzuMarketer Thanks for the answers!! :o) #nytmuseums
3/17/2011	1:34 PM	Yambedart	Taking pics is a great idea - but totally foreign to us patrons tell us its ok #nytmuseums
3/17/2011	1:34 PM	shell7	@mgallizzi look to @mattressfactory for QR implementation that rocks #nytmuseums
3/17/2011	1:34 PM	shell7	@rjstein i will always weigh user feedback over numbers. numbers should be a much smaller part of the equation #nytmuseums
3/17/2011	1:34 PM	vmfa	#VMFA has had terrific success with QR campaign about #Picasso exhibition, promoting in NYC, DC, Philly, #RVA and print ads.
3/17/2011	1:34 PM	mgallizzi	@ashleyllee Interesting - optimize QR codes in what way? #nytmuseums
3/17/2011	1:34 PM	mcgrory	I'm Irish, it's St Patrick's Day and I'm still on Twitter. That's the reach of social media :) #nytmuseums
3/17/2011	1:34 PM	anthonybrown	@MarieGossip Nope. All it takes is a little bit of time and a lot of hard work. #nytmuseums

3/17/2011	1:34 PM	eldridgestreet	@MarieGossip For us, cost is staff time. #nytmuseums
3/17/2011	1:35 PM	ConnerPrairie	@zacalfson @KudzuMarketer @MarieGossip but then doesn't your voice change every 6 months or so? #nytmuseums
3/17/2011	1:35 PM	Yambedart	@ashleyboggs I agree - doing a paper on this topic, is there a transcript anyone? #nytmuseums
3/17/2011	1:35 PM	eric_right_now	@chelawhita @henryartgallery @MuseumSecrets already been on Facebook and ran screaming; there may be many like this FYI ;-) #nytmuseums
3/17/2011	1:35 PM	mcgrory	Provide great content and metrics will follow #nytmuseums
3/17/2011	1:35 PM	JulieBrubaker	I've always loved the idea of putting a sign w/a specific hashtag by a piece in Museum & then collecting/displaying those tweets #nytmuseums
3/17/2011	1:35 PM	rjstein	"@origiful I generally agree about passion and authenticity. Perhaps the best social media ""plan"" is to be genuine and real #nytmuseums"
3/17/2011	1:35 PM	NYT_JenPreston	Two minutes to Q.5 #nytmuseums
3/17/2011	1:35 PM	shell7	@zacalfson no - interns should not be drafting policy or running SM accounts! needs to be full time staffers invested #nytmuseums
3/17/2011	1:35 PM	tuyettran	Follow #nytmuseums to see conversation on museums + social media. Could provide insight on how organizations value/use social media.
3/17/2011	1:35 PM	heardmuseum	@DallasArtMuseum Facebook comes in high for us too, sometimes #3! #nytmuseums
3/17/2011	1:35 PM	MuseumofEmily	Our tweeters are broken... can't follow #nytmuseums
3/17/2011	1:35 PM	zacalfson	@ashleyboggs Should be able to search twitter for hashtag. #nytmuseums
3/17/2011	1:35 PM	navika30	Any thoughts for how to run contests to engage your followers - FB, Foursquare & Twitter? #nytmuseums
3/17/2011	1:35 PM	KudzuMarketer	You can generate QR codes for specific messaging or 2 target specific audience. Think of it like a custom URL for an ad campaign #nytmuseums
3/17/2011	1:35 PM	henryartgallery	@eric_right_now @henryartgallery @MuseumSecrets Well, why NOT? <a href="http://www.youtube.com/watch?v=xJXOavGwAW8">http://www.youtube.com/watch?v=xJXOavGwAW8</a> #nytmuseums
3/17/2011	1:35 PM	TheWarholMuseum	@NYT_JenPreston @shell7: We agree that metrics don't tell the whole story, but donors and board members LOVE numbers! #nytmuseums
3/17/2011	1:35 PM	zacalfson	@KudzuMarketer @MarieGossip Have an intern draft SM and execute approved copy! Saves on staff time. #nytmuseums
3/17/2011	1:35 PM	lindsayoleary	The @MattressFactory in Pittsburgh uses QR codes to unlock art process vids in the galleries: <a href="http://bit.ly/YRkvP">http://bit.ly/YRkvP</a> #nytmuseums
3/17/2011	1:35 PM	MuseumSecrets	Out of one object at a Museum we have plenty of content online: <a href="http://museumsecrets.tv/dossier.php?o=56">http://museumsecrets.tv/dossier.php?o=56</a> Video game, comments... #nytmuseums
3/17/2011	1:36 PM	ashleylee	@mgallizzi also, in what situation would a QR code really be successful? #nytmuseums
3/17/2011	1:36 PM	museumnerd	One big red herring for ROI is looking only at how many people SM brings through the door. SM itself can educate! #nytmuseums
3/17/2011	1:36 PM	kestober	@brooklynhistory Yup, the qualitative can be just as meaningful as quantitative data. #nytmuseums
3/17/2011	1:36 PM	marksrom	@KudzuMarketer @kolomatsky @chelawhita It's become a realtime convo tool by default, the way u use a screwdriver 2 hammer a nail #nytmuseums
3/17/2011	1:36 PM	gretchen_scott	"@brooklynhistory Yes! I find sharing specific comments/tweets helps non-SM folks ""get it"" better than numbers. #nytmuseums"
3/17/2011	1:36 PM	MuseumSecrets	For every museum object we have photos, the story behind the object, curator's opinions, videos, interactive features + more #nytmuseums
3/17/2011	1:36 PM	eldridgestreet	@JulieBrubaker great idea! #nytmuseums
3/17/2011	1:36 PM	ConnerPrairie	Does your president or director tweet or facebook? #nytmuseums
3/17/2011	1:36 PM	Lonimuse	"Much gray area for other staff members who want to use SM but aren't sure of institution ""rules."" Formal SM policies the answer? #nytmuseums"
3/17/2011	1:36 PM	xxoMet	lunchtimetwitter chat with #nytmuseums. great to see #smwnyc #smwarts panelists
3/17/2011	1:36 PM	EllieTr	"An occasional ""Tweet from the Director"" would be cool.

			#nytmuseums"
3/17/2011	1:36 PM	middartmuseum	We've found that odd/unconventional content is most popular. Straight up the middle gets ignored. #nytmuseums #nytmuseums
3/17/2011	1:36 PM	anthonybrown	"@TheWarholMuseum @NYT_JenPreston @shell7 ""We have x followers on twitter"" will usually validate the use internally. #nytmuseums"
3/17/2011	1:36 PM	ashleyllee	@mgallizzi I mean, how would you optimize use? It'd be pointless to hand QR codes to all - is there a way to target an audience? #nytmuseums
3/17/2011	1:36 PM	hyperallergic	Liveblogging #nytmuseums on @Hyperallergic <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	1:37 PM	adriannerussell	Visitors always like the odd & quirky behind-the-scenes stuff. #nytmuseums
3/17/2011	1:37 PM	TScad	#nytmuseums Just got here, looks like I have missed a LOT.
3/17/2011	1:37 PM	debraeanderson	@vivianauditore @metmuseum @lensteinbach creative ways of documenting these experiences as an integrated method support metrics #nytmuseums
3/17/2011	1:37 PM	KudzuMarketer	@marksrom And the Internet was originally intended 4 education & defense. It has bcome what it is. #nytmuseums
3/17/2011	1:37 PM	lensteinbach	"@TheWarholMuseum Boards do indeed love numbers but my experience is that they also love great ""human interest stories"" #nytmuseums"
3/17/2011	1:37 PM	museumnerd	There is also a huge problem with senior staff /trustees not understanding social media. It can be very difficult to get buy-in. #nytmuseums
3/17/2011	1:37 PM	PortsMofA	@ConnerPrairie nope, barely knows what twitter is #nytmuseums
3/17/2011	1:37 PM	meghannCIR	Interesting live tweet chat happening on #nytmuseums - museums and #socialmedia. h/t @NYT_JenPreston
3/17/2011	1:37 PM	el_mayer	@shell7 @rjstein We agree. #nytmuseums
3/17/2011	1:37 PM	Yambedart	for kids divisions, what areyou doing with technology to bring the young ones in? #nytmuseums
3/17/2011	1:37 PM	MaddockCarol	@middartmuseum Ditto! Odd trumps conventional content every time #nytmuseums
3/17/2011	1:37 PM	unmuseum	How are institutions using youtube? #nytmuseums
3/17/2011	1:37 PM	laurenoostveen	It's important to remember that Twitter & Facebook users are older than you think (if you're trying to reach younger patrons) #nytmuseums
3/17/2011	1:37 PM	henryartgallery	@JulieBrubaker Tried a brightkite wall/hashtag project like this and it was largely unsuccessful - we should probably try again. #nytmuseums
3/17/2011	1:37 PM	mgallizzi	@ashleyllee With #nytmuseums, possibly linking QR code to video or more info in particular exhibit. Can put on print to specific group
3/17/2011	1:37 PM	zacalfson	@AudienceDevSpec @jessicagardner @TheWarholMuseum Younger for me = under 35. #nytmuseums
3/17/2011	1:37 PM	Parrishart	Info about artists, days in history, definitions, etc. draws my interest. Let's not forget humor! #nytmuseums
3/17/2011	1:37 PM	museumofscience	Held #tweetup last night to coincide w/ press preview for new film. Great turnout/engagement- ideas for making a bigger splash? #nytmuseums
3/17/2011	1:38 PM	EllieTr	A QR code that links to the Heilbrun Timeline for more detail would be excellent. #nytmuseums
3/17/2011	1:38 PM	ArtPrize	Are many museums thinking seriously about social media at the director level, or is it mostly tech/marketing ppl experimenting? #nytmuseums
3/17/2011	1:38 PM	MaxisLovely	@museumnerd #nytmuseums on that account, still, getting though the door isn't enough. Physical access doesn't imply discursive access to art
3/17/2011	1:38 PM	MichenerArt	@museumnerd I agree - we have that problem here #nytmuseums
3/17/2011	1:38 PM	MuseumSecrets	@the_clark @MuseumSecrets FYI.... @ROMToronto @marksrom partnered with us for an exhibit based on the #TV show, featuring object #nytmuseums
3/17/2011	1:38 PM	heardmuseum	"We've been working on this, thanks for excellent inspiration "" @EllieTr An occasional ""Tweet from the Director"" would be cool. ""#nytmuseums"
3/17/2011	1:38 PM	jessicagardner	@zacalfson @AudienceDevSpec @jessicagardner

			@TheWarholMuseum At 21, I love getting physical mail, it's a novelty #nytmuseums
3/17/2011	1:38 PM	MetEveryday	Agreed. MT @gretchen_scott @brooklynhistory I find sharing specific comments/tweets helps non-SM folks better than numbers #nytmuseums
3/17/2011	1:38 PM	ngccolinch	"@unmuseum For art galleries, social media opens the Pandora's Box question of ""How is that art?"". #nytmuseums"
3/17/2011	1:38 PM	ashleyllee	@the_clark I think that staff, rather than an intern, should do SM for the sake of quality, consistency and institutional voice. #nytmuseums
3/17/2011	1:38 PM	laurenoostveen	@unmuseum Digitized film content: <a href="http://bit.ly/bNu6oC">http://bit.ly/bNu6oC</a> And fun history-themed videos: <a href="http://bit.ly/gA7zue">http://bit.ly/gA7zue</a> #nytmuseums
3/17/2011	1:38 PM	NYT_JenPreston	Q5 via @MetEveryday: How do your social media channels communicate w/each other? Twitter/FB/Flickr/etc #nytmuseums
3/17/2011	1:38 PM	anthonybrown	@NYT_JenPreston Q4: Sometimes a single tweet like this is all you need to validate ROI: <a href="http://bit.ly/hpbdNx">http://bit.ly/hpbdNx</a> #nytmuseums
3/17/2011	1:38 PM	rjstein	@EllieTr @MaxAndersonUSA is @imamuseum's director and a great Tweeter #FF #nytmuseums
3/17/2011	1:38 PM	caw_	ROI depends on your goal. What's yours? For us @ncartmuseum, social media is about making art a part of everyday experience #nytmuseums
3/17/2011	1:38 PM	mgallizzi	@shell7 ah! thanks for the heads up! Will check 'em out #nytmuseums
3/17/2011	1:38 PM	mcgrory	Make it free online and make it fun/easy to use. Break down the elitist perception that the audience has. #nytmuseums
3/17/2011	1:39 PM	ConnerPrairie	@KresgeArtMuseum @shell7 @zacalfson Agree. Needs to be someone behind the brand keeping the message consistent. Not an intern. #nytmuseums
3/17/2011	1:39 PM	NancyProctor	Sorry to be joining the #nytmuseums TweetChat a bit late but glad to see a great conversation underway! #si20 #simobile #mtogo #nytmuseums
3/17/2011	1:39 PM	rjstein	Q5 Each channel reinforces the other... Our plan is to put real content at the center. i.e. content provides value to users #nytmuseums
3/17/2011	1:39 PM	thehenryford	@unmuseum YouTube's been great for sharing info about 1 of our most popular venues (#GV) while it's closed for winter. #nytmuseums
3/17/2011	1:39 PM	shell7	"Q5 we tie everything together by bringing home on our own site <a href="http://bit.ly/5tmogi">http://bit.ly/5tmogi</a> so SM is not ""orphaned"" but ""owned"" #nytmuseums"
3/17/2011	1:39 PM	shell7	Q5 we find different audiences on different channels and work accordingly #nytmuseums
3/17/2011	1:39 PM	lensteinbach	@stellacostello Why a Pandora's box....great question and oppty #nytmuseums
3/17/2011	1:39 PM	appleandthebee	@JulieBrubaker re: displaying hashtag. Like this (photo)? :-) From #webwise conference. #nytmuseums <a href="http://t.co/oomWywj">http://t.co/oomWywj</a>
3/17/2011	1:39 PM	kdotfong	@museumnerd And programming depts understanding that SM is not for selling tickets. #nytmuseums
3/17/2011	1:39 PM	museumnerd	I think the different outlets often have different constituents.
3/17/2011	1:39 PM	dzorich	"Important to note that Twitter is a ""no go zone"" for those under 18. Anyone exploring texting with teen audiences? #nytmuseums"
3/17/2011	1:39 PM	Kholler	@laurenoostveen totally right. To get outside the Tw/Fb age group, our teen apprentices are creating a tumblr #nytmuseums #nytmuseums
3/17/2011	1:39 PM	laurenoostveen	I share the same content on FB & Twitter but always expand the convo on FB... if you have the room, why not use it #nytmuseums
3/17/2011	1:39 PM	eldridgestreet	@unmuseum we film snippets of our programs, fun events happening, installations #nytmuseums
3/17/2011	1:39 PM	Artseeka	The key to buy-in is tying SM to the physical (coupons redeemed, images taken, etc...) #nytmuseums :jz
3/17/2011	1:39 PM	theartmuse	@Parrishart thank you for mentioning humor! #nytmuseums
3/17/2011	1:39 PM	mgallizzi	@vmfa Do you have more info on the QR campaign about #Picasso? Curious on engagement and what not. #VMFA #nytmuseums
3/17/2011	1:40 PM	rocombo	@ArtPrize @metmuseum is definitely thinking about social media at the director level, so is Indianapolis mUseum #nytmuseums
3/17/2011	1:40 PM	MaxisLovely	#nytmuseums If SM users generate value for museums, is ther a way

			for museums to reciprocate their followers/audience?
3/17/2011	1:40 PM	mgallizzi	@ashleylllee My pleasure! Would love to help if you had any other questions :) CC @TheWarholMuseum #nytmuseums
3/17/2011	1:40 PM	vmfa	How to track major activity for a digest for management? We currently use Vocus, but too \$\$ #nytmuseums
3/17/2011	1:40 PM	KudzuMarketer	@lensteinbach @stellacostello Agreed. Not a pandora's box; isn't art to cause a feeling?
3/17/2011	1:40 PM	recessionart	Good discussion on social media and museums happening now: #nytmuseums
3/17/2011	1:40 PM	MuseumSecrets	@MuseumSecrets @the_clark @eric_right_now @henryartgallery We had a special exhibit based on the #TV show: <a href="http://ow.ly/4gEcF">http://ow.ly/4gEcF</a> #nytmuseums
3/17/2011	1:40 PM	jewseum	Creating a voice, valuing visitors, and using twitter in neat ways: enjoying the convo at #nytmuseums + <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:40 PM	museumnerd	There are the rare social media junkies (ahem) who try to use all the tools for their best use. #nytmuseums
3/17/2011	1:40 PM	rogerslinda	Learning about so many great museums that I didn't know existed! #nytmuseums #nytmuseums
3/17/2011	1:40 PM	10ch	"@ArtPrize @lifeandscience we house the web/social media in the ""Innovation and Learning"" department. Our director's orders. #nytmuseums"
3/17/2011	1:40 PM	zacalfson	I think we can define 2 spheres of SM - 1) getting patrons into the museum. 2) enhancing their experience. Am I missing #3? #nytmuseums
3/17/2011	1:40 PM	evolvingcritic	Yes, agree w/ @museumnerd. There's a problem of sr. staff not understanding SM. It's the younger professionals making strides #nytmuseums
3/17/2011	1:40 PM	ADuffie26	Mind is spinning from trying to keep up with #nytmuseums SM TweetChat. Great to see so many engaged museum professionals!
3/17/2011	1:40 PM	anthonybrown	@NYT_JenPreston Q5: My favorite is to post a Flickr comment to great photos with a link on twitter ie: <a href="http://bit.ly/f8e4kB">http://bit.ly/f8e4kB</a> #nytmuseums
3/17/2011	1:40 PM	NancyProctor	@rjstein Amen on the centrality of content! #nytmuseums #nytmuseums
3/17/2011	1:41 PM	museweb	agreed @shell7 even within the museum community different people active on FB or Twitter, or LinkedIn , or email lists ... #nytmuseums
3/17/2011	1:41 PM	euphoriaphotog	@HragV Not if you use tweetchat: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a> #nytmuseums
3/17/2011	1:41 PM	madeleine_mary	"I like behind-the-scenes info - ""our curator meeting w the artist for upcoming exhib."" , etc. Adds to the exp. I think. #nytmuseums"
3/17/2011	1:41 PM	mcgrory	A social museum culture for a social world #nytmuseums
3/17/2011	1:41 PM	MaddockCarol	@the_clark @middartmuseum Break them in gently! Nothing that would scare the horses in the early days :O #nytmuseums
3/17/2011	1:41 PM	ngccolnchen	Q4: the philosophical answers are great but for older institutions, the directorate need numbers. Answer's still elusive. #nytmuseums
3/17/2011	1:41 PM	HragV	While the #nytmuseums thing is a great idea it's impossible to follow on Twitter.
3/17/2011	1:41 PM	TheWarholMuseum	Q5: Twitter is more temporal and 'hip', we let our audiences 'dive deep' on FB. #nytmuseums
3/17/2011	1:41 PM	EllieTr	YouTube video of an installation in progress would be interesting. #nytmuseums
3/17/2011	1:42 PM	MarieGossip	@zacalfson @KudzuMarketer Thanks for the great idea!! #nytmuseums
3/17/2011	1:42 PM	el_mayer	What about cloning accounts? #nytmuseums
3/17/2011	1:42 PM	rjstein	Q5 Museums have always been creating content / engaging visitors... FB / TW / Flickr r ways to extend existing relationships #nytmuseums
3/17/2011	1:42 PM	q_raider	should I peek into #nytmuseums
3/17/2011	1:42 PM	KudzuMarketer	@TheWarholMuseum What about those that don't have a smartphone to scan the QR? #nytmuseums
3/17/2011	1:42 PM	USNatArchives	Dynamite conversation on museums and social media happening now at the #nytmuseums chat.
3/17/2011	1:42 PM	micahwalter	@jgeneske how are institutions which require multiple levels of

			approval for each tweet even participating in #nytmuseums ?
3/17/2011	1:42 PM	middartmuseum	Hardest part of SM audience engagement for us seems to be relinquishing control of content. #nytmuseums
3/17/2011	1:42 PM	metmuseum	We have a dedicated team who carries the conversations across various platforms. @MetEveryday #nytmuseums
3/17/2011	1:42 PM	eric_right_now	@dzorich agree age- (and age-appropriate) brackets are important to remember with digital outreach. #nytmuseums
3/17/2011	1:42 PM	MichenerArt	@EllieTr We did that and had some success with it - did a time lapse video
3/17/2011	1:42 PM	MarieGossip	@eldridgestreet Thanks for the answer!! #nytmuseums
3/17/2011	1:42 PM	shell7	@el_mayer nooooooo :) stay away from the dark side! #nytmuseums
3/17/2011	1:42 PM	museumnerd	It's a question of museums using the right SM tool for the specific job. I know @shell7 is a big advocate of this. #1stFans #nytmuseums
3/17/2011	1:43 PM	ChelseaHick	Love @adriannerussell's tweets and contributions to @nelson_atkins. Always helps when staff are fully behind Twitter efforts. #nytmuseums
3/17/2011	1:43 PM	MetEveryday	For instance, @metmuseum promotes Tumblr contest/Flickr pools/etc. on FB/Twitter #nytmuseums
3/17/2011	1:43 PM	HragV	@euphoriaphotog Thanks for there are too many points that are not related. Not enough in common to synthesize. #nytmuseums
3/17/2011	1:43 PM	anthonybrown	@NYT_JenPreston Q5: Twitter helps us find people that don't know we're there (search) Fbook helps us improve the relationship. #nytmuseums
3/17/2011	1:43 PM	ConnerPrairie	@middartmuseum For everyone 1 bad comment there is the potential for 5+ great comments defending you. #nytmuseums
3/17/2011	1:43 PM	rjstein	@shell7 Interesting to think about preservation of social media content related to museums and objects. relevant in future? #nytmuseums
3/17/2011	1:43 PM	alljavo	@TheWarholMuseum: We're going to be using QR codes as an alternative to in-museum handouts for text panels. Save paper! #nytmuseums • Bien!
3/17/2011	1:43 PM	legendsonly	@MuseumSecrets This is amazing! I'd love to know how you can do it! #nytmuseums
3/17/2011	1:43 PM	el_mayer	@shell7 No! we mean we have been cloned... #nytmuseums
3/17/2011	1:43 PM	shell7	@museumnerd so true; find the right tool and don't be afraid to change it up if not working! #1stFans #nytmuseums
3/17/2011	1:43 PM	TheWarholMuseum	Q5: Regardless of social media channel, we always refer back to the museum's website...content doesn't 'live' in social media. #nytmuseums
3/17/2011	1:43 PM	theartmuse	@whitneymuseum interaction w/ staffers. coming from an education standpoint, kids were always fascinating by who was doing what #nytmuseums
3/17/2011	1:43 PM	chaykak	Reminder that I'm liveblogging #nytmuseums on @Hyperallergic <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	1:43 PM	DiaArtFndn	Important to also share different content on different platforms- keeps the convo interesting for audience(s) AND the SM staff! #nytmuseums
3/17/2011	1:43 PM	KimbellArt	Did anyone see what the Virginia Museum of Fine Art did with QR codes? Amazing. <a href="http://www.facebook.com/#!/myVMFA">http://www.facebook.com/#!/myVMFA</a> @vmfa #nytmuseums
3/17/2011	1:43 PM	MuseumSecrets	@mcgrory Social museum culture for a social world. Combine that with #SocialTV equals <a href="http://www.museumsecrets.tv">http://www.museumsecrets.tv</a> ! :) #nytmuseums
3/17/2011	1:43 PM	SAMAart	@unmuseum Click on The Missing Peace Virtual Tour <a href="http://bit.ly/hx9MQA">http://bit.ly/hx9MQA</a> & u will see our YouTube video tour of show #nytmuseums
3/17/2011	1:43 PM	Kholler	So lucky we have a strong teen program @Jewseum, so instead of wondering what the young people are into, we just ask them. #nytmuseums
3/17/2011	1:44 PM	adriannerussell	@chelseahick Your check is in the mail. :) #nytmuseums
3/17/2011	1:44 PM	NancyProctor	@HragV Try adjusting the refresh speed. #nytmuseums
3/17/2011	1:44 PM	thehenryford	How is everyone using Flickr/YouTube to engage w/ audiences? Any good best practices to share? #nytmuseums
3/17/2011	1:44 PM	shell7	@el_mayer oh, in that case i say roll with it #nytmuseums
3/17/2011	1:44 PM	MuseumSecrets	@legendsonly Thanks.We have several components. #TV series, #interactive website with rich media content, #blog, #socialmedia...

			#nytmuseums
3/17/2011	1:44 PM	ccawire	@zacalfson 3 is allowing an experience for those who cannot attend physically (the worldwide audience) #nytmuseums
3/17/2011	1:44 PM	kidmuseumnh	Q5: Our Twitter followers are younger/biz-related, our FB followers tend to be moms and dads. We tailor content differently. #nytmuseums
3/17/2011	1:44 PM	euphoriaphotog	SM is great for those of lower economic brackets who can be informed about free access days to art institutions #nytmuseums
3/17/2011	1:44 PM	jamesfowlerart	Amazing conversation going on now: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:44 PM	Artseeka	". @origiful Is that ""communication""? Or just cohabitation? ""Q5: Click here for answer: <a href="http://bit.ly/ehcZGn">http://bit.ly/ehcZGn</a> "" #nytmuseums :jz"
3/17/2011	1:44 PM	EllieTr	The QR would be in addition to audio guide number labels. #nytmuseums
3/17/2011	1:44 PM	shell7	@rjstein we are working with the internet archive on that #nytmuseums
3/17/2011	1:44 PM	museumsmurf	Really enjoying the #nytmuseums discussion about social media in museums
3/17/2011	1:44 PM	museweb	yes! @rjstein sm tools are one more way museums can continue the conversation about collections and the ideas they embody #nytmuseums
3/17/2011	1:44 PM	jgeneske	@micahwalter excellent point! #nytmuseums
3/17/2011	1:44 PM	mcgrory	The museum of the present - doesn't need to be a contradiction #nytmuseums
3/17/2011	1:45 PM	mdrankin	Q5 as a user, I hate when an institution only posts the same content on fb and twitter or only uses twitter to link back to fb. #nytmuseums
3/17/2011	1:45 PM	JulieBrubaker	Re:relinquishing cntrl of cntnt...A strategic plan & goals, w/ staff/curator buyin helps w/this! @adriannerussell @middartmuseum #nytmuseums
3/17/2011	1:45 PM	jessicalgardner	Have you seen any examples of social media use you would consider to be overwhelmingly unsuccessful? #nytmuseums
3/17/2011	1:45 PM	NancyProctor	@futureofmuseums @zacalfson #3 what about reaching audiences beyond museum's walls? Impact shld not end at turnstile #nytmuseums #nytmuseums
3/17/2011	1:45 PM	NewarkMuseum	Can anybody share how they use the lists on twitter? A message afterwards is fine. #nytmuseums
3/17/2011	1:45 PM	kiangaellis	@Artsicle: @HragV Agreed! I'm reading some great ideas, but no sense of conversation flow Easier to discuss on @Quora? #NYTMuseums
3/17/2011	1:45 PM	artcoholic	Q5 It's important to know what tool your audience is using for what purpose between twitter/flickr/facebook/etc. #nytmuseums
3/17/2011	1:45 PM	ParkAveArmory	Will QR codes and in-installation technology scare our older patrons? #nytmuseums
3/17/2011	1:45 PM	el_mayer	@shell7 oh... ok #nytmuseums
3/17/2011	1:45 PM	debraeanderson	@heardmuseum @ChelseaHick @shell7 @laurenoostveen do you forse differentiating a Community Relations dept from PR museum dept? #nytmuseums
3/17/2011	1:45 PM	HragV	I don't know how you're going to liveblog this @chaykak but good luck! #nytmuseums
3/17/2011	1:45 PM	zacalfson	@alljavo @TheWarholMuseum Great! We use QR codes in theatre @MadCowTheatre to reduce paper/printed programs. #nytmuseums
3/17/2011	1:45 PM	ArtPrize	Truth MT @DiaArtFndn Important to also share different content on different platforms- keeps the convo interesting #nytmuseums
3/17/2011	1:45 PM	NicAllynTweets	Enjoying convo on #nytmuseums
3/17/2011	1:45 PM	URmuseums	#nytmuseums chat about social media and museums going on right now until 2:00pm! Follow/participate here: <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a>
3/17/2011	1:45 PM	rjstein	I'm doubtful about the adoption of QR scanning software for large populations. Does it assume a knowledge that is common? #nytmuseums
3/17/2011	1:45 PM	NYT_JenPreston	Two minute warning for Q. 6. #nytmuseums
3/17/2011	1:45 PM	el_mayer	@shell7 we have found another account on our behalf... haha #nytmuseums
3/17/2011	1:45 PM	mgallizzi	@KudzuMarketer If someone doesn't have a smartphone, they can scan with some other tools - but the experience isn't as good



			#nytmuseums
3/17/2011	1:45 PM	mariieclaire	I love the idea of social media and museums. I hope we'll touch upon that topic in my Masters program in September (so soon!). #nytmuseums
3/17/2011	1:46 PM	middartmuseum	Any thoughts on how to make use of 4sq when very few venues in the area offer specials, so there's little adoption? #nytmuseums #nytmuseums
3/17/2011	1:46 PM	KresgeArtMuseum	@rjstein Museums R self-replicating agencies creating content for a new SM museum? later to analyze and refit it for future SM? #nytmuseums
3/17/2011	1:46 PM	laurenoostveen	@NewarkMuseum I used it to divide followers into different categories, ie genealogy, museums, libraries, local #nytmuseums
3/17/2011	1:46 PM	ChelseaHick	Nothing more frustrating than museums that Tweet w/o passion, while museums with Twitter passion have to work to find audience #nytmuseums
3/17/2011	1:46 PM	euphoriaphotog	I have concern for those who do not have access to SM on current devices. How are they reached? #nytmuseums
3/17/2011	1:46 PM	anthonybrown	@rjstein Everything has to start somewhere. When the @sfzoo was the 1st zoo to use twitter, that comment could be made. re: QR #nytmuseums
3/17/2011	1:46 PM	vontrumpenhoffe	@middartmuseum Do all museums have problems with relinquishing control of content? #nytmuseums
3/17/2011	1:46 PM	shell7	@mgallizzi for our audience the plans are still too expensive - again, we are back to false metrics #nytmuseums
3/17/2011	1:46 PM	MuseumSecrets	@URmuseums Flickr = variety of photos, high quality photos for everyone to see. Facebook=Behind the scenes photos for real fans! #nytmuseums
3/17/2011	1:46 PM	marksrom	@jewseum Ever get any blowback for using 'jewseum' as a handle? Wonder if it could be construed as disrespectful or provocative? #nytmuseums
3/17/2011	1:46 PM	jgeneske	@ParkAveArmory also interesting to think about QR codes intersecting in the design space. #nytmuseums
3/17/2011	1:46 PM	the_clark	@MaddockCarol @the_clark @middartmuseum Ha! Yes--baby steps :-) #nytmuseums
3/17/2011	1:46 PM	rjstein	@jasonbjones I agree... degree of smartphone adoption still has me worried. @imamuseum will rent devices but give content free #nytmuseums
3/17/2011	1:46 PM	metmuseum	Good point Rob. Library of Congress is aggregating all tweets. @rjstein @shell7 #nytmuseums
3/17/2011	1:46 PM	shell7	folks QR codes are not a good answer when the majority of your audience does not have a smartphone #nytmuseums look at your audience!
3/17/2011	1:46 PM	mgallizzi	@KudzuMarketer Stats: Nearly 1in3 Americans own a smartphone. That's 63M people. They outsold PCs in Q4 2010 #nytmuseums
3/17/2011	1:47 PM	MichaelDeLongSF	Interesting discussion happening @nytimes #nytmuseums re museums & social media. Or here: <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:47 PM	AudienceDevSpec	@zacalfson @jessicagardner @TheWarholMuseum 21 & under might be excited about mail, but after that, maybe not. #auddev #nytmuseums
3/17/2011	1:47 PM	eric_right_now	@NYT_JenPreston possible Q: How does digital outreach affect the 'unconnected' or unwilling? 'No Grandparent Left Behind.' #nytmuseums
3/17/2011	1:47 PM	ngccolichen	"Q5: Trend is going away from ""influence"" towards ""relevant"". Know the channel and its nuances and be relevant to it. #nytmuseums"
3/17/2011	1:47 PM	MaddockCarol	@mdrankin I really try NOT to do that, but sometimes, time constraints mean it just has to be FB to Twitter :( #nytmuseums
3/17/2011	1:47 PM	MuseumSecrets	Maybe true @publichistorian @shell7 QR codes not a good answer when the majority of your audience does not have a smartphone #nytmuseums
3/17/2011	1:47 PM	KudzuMarketer	@vontrumpenhoffe It's not just museums; corporations have issues w/ control. #nytmuseums
3/17/2011	1:47 PM	mgallizzi	@rjstein The problem with QR codes is awareness and # of

			smartphones in US. Both growing at rapid pace. #nytmuseums
3/17/2011	1:47 PM	KresgeArtMuseum	How about offering an app that only works when you're geotag says you're in the museum? #nytmuseums
3/17/2011	1:47 PM	AmberByVessel	@mycharlesalbert you should join the chat #nytmuseums
3/17/2011	1:47 PM	madeleine_mary	@museummodernart curator walthrough of counter space was really interesting and convinced me to visit in person, as did #empire #nytmuseums
3/17/2011	1:47 PM	museumnerd	But does QR really bother anyone who doesn't have the technology. What if it's unobtrusive? #nytmuseums
3/17/2011	1:47 PM	NancyProctor	"@10ch I love ""Innovation & Learning"" title but does that make other dept's not innovative? @ArtPrize @lifeandscience #nytmuseums #nytmuseums"
3/17/2011	1:47 PM	lindsayoleary	@thehenryford We let our @MattressFactory visitors speak for themselves on our YouTube iConfess channel: <a href="http://bit.ly/fJM32t">http://bit.ly/fJM32t</a> #nytmuseums
3/17/2011	1:47 PM	TheWarholMuseum	Q5: Use the strengths of each platform - FB is far more visual than Twitter. #nytmuseums
3/17/2011	1:47 PM	Main_Show	Will museum's content become more social through socialmedia use?
3/17/2011	1:47 PM	pennmuseum	@shell7 Agreed! #nytmuseums
3/17/2011	1:47 PM	artcoholic	@ashleyboggs You can probably use this link for all #nytmuseums comments <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:47 PM	MaxisLovely	@DiaArtFndn #nytmuseums, how does Dia negotiate SM-personal content building, given the no-photo policy & emphasis on actual experience?
3/17/2011	1:47 PM	Artseeka	@rjstein QR app adoption is at around 5% of smartphone users. it has to be built into the museum app, and even then... #nytmuseums :jz
3/17/2011	1:48 PM	mariieclaiire	Do museums hire people specifically for their SM content? If not, could it eventually happen? #nytmuseums
3/17/2011	1:48 PM	stellacostello	@KudzuMarketer @lensteinbach The pandora's box question of how social media becomes art is an amazing opportunity for museums. #nytmuseums
3/17/2011	1:48 PM	zacalfson	I walked in the other day to find an 80+ year old woman scanning a QR with her ipad. Don't underestimate your audience. #nytmuseums
3/17/2011	1:48 PM	rjstein	I think QR, AR and other experimental interfaces are great to prototype and try, but need other methods for ALL visitors #nytmuseums
3/17/2011	1:48 PM	NYT_JenPreston	Q6 @unmuseum: How are institutions using @youtube?
3/17/2011	1:48 PM	klaas	@shell7 @NYT_JenPreston On QR: hence my question from before! #nytmuseums
3/17/2011	1:48 PM	KudzuMarketer	QR: Just because it's growing, doesn't mean it's right 4 everyone. May work for Warhol, but not a blanket solution for everyone #nytmuseums
3/17/2011	1:48 PM	sluggernova	@NewarkMuseum lists are really handy for group engagements, like Tweetups. #nytmuseums
3/17/2011	1:48 PM	mgallizzi	@Artseeka Do you have source citing 5% of smartphone uses know about QR codes? #nytmuseums
3/17/2011	1:48 PM	ArtPrize	We look at different platforms as having distinct strengths, audiences, and interaction methods. Many museums doing this, too? #nytmuseums
3/17/2011	1:48 PM	laurenoostveen	@debraeanderson I think if you have the staff, then yes. We have v few staff & I manage web content/social media/pr/marketing #nytmuseums
3/17/2011	1:48 PM	mgallizzi	@shell7 Plans to implement QR codes is too expensive? It's all free - or what do you mean? #nytmuseums
3/17/2011	1:48 PM	shell7	QR codes - same holds true for AR - need to know your audience before jumping on projects! #nytmuseums
3/17/2011	1:48 PM	Artseeka	@artcoholic Re: knowing what tools your audience uses: so important! Can tailor messages based on platform/audience. #nytmuseums :jl
3/17/2011	1:48 PM	rjstein	@mgallizzi agreed that QR and smartphone adoption may get there soon, but not yet. #nytmuseums
3/17/2011	1:48 PM	mgkrause	#nytmuseums What about museums temporarily lending devices to visitors so they can experiment with SM tools
3/17/2011	1:48 PM	queestrella	@cfh09 thought worth checking MT@Jewseum: Creating voice, valuing visitors, and using twitter in neat way #nytmuseums + <a href="http://ow.ly/1sbxzh">http://ow.ly/1sbxzh</a>

3/17/2011	1:49 PM	pennmuseum	Archives.org is an invaluable resource! #nytmuseums
3/17/2011	1:49 PM	appleandthebee	We should definitely have this conversation again, on different topics re: social media. Time is flying by! :- ) #nytmuseums
3/17/2011	1:49 PM	MichaelDeLongSF	@ybca Are you participating? - Interesting discussion happening @nytimes #nytmuseums re museums & social media. Or here <a href="http://bit.ly/fyrU0a">http://bit.ly/fyrU0a</a>
3/17/2011	1:49 PM	marksrom	@laurenoostveen I'm coming to Halifax to visit this summer, probably. I should drop by to see how the QR thing is going. #nytmuseums
3/17/2011	1:49 PM	shell7	@MetEveryday exactly and you really don't want to download one in the middle of a museum visit! #nytmuseums
3/17/2011	1:49 PM	MarieGossip	When museums use Social Media like Twitter I see it as a form of distance education! #nytmuseums
3/17/2011	1:49 PM	mgallizzi	@rjstein Yeah - still early. Best way to test is with QR + bit.ly link for stats = free and takes a few minutes to set up. #nytmuseums
3/17/2011	1:49 PM	bisonartsupply	RE: QR codes - good idea provided they are not used as a mean to an end as a large amount of folks still do not use them. #nytmuseums
3/17/2011	1:49 PM	museumnerd	There's a big difference between a stakeholder's experience of a museum's SM inside the galleries vs. just online at home. #nytmuseums
3/17/2011	1:49 PM	lajphotos	Wondering if @dbgtweet is following this #nytmuseums discussion! Highly relevant beyond brick & mortar museums.
3/17/2011	1:49 PM	mcgrory	@zacalfson Great! #nytmuseums
3/17/2011	1:49 PM	shell7	@mgallizzi not cost on our side! our audience does not have the tech! do what is best for most visitors - stay inclusive! #nytmuseums
3/17/2011	1:49 PM	MetEveryday	I have a smartphone and still don't have QR reader! #badnerd #nytmuseums re: <a href="http://bit.ly/hbzQkD">http://bit.ly/hbzQkD</a>
3/17/2011	1:49 PM	rjstein	Q6 We use YouTube extensively, but find that it's difficult to find quality museum video about art through search #nytmuseums
3/17/2011	1:49 PM	vontrumpenhoffe	@AudienceDevSpec @zacalfson so true, never underestimate the audience +80 yr old and Ipad #nytmuseums
3/17/2011	1:49 PM	TheWarholMuseum	@LSpurdle @shell7: SM will be saturating market as contracts expire...it's a matter of a couple years before all have them. #nytmuseums
3/17/2011	1:50 PM	mgallizzi	@zacalfson Wow, 80-year-old woman scanning a QR code. Nice. #nytmuseums
3/17/2011	1:50 PM	EllieTr	OTOH, I'm torn bet too much use of smartphones in galleries vs people really LOOKING at the artworks. #nytmuseums
3/17/2011	1:50 PM	artcoholic	For those w/o smartphones, having a phone number ppl can call for an audio guide like @brooklynmuseum does is awesome. #nytmuseums
3/17/2011	1:50 PM	MarieGossip	The @metmuseum #YouTube page is amazing, they offer videos from their lectures!! #nytmuseums
3/17/2011	1:50 PM	LSpurdle	@TheWarholMuseum I don't believe that's true, but even if it is - makes it okay to exclude people for now? Nice... #nytmuseums
3/17/2011	1:50 PM	madeleine_mary	In simplest use, twitter reminds me when shows are on, so i actually go and see them more often. It works. #nytmuseums
3/17/2011	1:50 PM	mariieclaiire	@cantidiamore Follow the convo at #nytmuseums! <a href="http://bit.ly/eEjSYV">http://bit.ly/eEjSYV</a>
3/17/2011	1:50 PM	RutgersBschool	@NewarkMuseum We use it to organize who we follow into specific categories. Makes it much easier to follow specific info. #nytmuseums
3/17/2011	1:50 PM	ebemol	ChÃ©quense el HT #nytmuseums y compartan sus propuestas para la gestiÃ³n de museos online.
3/17/2011	1:50 PM	KudzuMarketer	QR for public art is a great idea! #nytmuseums
3/17/2011	1:50 PM	lindaperrybarr	Please post the transcript to this chat @NYT_JenPreston Great topic:) #nytmuseums
3/17/2011	1:50 PM	rjstein	Q6 The primary idea behind @artbabble is to create a niche content portal as a channel for art #nytmuseums
3/17/2011	1:50 PM	rjstein	Q6 this doesn't mean that we abandon YouTube... only that we're conscious of a different audience that lives there #nytmuseums
3/17/2011	1:50 PM	Artseeka	@mgallizzi the stat is that 5% have downloaded a QR reader/app. I cannot remember the source but will try and dig up. #nytmuseums ;jz
3/17/2011	1:50 PM	MuseumSecrets	I'm signing out of the #NytMuseums chat now... I've got to get some other work done. Enjoy your afternoon everyone :) #nytmuseums

3/17/2011	1:50 PM	TheWarholMuseum	@NYT_JenPreston: Q6: Mainly to host video and take advantage of the embed features to display / collate comments on our site. #nytmuseums
3/17/2011	1:50 PM	evolvingcritic	Q5- I'd love more QR codes, especially for public art. I find it interesting.
3/17/2011	1:50 PM	okayokay	keeping an eye on #nytmuseums while swimming in attendance zoetropes @SFMOMA. almost time for a gallery break.
3/17/2011	1:50 PM	vmfa	@museumnerd QR bothers me b/c I have a Blkberry. A decreasing minority, however. Still very cool. #nytmuseums
3/17/2011	1:50 PM	origiful	Huge realm of potential: setting up SMS/tweet accounts for weekly programs using 40404 that non smart-phone peeps can follow. #nytmuseums
3/17/2011	1:50 PM	jessicagardner	@MuseumSecrets I enjoy getting my MutualArt update emails. Lets me know what's coming to museums and galleries near me. #nytmuseums
3/17/2011	1:50 PM	katecrowley	@laurenoostveen I'm in your boat with PR/Marketing/Web etc. I have some help, but its a lot! Never enough hours in the day #nytmuseums
3/17/2011	1:50 PM	mgallizzi	@MetEveryday Some smartphones (Android) are coming preloaded with Barcode Scanner (QR Code Reader) #nytmuseums
3/17/2011	1:50 PM	anthonybrown	"@rjstein Agreed. Although, the ""all visitor"" argument would squash all social media use at any organization.. #nytmuseums"
3/17/2011	1:51 PM	mgallizzi	@Artseeka Thanks! Would be curious :) #nytmuseums
3/17/2011	1:51 PM	eldridgestreet	Signing off #nytmuseums thanks for the thoughtful discussion, y'all!
3/17/2011	1:51 PM	legendsonly	@zacalfson This might be my favorite post of the whole conversation. #nytmuseums
3/17/2011	1:51 PM	staticmade	HOW TO: DIY QR Codes in the #museum - <a href="http://rawk.me/ePW6TB">http://rawk.me/ePW6TB</a> #nytmuseums
3/17/2011	1:51 PM	artbabble	The primary idea behind @artbabble is to create a niche content portal as a channel for art - @rjstein #nytmuseums
3/17/2011	1:51 PM	rocombo	@museumnerd yes but vicarious experience is good - can't be there but wish you could! #nytmuseums
3/17/2011	1:51 PM	bisonartsupply	@EllieTr - interesting point. #nytmuseums
3/17/2011	1:51 PM	Kholler	@laurenoostveen yeah! super-specific tumblogs have great potential for digital curation. And much needed Museum silliness. #nytmuseums
3/17/2011	1:51 PM	micahwalter	@nyt_jenpreston: Q6 -- @cooperhewitt will be broadcasting live on YouTube for the first time next week! #nytmuseums <a href="http://ow.ly/4gEGS">http://ow.ly/4gEGS</a>
3/17/2011	1:51 PM	rjstein	Q6 YouTube is still problematic for museum content because it's availability in schools is scattered #nytmuseums
3/17/2011	1:51 PM	zerobox	"@newmuseum ""Innovation"" gives us inst. permission to push boundaries. It's the job for some to protect, others to take risks. #nytmuseums"
3/17/2011	1:51 PM	Parrishart	@theartmuse Yes! Humor, and variety. Tweepers I love have this in common: timely info, an opinion, & pictures.. #nytmuseums
3/17/2011	1:51 PM	USNatArchives	@rjstein @shell7 Regarding the importance of archiving social media content: absolutely relevant & insightful for the future. #nytmuseums
3/17/2011	1:51 PM	DiaArtFndn	Yes- imbue posts w/ the institution's unique voice & relate it back. MT @TheWarholMuseum we always refer to the museum's website #nytmuseums
3/17/2011	1:51 PM	JulieBrubaker	A goal of @magur's app-dev project is to rent/distribute iPod Touches to visitors. Not live yet, your ideas welcome! @mgkrause #nytmuseums
3/17/2011	1:51 PM	middartmuseum	How to temper the desire for extreme production quality for YouTube videos? #nytmuseums
3/17/2011	1:52 PM	museumnerd	I think @Hyperallergic just had an article about a museum using youtube to make a trailer for their exhibit. True, @Hragv? #nytmuseums
3/17/2011	1:52 PM	pennmuseum	Q6: We have been uploading archival films (travelogues, etc.) and posting to vlogs, twitter and facebook. #nytmuseums
3/17/2011	1:52 PM	jamesfowlerart	@bisonartsupply QR is being adopted quickly & may soon become the norm. PR shops are incorporating into most print material.
3/17/2011	1:52 PM	jessicagardner	Re: Q6 what are your thoughts about YouTube vs. ArtBabble? #nytmuseums
3/17/2011	1:52 PM	katecrowley	I work @heardmuseum, for festivals and events, we find great success in combining interviews and b-roll Re: Q6 #nytmuseums
3/17/2011	1:52 PM	shell7	Q6 we use it for certain projects to capture community voice in the gallery <a href="http://bit.ly/ibFTJw">http://bit.ly/ibFTJw</a> #nytmuseums

3/17/2011	1:52 PM	publichistorian	@EllieTr False dichotomy: phone use doesn't mean folks won't engage with collections/each other. #nytmuseums
3/17/2011	1:52 PM	ParkAveArmory	What is the ratio of people engaging with SM before, during and after a museum/art visit? #nytmuseums
3/17/2011	1:52 PM	chelawhita	@newmuseum @rjstein I'm really not convinced QR codes are there yet... Location based ping alerts to mobile more promising #nytmuseums
3/17/2011	1:52 PM	rrrggbbb	@whitneymuseum Would like to see greater access to scholarship on artists & works. Background on curators (eg prev shows). #nytmuseums
3/17/2011	1:52 PM	MarieGossip	Do any museums use/considered using QR codes for virtual museum tours? Or just linking to an information page about an object? #nytmuseums
3/17/2011	1:52 PM	theartmuse	@mariieclaiire if a museum doesnt have the budget for sm dept perhaps it can be written into already existing internship pgm? #nytmuseums
3/17/2011	1:52 PM	ArtPrize	@rjstein @shell7 That's a huge issue for personal histories as well, and the art and artifacts that result from them. #nytmuseums
3/17/2011	1:52 PM	jimshreds	with QRCode plugins to @omeka makes it easier for allowing extra content. museums should have intro and wifi with directions #nytmuseums
3/17/2011	1:53 PM	katecrowley	This makes those who can't attend a @heardmuseum event, like World Championship Hoop Dance contest, feel like they are there. Q6 #nytmuseums
3/17/2011	1:53 PM	aixatorregrosa	Interesting conversation about museums and social media at #nytmuseums
3/17/2011	1:53 PM	frmerlino	Q6 @Guggenheim's #YouTubePlay - 1st biennial of creative video 23k+ submissions, 91 countries youtube.com/play #UGC #nytmuseums
3/17/2011	1:53 PM	AMNH	@NYT_JenPreston @unmuseum @youtube our digital media group creates original video for the Museum's channel #nytmuseums
3/17/2011	1:53 PM	chelawhita	@mgallizzi @meteveryday Still have go into app, scan it right, then it take u to content. Content should come to you #nytmuseums
3/17/2011	1:53 PM	hyperallergic	Yes, @museumnerd http://bit.ly/eZJmA8 it was by the @mcnayart and it was fantastic. #nytmuseums
3/17/2011	1:53 PM	Owl_	@nyc8675309 Pretty amazing stuff, eh! #nytmuseums
3/17/2011	1:53 PM	nyc8675309	I have been enjoying this chat. lots to think about - as a museum goer and educator. thank you all! #nytmuseums
3/17/2011	1:53 PM	laurenoostveen	@middartmuseum Our video with the most views was done on a flip cam. http://youtu.be/tojWvkmwhZ8 #nytmuseums
3/17/2011	1:53 PM	mcgrory	We curated a series of videos from @vimeo at the Volta NY art fair this month #nytmuseums
3/17/2011	1:53 PM	ryascolot	Why don't more museums use QR codes on exhibits to lead visitors to additional online info? #nytmuseums @NYT_JenPreston
3/17/2011	1:53 PM	mgallizzi	@vmfa You should still be able to use QR Code Scanner Pro on Blackberry - unless you have BB Pearl. #nytmuseums
3/17/2011	1:53 PM	vontrumpenhoffe	@middartmuseum You can get fantastic production quality from using Canon 5 or 7D, great in low light situations too.
3/17/2011	1:53 PM	rjstein	RE relationship between YouTube and ArtBabble. YouTube is a great bucket, but ArtBabble is a steady stream... good uses 4 both #nytmuseums
3/17/2011	1:53 PM	guggenheim	@NYT_JenPreston In 2010 we invited the world to submit their most creative videos to our #YouTubePlay Biennial: youtube.com/play #nytmuseums
3/17/2011	1:53 PM	ConnerPrairie	Has anyone seen/heard of grants that support advancing technology (multimedia/phone apps) for museums? #nytmuseums
3/17/2011	1:54 PM	Kholler	@marksrom good question :) Our tweeps go out of way to say they love the name, but there is some generational variation #nytmuseums
3/17/2011	1:54 PM	laurenoostveen	Q6 Our YouTube channel is home to some of the oldest film in Canada #nytmuseums http://bit.ly/bNu6oC
3/17/2011	1:54 PM	ybca	Hiya @metmuseum @shell7 @origiful @rjstein Just dipping into this #nytmuseums chatter! #nytmuseums
3/17/2011	1:54 PM	rjstein	@shell7 agree that museums should loose the idea that museum

			content only belongs on their own site. #nytmuseums
3/17/2011	1:54 PM	origiful	Q6: also like @museummodernart's new LiveStream videos - really believe in the future of museums as media producers #nytmuseums
3/17/2011	1:54 PM	evolvingcritic	I think the Guggenheim used YouTube beautifully last Fall for their video biennial. #nytmuseums
3/17/2011	1:54 PM	brooklynhistory	@NYT_JenPreston iPad's do indeed seem to be changing the game. Several of our board members have them. @MarieGossip @metmuseum #nytmuseums
3/17/2011	1:54 PM	middartmuseum	Anyone using single-question txt surveys? Getting results? #nytmuseums
3/17/2011	1:54 PM	MetEveryday	That'd be great if we had magic powers! Still have to tag info you want. re: @chelawhita @mgallizzi Content should come to you #nytmuseums
3/17/2011	1:54 PM	chaykak	Best of #nytmuseums tweets being liveblogged on @Hyperallergic <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	1:54 PM	shell7	@artcoholic exactly - works for most audience members across the board and see that as a win #nytmuseums
3/17/2011	1:54 PM	rrrggbbb	@museumnerd My iPhone 4 is far sighted, needs glasses, and so can't always focus well on QR codes & close up text. #nytmuseums
3/17/2011	1:54 PM	eric_right_now	@NYT_JenPreston @unmuseum @youtube re: Q6 important to remember it's also the uploads made by visitors, if allowed, as well. #nytmuseums
3/17/2011	1:54 PM	shell7	Q6 we also use it for video content believing our content should go where the people are. don't expect ppl to come to our site #nytmuseums
3/17/2011	1:54 PM	mgallizzi	@MarieGossip Interesting - easy to set up QR to YouTube video for virtual tour. Hmm. #nytmuseums
3/17/2011	1:54 PM	mgallizzi	@ryascolot Agreed. I think that'd be a cool value add. #nytmuseums @NYT_JenPreston
3/17/2011	1:54 PM	ParkAveArmory	@jgeneske Definitely. We couldn't allow QR codes inside our installations or performing arts. Only in the corridors. #nytmuseums
3/17/2011	1:54 PM	Artseeka	YES! > I work @heardmuseum for festivals & events, we find great success in combining interviews & b-roll Re:Q6 #nytmuseums via @katecrowley
3/17/2011	1:54 PM	johnpyper	I <3 @artbabble, youtube, ubuweb-- anyone with good content. #nytmuseums
3/17/2011	1:54 PM	Artseeka	"Great Qstn! ""What is the ratio of people engaging with SM before, during and after a museum/art visit?"" #nytmuseums /via @ParkAveArmory"
3/17/2011	1:55 PM	museumsmurf	I love finding museum videos to share with my online art history courses. The sources are valid, the content interests them #nytmuseums
3/17/2011	1:55 PM	artfeedonline	What do we all think about Google's new Art Project?: <a href="http://bit.ly/gJrN1S">http://bit.ly/gJrN1S</a> #nytmuseums
3/17/2011	1:55 PM	EllieTr	My personal exp is that I sometimes have to force myself to turn off my phone when it interferes with my in-person experience. #nytmuseums
3/17/2011	1:55 PM	chelawhita	@eric_right_now @henryartgallery @museumsecrets To be in social media you have to give up some control over conversation #nytmuseums
3/17/2011	1:55 PM	shell7	@rjstein right needs to be a mix of both #nytmuseums
3/17/2011	1:55 PM	JenServenti	I am following #oah2011, #sts11, & #nytmuseums & trying to keep my head from exploding. To quote Dr. Egon Spengler: Don't cross the streams.
3/17/2011	1:55 PM	shell7	@ccawire yes, it rocks #sxswi #nytmuseums
3/17/2011	1:55 PM	anthonybrown	"@NYT_JenPreston Q6: YouTube is great with ""behind the scenes"" Also 4 just plain cute ""It's a girl! <a href="http://youtu.be/NFpHzt45QZo">http://youtu.be/NFpHzt45QZo</a> "" #nytmuseums"
3/17/2011	1:55 PM	JFeskorn	Love it! @zacalfson: I found an 80+ year old woman scanning a QR with her ipad. Don't underestimate your audience. #nytmuseums
3/17/2011	1:55 PM	Yambedart	Thanks for the inside scoop on what you museums are thinking of - keep up great work #nytmuseums
3/17/2011	1:55 PM	vmfa	@newmuseum @rjstein We are about to launch an AR campaign for

			@Picasso. Have you done one? Fun for those with access. #nytmuseums
3/17/2011	1:55 PM	lindsayoleary	This couple ( <a href="http://bit.ly/dZFW8N">http://bit.ly/dZFW8N</a> ) announced their engagement to the world on the @MattressFactory's YouTube iConfess channel #nytmuseums
3/17/2011	1:55 PM	mgallizzi	@chelawhita Interesting, but how else would content come to you? I don't think scanning + finding relevant content is bad #nytmuseums
3/17/2011	1:55 PM	ccawire	@USNatArchives @rjstein @shell7 Have you looked at @storify? It won a #sxswi competition this week. #nytmuseums
3/17/2011	1:56 PM	appleandthebee	Museums being promoted (as special, meaningful, relevant places) in general on social media. Thoughts on this bigger picture? #nytmuseums
3/17/2011	1:56 PM	mgallizzi	@jamesfowlerart Exactly! Large brands pushing QR = building awareness, and increased smartphone penetration in US helping #nytmuseums
3/17/2011	1:56 PM	SocialMediaJosh	Q6 Check out the @pennmuseum YouTube page <a href="http://bit.ly/hnTILH">http://bit.ly/hnTILH</a> #nytmuseums
3/17/2011	1:56 PM	Artsicle	@adriannerussell @rjstein Try @vimeo - great alternative if you're self promoting content! #nytmuseums
3/17/2011	1:56 PM	rjstein	@laurenoostveen Yes, I think your idea of creating 'channels' of content is the right one... #nytmuseums
3/17/2011	1:56 PM	Kholler	@marksrom in any case, it's the exact kind of conversation the Museum wants to foster #nytmuseums
3/17/2011	1:56 PM	MarieGossip	Q: is it hard for museums on #Twitter to reply to everyone who tweets to them? #nytmuseums
3/17/2011	1:56 PM	johnpyper	@museumsmurf Good point videos are like emails, you can send them out and share with no loss of content. #nytmuseums
3/17/2011	1:56 PM	mgallizzi	@MetEveryday Agreed, still have to tag info. #nytmuseums
3/17/2011	1:56 PM	SitesConscience	What about live streaming talks/programs online, with concurrent Twitter convo? Anyone had success w/ this? #nytmuseums
3/17/2011	1:56 PM	zacalfson	Coming from a performing arts org, I had @FreudMusLondon tweet one of my events, because the subject matter was the same! #nytmuseums
3/17/2011	1:56 PM	MuseumSecrets	Forgot to mention @NHM_London on #TV in Canada tonight! Check the site features 2: <a href="http://www.museumsecrets.tv/episode.php?ep=5">http://www.museumsecrets.tv/episode.php?ep=5</a> #nytmuseums
3/17/2011	1:56 PM	TheWarholMuseum	@museumsmurf: We're gonig to be making a lot more - check this to start! <a href="http://goo.gl/Q0gyq">http://goo.gl/Q0gyq</a> #nytmuseums
3/17/2011	1:56 PM	lajphotos	Amuses me that anyone still thinks HD videos need to be created with expensive DSLRs! Many tiny P&S & smartphones have HD video! #nytmuseums
3/17/2011	1:56 PM	NancyProctor	@museumsmurf You must know & love Smarthistory.org, then! #nytmuseums #nytmuseums
3/17/2011	1:56 PM	nyc8675309	@AMNH I want to know the people behind your twitter #nytmuseums
3/17/2011	1:57 PM	bisonartsupply	@EllieTr - hehe, I think that may describe a lot of us here. #nytmuseums
3/17/2011	1:57 PM	EllieTr	GoogleArtProject is a great idea but it's still very buggy. #nytmuseums
3/17/2011	1:57 PM	AudienceDevSpec	Personally inviting and following up with your patrons is key and social media can help you to do this. #auddev #nytmuseums
3/17/2011	1:57 PM	daviesabc	Pretty cool if you visit #NYTMuseums - check out use of social media... good tips for better viewing <a href="http://tweetchat.com/room/nytmuseums">http://tweetchat.com/room/nytmuseums</a>
3/17/2011	1:57 PM	ArtPrize	RE: Adopting new tech, we use SMS for voting and we're always surprised how many ArtPrize votes are user's first text ever. #nytmuseums
3/17/2011	1:57 PM	USNatArchives	@nyt_jenpreston Q5: @YouTube has allowed us to share visual archives and provide broad access to public programs. #nytmuseums
3/17/2011	1:57 PM	shell7	@appleandthebee good thing. win for all. #nytmuseums
3/17/2011	1:58 PM	museummodernart	@SitesConscience We just did a livestream of a exhibition walk through with its curators: <a href="http://bit.ly/igurED">http://bit.ly/igurED</a> #nytmuseums
3/17/2011	1:58 PM	metmuseum	@MarieGossip Yes, but we try our best. #nytmuseums
3/17/2011	1:58 PM	chelawhita	@mgallizzi there are already apps the remind you of notes/deals/digital graffiti based on location, thoughts on museum use? #nytmuseums

3/17/2011	1:58 PM	KudzuMarketer	@MarieGossip: There are a couple of tools that u can queue auto-response to keywords in tweets. Or have canned answers #nytmuseums
3/17/2011	1:58 PM	metmuseum	Most video we create goes to YTube; 350+ now. Popular one is a musician playing a Stradivari violin from collection @unmuseum #nytmuseums
3/17/2011	1:58 PM	CourtierRobert	Methinks more museums need commissioneth a noble chatmate to tweeteth on their behalf #forexampleme #nytmuseums
3/17/2011	1:58 PM	rjstein	@Artsicle yep, vimeo is a great platform, but still suffers from content 2 noise ratio. Museum content needs more aggregation #nytmuseums
3/17/2011	1:58 PM	CCSFundraising	@Artsicle @adriannerussell @rjstein @vimeo We have just started to use Vimeo and love it so far! #nytmuseums
3/17/2011	1:58 PM	Artsicle	@ParkAveArmory Would love to hear that! NY instinct is that high usage during for instant sharing and before to plan. #nytmuseums
3/17/2011	1:58 PM	MetEveryday	@metmuseum has 300+ videos on its #youtube channelâ€”Director's messages/Lectures/Behind-the-Scenes/etc. #nytmuseums re: <a href="http://bit.ly/g6lwDH">http://bit.ly/g6lwDH</a>
3/17/2011	1:59 PM	museumsmurf	I definitely do use Smarthistory.org for my students! @rocombo @NancyProctor #nytmuseums
3/17/2011	1:59 PM	JulieBrubaker	Thanks for a great tweetchat. I wish I didn't have to move on to my 2:00 appt and could keep talking here! #nytmuseums
3/17/2011	1:59 PM	thehenryford	Q6: @youtube has also been great place for sharing historic video footage from our #BFRC archives: <a href="http://bit.ly/h5aiMU">http://bit.ly/h5aiMU</a> #nytmuseums
3/17/2011	1:59 PM	MetEveryday	Me too. @rjstein @shell7 agree that museums should loose the idea that museum content only belongs on their own site. #nytmuseums
3/17/2011	1:59 PM	TheWarholMuseum	Thanks everyone for an exciting hour of twitter chat! Great to share with the industry! #nytmuseums
3/17/2011	1:59 PM	Artseeka	. @artfeedonline Thoughts on Google Art Project ---> <a href="http://bit.ly/i8GE8z">http://bit.ly/i8GE8z</a> #nytmuseums :jz
3/17/2011	1:59 PM	eric_right_now	@chelawhita @henryartgallery @museumsecrets have 2 agree on that; the organic, unexpected parts of the dialogue are often best. #nytmuseums
3/17/2011	1:59 PM	ybca	@rjstein Hi Rob, any interesting new stats on @artbabble's growth in 2011-12? #nytmuseums
3/17/2011	1:59 PM	micahwalter	Analytics shows us that a smallish % of traffic comes from SM. I think we haven't figured out a good way to measure it yet. #nytmuseums
3/17/2011	1:59 PM	euphoriaphotog	What about 'pushing' geo-location based information in museums? Geo-location accuracy is an issue, but improving. #nytmuseums
3/17/2011	1:59 PM	SocialMediaJosh	When it comes to @youtube Music is King! via @pennmuseum #nytmuseums
3/17/2011	2:00 PM	hyperallergic	We are liveblogging best tweets from #nytmuseums on @Hyperallergic <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	2:00 PM	whitneymuseum	@SitesConscience We streamed daily performances from our Christian Marclay exhibition in 2010: <a href="http://bit.ly/f02t2p">http://bit.ly/f02t2p</a> #nytmuseums
3/17/2011	2:00 PM	zacalfson	@JulieBrubaker I share the sentiment. My train is about to pull in. #nytmuseums
3/17/2011	2:00 PM	mayerjoy	Is anyone blogging highlights from #nytmuseums chat? Would love to catch up on what I missed.
3/17/2011	2:00 PM	willcooperstown	How should we train museum studies students in social media? #nytmuseums
3/17/2011	2:00 PM	bisonartsupply	@EllieTr - never heard of it but will certainly take a look. thanks for the heads up #nytmuseums
3/17/2011	2:00 PM	evolvingcritic	There are museums who reply to some tweets/mentions. I think that's fantastic and validates our purpose as museum goers. #happy #nytmuseums
3/17/2011	2:00 PM	jhmuseumstudies	Wow! This hour has gone fast. Great to hear everyone's thoughts. #nytmuseums
3/17/2011	2:00 PM	MarieGossip	@KudzuMarketer I had no idea about that, thanks! #nytmuseums
3/17/2011	2:00 PM	roblancefield	Let's keep talking face-to-face @ #mw2011 <a href="http://goo.gl/698Bf">http://goo.gl/698Bf</a> and #mcn2011 <a href="http://goo.gl/5qQx4">http://goo.gl/5qQx4</a> ; also MCN-L <a href="http://goo.gl/8cA85">http://goo.gl/8cA85</a> #nytmuseums



3/17/2011	2:00 PM	NYT_JenPreston	Wrapping up a great conversation.Thank you all, especially @shell7 @origiful @rjstein @metmuseum <a href="http://nyti.ms/U6x2H">http://nyti.ms/U6x2H</a> #nytmuseums
3/17/2011	2:00 PM	laurenoostveen	@MarieGossip I don't find it to be too overwhelming (I tweet for @NS_Archives). Depends on the day, though! #nytmuseums
3/17/2011	2:01 PM	klaaas	@NYT_JenPreston Thanks! #nytmuseums
3/17/2011	2:01 PM	KimbellArt	Very inspiring conversation! Thanks to everyone who participated. Museumgoers: Please continue to offer suggestions! #nytmuseums #nytmuseums
3/17/2011	2:01 PM	thehenryford	@NYT_JenPreston Thank you for a great chat! Can we do this more often? :) #nytmuseums
3/17/2011	2:01 PM	KudzuMarketer	MarieGossip: Check out <a href="http://www.actonsoftware.com/">http://www.actonsoftware.com/</a> ; Tell Shawn Naggier that Tina Wong referred you. #nytmuseums
3/17/2011	2:01 PM	shell7	NYT editors just said offline that the museum community is awesome - couldn't agree more. Thanks for being w/ us today! :) #nytmuseums
3/17/2011	2:01 PM	ConnerPrairie	Apologies for the excessive tweets this afternoon.Great info and idea swaping going on at #nytmuseums!
3/17/2011	2:01 PM	USNatArchives	@NYT_JenPreston From our YouTube Inside the Vaults series, A Peek Inside the Natl Archives Conservation Labs: <a href="http://ow.ly/4gFcl">http://ow.ly/4gFcl</a> #nytmuseums
3/17/2011	2:01 PM	EthanCrankeArt	Trying to keep up with #nytmuseums , ...distracted.
3/17/2011	2:01 PM	artcoholic	No amount of SM, in my opinion, can replace the Awe and Wow that comes from being physically in the room with a work of art #nytmuseums
3/17/2011	2:01 PM	katiekeen	Q6: I'm putting the finishing touches on our first YouTube strategy. It offers us a venue to post shareable clips quickly. #nytmuseums
3/17/2011	2:01 PM	museumnerd	@NYT_JenPreston Thanks for putting me in the issue, btw. ;) @shell7 @origiful @rjstein @metmuseum #nytmuseums
3/17/2011	2:01 PM	Artseeka	@micahwalter I agree - I think that sometimes the influence to attend came from social media, but not attributed to that. #nytmuseums :jl
3/17/2011	2:01 PM	laurenoostveen	Thanks for the great chat, everyone! - Lauren/@NS_Archives #nytmuseums
3/17/2011	2:01 PM	AMNH	@NYT_JenPreston Thanks, Jennifer. #nytmuseums
3/17/2011	2:01 PM	art21	Q6: @ArtBabble is an important alternative to YouTube for us, since many classrooms block YouTube. #nytmuseums
3/17/2011	2:01 PM	middartmuseum	Gridlock!!! #nytmuseums
3/17/2011	2:01 PM	mgallizzi	@chelawhita If it was a museum only app that used location and shared museum info, that could work. Costly tho @ryascalot #nytmuseums
3/17/2011	2:01 PM	mcgrory	@rjstein @Artsicle Curation / content aggregation is key. #nytmuseums
3/17/2011	2:01 PM	el_mayer	@el_mayer Participando en el chatroom de #nytmuseums :0)
3/17/2011	2:01 PM	marksrom	@chelawhita @euphoriaphotog Did a walkthrough with 4square and found the geolocation wasn't accurate enough 4 game I had in mind #nytmuseums
3/17/2011	2:01 PM	lajphotos	"Canned responses by Twitter-bots are never a good idea... whole point of SM is the word ""social""! Be a human contact in replies! #nytmuseums"
3/17/2011	2:02 PM	MetEveryday	@RebeccaTaylorLA Yes. Without content, we'd go nowhere. #nytmuseums re: <a href="http://bit.ly/eREVZD">http://bit.ly/eREVZD</a>
3/17/2011	2:02 PM	Artsicle	@origiful @sfmoma_says @museumnerd Very smart! Allows them to avoid spamming the twitter feed for @SFMOMA. #nytmuseums
3/17/2011	2:02 PM	chelawhita	Thanks everyone! Do it again soon? :) @NYT_JenPreston @shell7 @origiful @rjstein @metmuseum #nytmuseums
3/17/2011	2:02 PM	ybca	"@evolvingcritic How would you describe your ""purpose"" as a museumgoer? #nytmuseums"
3/17/2011	2:02 PM	asianartmuseum	Oh dang, thx 4 the kind shout out @museumnerd. Wishing we could join the #nytmuseums dialogue but I'm literally waiting 4 takeoff on plane
3/17/2011	2:02 PM	ParkAveArmory	@Artsicle Agreed and noticed. But there's little conversation in either those. #nytmuseums
3/17/2011	2:02 PM	MarieGossip	Dear Tweeps, jump in at #nytmuseums there are some great museums and archives even libraries to follow.
3/17/2011	2:02 PM	eric_right_now	@AMNH @NYT_JenPreston Yes; TY to you and all - always a learning

			pleasure. Cheers! #nytmuseums
3/17/2011	2:02 PM	Scruffy_lookin	how do you set up sms for your museum, any links to processes?
3/17/2011	2:03 PM	euphoriaphotog	@marksrom true if localized geo-location tools could be implemented into museums, could prove interesting. Needs investment tho #nytmuseums
3/17/2011	2:03 PM	ParkAveArmory	Thanks for the great chat #nytmuseums! Let's keep talking!
3/17/2011	2:03 PM	shell7	@adriannerussell happy to be here! everyone knows where to find me so feel free to @me #nytmuseums
3/17/2011	2:03 PM	mgallizzi	@lindsayoleary Interesting, thanks for sharing what @MattressFactory in Pittsburgh is doing with QR codes. #nytmuseums
3/17/2011	2:03 PM	NYT_JenPreston	Please don't hesitate to keep the conversation going. You can find each other using #nytmuseums! #nytmuseums
3/17/2011	2:03 PM	bpod	@zacalfson Indeed! Some of our more excited iPod Touch app users are older folks who appreciate this intro to the tech #nytmuseums
3/17/2011	2:03 PM	rjstein	@shell7 @origiful @metmuseum Great to chat with all of you! Amazing pace for an entire hour. My tweeter is tired #nytmuseums
3/17/2011	2:03 PM	artinstitutechi	Thanks @NYT_JenPreston for moderating & all who contributed to #nytmuseums convo! Looking fwd to reading recaps & collecting thoughts :)
3/17/2011	2:03 PM	BuildingMuseum	@NYT_JenPreston Thanks for the chat! Will you have a follow-up piece on the conversation? #nytmuseums
3/17/2011	2:03 PM	TrendsDC	#nytmuseums is now trending in #DC <a href="http://trendsmap.com/us/washington">http://trendsmap.com/us/washington</a>
3/17/2011	2:03 PM	KudzuMarketer	Cheers, everyone! It was hard to follow at first, but enjoyed it all. #nytmuseums
3/17/2011	2:04 PM	middartmuseum	Hope I didn't inundate our followers with tweets this hour. Great tweetchat going on at #nytmuseums
3/17/2011	2:04 PM	PortsMofA	Thanks @hyperallergic and thanks everyone for the amazing discussion! #nytmuseums
3/17/2011	2:04 PM	SauderVillage	@NYT_JenPreston Thanks for a great chat this afternoon. LOTS of great social mediau
3/17/2011	2:04 PM	mgallizzi	@ryascolot Yeah, probably more costly to develop :) (\$10-20K+) #nytmuseums (good point on awareness)
3/17/2011	2:04 PM	shell7	@ninaksimn ha! #nytmuseums
3/17/2011	2:04 PM	ninaksimn	#nytmuseums sorry I missed the conversation - hope you figured everything out :) Continue sharing qs & comments here: <a href="http://bit.ly/gVW1ID">http://bit.ly/gVW1ID</a>
3/17/2011	2:04 PM	theartmuse	@art21 @ArtBabble my son is 11. i limit his online use, esp youtube & have surf nanny set up. hoping for other online avenues #nytmuseums
3/17/2011	2:04 PM	newmuseum	Thanks for the great chat! So many terrific ideas out there! #nytmuseums #nytmuseums
3/17/2011	2:04 PM	legendsonly	@shell7 This has been incredible! #nytmuseums
3/17/2011	2:04 PM	ashleylee	Late, but I think it's possible to reply to individual tweets - @Guggenheim, in particular, has always been great with responses #nytmuseums
3/17/2011	2:04 PM	ybca	@artcoholic That's not really the purpose of SM. It's more to echo that awe. #nytmuseums
3/17/2011	2:04 PM	frmerlino	"@micahwalter Use Google URL builder to track your SM links. Avoid the SM ""direct traffic"" black hole. <a href="http://bit.ly/hkHYdz">http://bit.ly/hkHYdz</a> #nytmuseums"
3/17/2011	2:05 PM	legendsonly	@NYT_JenPreston This has been fantastic. Thanks so much! #nytmuseums
3/17/2011	2:05 PM	caw_	@Scruffy_lookin We collect SMS texts and voice via @twilio and feed them into Wordpress as comments. Simple visitor response #nytmuseums
3/17/2011	2:05 PM	MaddockCarol	@DavidsonMichael @artcoholic Maybe not! But it may help get them into the room, & provide *some* of the wow if they can't visit #nytmuseums
3/17/2011	2:05 PM	MuseumCN	We'll have a lively & engaging conversation about social media & other #musetech related issues at #MCN2011 <a href="http://bit.ly/28vHgD">http://bit.ly/28vHgD</a> #nytmuseums
3/17/2011	2:05 PM	Artsicle	"@willcooperstown less about ""training"", more about encouraging

			personal use. They'll learn how to use it for museums naturally. #nytmuseums"
3/17/2011	2:05 PM	gretchen_scott	Thanks to @NYT_JenPreston for moderating #nytmuseums! We should do it again.
3/17/2011	2:05 PM	Artseeka	Nice chat all. Look forward to getting your feedback in our private beta - --> <a href="http://www.artseeka.com/beta">http://www.artseeka.com/beta</a> #nytmuseums
3/17/2011	2:05 PM	museweb	looking forward to seeing everyone soon in April in Philly at #mw2011 <a href="http://ow.ly/4gFux">http://ow.ly/4gFux</a> #nytmuseums
3/17/2011	2:05 PM	jtrant	looking forward to seeing everyone soon in April in Philly at #mw2011 <a href="http://ow.ly/4gFtU">http://ow.ly/4gFtU</a> #nytmuseums
3/17/2011	2:05 PM	brooklynhistory	MT @shell7: NYT editors just said offline that the museum community is awesome - couldn't agree more. Thanks for being w/ us! #nytmuseums
3/17/2011	2:05 PM	SocialMediaJosh	@NYT_JenPreston @shell7 @origiful @rjstein @metmuseum Great info y'all! Thanks #nytmuseums
3/17/2011	2:05 PM	thehenryford	THF friends - thx for hanging on thru #nytmuseums chat; LMK if you liked any ideas shared on this hashtag - would love your feedback.
3/17/2011	2:05 PM	chelawhita	@mgallizzi Liked your thoughts in #nytmuseums you totally got a new follower :)
3/17/2011	2:05 PM	katefarina	Following the #nytmuseums thread kind of frustrated me. We can't lump ourselves in with traditional museums. It's a weird gray area.
3/17/2011	2:06 PM	leahjuster	I have way too many #museumpics to share here...but I'm super psyched about #nytmuseums! Sweet!
3/17/2011	2:06 PM	ArtPrize	In case you're wondering what #nytmuseums is all about, @hyperallergic has a nice round-up: <a href="http://t.co/i7mNCpY">http://t.co/i7mNCpY</a>
3/17/2011	2:06 PM	evolvingcritic	Is this over? :-( It was great! Thanks everyone! #nytmuseums
3/17/2011	2:06 PM	mgallizzi	.@ashleylllee Agreed, so many possibilities with QR use. We aren't limited by tech, but by our creativity #nytmuseums
3/17/2011	2:06 PM	theartmuse	@NYT_JenPreston this was fantastic. thanks so much #nytmuseums
3/17/2011	2:06 PM	amandalydon	overwhelmed but inspired by the Museum SM lunch chat. #nytmuseums
3/17/2011	2:06 PM	evolvingcritic	"@ybca meant by ""purpose"" 2 experience an exhibition, tweet live & be acknwldgd 4 1s thoughts/comment b/c ur sharng w/ other ppl. #nytmuseums"
3/17/2011	2:07 PM	mgallizzi	@ryascolot Agreed :) #nytmuseums
3/17/2011	2:07 PM	adriannerussell	The #nytmuseums chat has my brain spinning in the best way!
3/17/2011	2:07 PM	ybca	@evolvingcritic That's great that sharing is key to your purpose of visiting! #nytmuseums
3/17/2011	2:07 PM	ryascolot	@mgallizzi And that mobile web content QR leads to could always encourage people to download an eventual app #nytmuseums
3/17/2011	2:07 PM	kidmuseumnh	Thanks for facilitating #nytmuseums chat, @NYT_JenPreston. Many good ideas and insights for museum community.
3/17/2011	2:07 PM	caw_	@NYT_JenPreston @shell7 @origiful @rjstein @metmuseum Thanks! #nytmuseums
3/17/2011	2:07 PM	MuseumCN	@museweb is going to be a great event for all those passionate about #musetech! #nytmuseums <a href="http://ow.ly/4gFux">http://ow.ly/4gFux</a> @MuseumCN #MCN2011
3/17/2011	2:07 PM	ryascolot	@mgallizzi Yes, could be valuable eventually, but I think QR codes are great first step. #nytmuseums
3/17/2011	2:07 PM	vsamra3	@NYT_JenPreston Thanks for putting this together! #nytmuseums
3/17/2011	2:08 PM	frmerlino	@micahwalter Automatic via Hootsuite #nytmuseums
3/17/2011	2:08 PM	ragsart	Thanks all, I'm off now-let's do this again #nytmuseums
3/17/2011	2:08 PM	mgallizzi	@ryascolot Yup! There is actually slick ways to locate app in app store on BB/iPhone/Android via mobile web #nytmuseums
3/17/2011	2:08 PM	origiful	Social media = Freedom of info (libertÃ©), equality of voices (Ã©galitÃ©), and friendship (fraternitÃ©). Vive la RÃ©volution! #nytmuseums
3/17/2011	2:08 PM	evolvingcritic	@artcoholic @ybca sad so many do fear it! #nytmuseums
3/17/2011	2:08 PM	legendsonly	I can't wait to continue the conversation in person at #mw2011. Who's going? #nytmuseums
3/17/2011	2:08 PM	ybca	@artcoholic It's not always the museum itself. Ask the artistâ€¦ #nytmuseums

3/17/2011	2:09 PM	euphoriaphotog	Had a great time participating in #nytmuseums discussion, even with it's dizzying endless flow of tweets. :)
3/17/2011	2:09 PM	evolvingcritic	Yes, I want to share my experiences of seeing a work of art w/ others and how it changed (or not) my life + perspective @ybca #nytmuseums
3/17/2011	2:09 PM	ybca	@origiful yeah yeah, again with the French :) #nytmuseums
3/17/2011	2:09 PM	kestober	@RebeccaTaylorLA @MetEveryday This is so true - you have to be a reporter & find the good stories #nytmuseums
3/17/2011	2:09 PM	museweb	comments are open on all Museums and the Web #mw2011 papers: feel free to ask questions, leave your thoughts! <a href="http://ow.ly/4gFCv">http://ow.ly/4gFCv</a> #nytmuseums
3/17/2011	2:09 PM	mgallizzi	@chelawhita Hey, thanks Chelsea! I appreciate it ;) Always looking forward to sharing :D #nytmuseums
3/17/2011	2:10 PM	zacalfson	Thanks, everyone, for putting up with my #nytmuseums tweets. Search the hashtag for a good discussion on museums and Social Media!
3/17/2011	2:10 PM	DiaArtFndn	@mgallizzi We used QR codes in our Whitman wheatpasting campaign- just mailed the signed posters! <a href="http://on.fb.me/WhitmanQR">http://on.fb.me/WhitmanQR</a> #nytmuseums
3/17/2011	2:10 PM	pennmuseum	Excellent #nytmuseums chat today! Thanks!
3/17/2011	2:10 PM	joshuaJeffery	i just tweeted my head off at the #nytmuseums tweetchat. Go check it out!
3/17/2011	2:10 PM	NYLegal_History	#nytmuseums thanks to everyone for the hints, we will definitely put some of them to use
3/17/2011	2:10 PM	HragV	Pretty telling that #nytmuseums is trending on twitter in NY & DC but no one major US city. <a href="http://bit.ly/gkSDTn">http://bit.ly/gkSDTn</a>
3/17/2011	2:10 PM	MuseumCN	If your excited about today's #nytmuseums chat give a 5 min presentation at #igniteSmithsonian <a href="http://bit.ly/eLDEto">http://bit.ly/eLDEto</a> @mpedson @NancyProctor
3/17/2011	2:10 PM	art21	"@theartmuse That's among the many things that makes @ArtBabble so great--with it's content committee, it can be ""trusted"" #nytmuseums"
3/17/2011	2:10 PM	unmuseum	FANTASTIC museum chat going on at #nytmuseums!!!
3/17/2011	2:10 PM	HragV	Pretty telling that #nytmuseums is trending on twitter in NY & DC but no other major US city. <a href="http://bit.ly/gkSDTn">http://bit.ly/gkSDTn</a>
3/17/2011	2:11 PM	museweb	@origiful toujours À Paris ... #nytmuseums
3/17/2011	2:11 PM	Scruffy_lookin	Can this page be archived or accessed later?? @glenbowmuseum
3/17/2011	2:11 PM	ybca	@evolvingcritic @artcoholic For some ppl it's just shaking off how they've been trained to appreciate art&€internally, mystically #nytmuseums
3/17/2011	2:11 PM	artfagcity	The marketing voice of museums rarely disappears on twitter. Connecting people w/ products is different than chatting w/ them. #nytmuseums
3/17/2011	2:11 PM	mgallizzi	@DiaArtFndn That's awesome! Thanks for sharing! Would be curious how engagement is. Are you tracking via bit.ly? #nytmuseums
3/17/2011	2:11 PM	KresgeArtMuseum	So much to retweet on #nytmuseums So many smart and interesting things said by our peers, and surprisingly almost no spam tweets!
3/17/2011	2:11 PM	museweb	@MuseumCN thanks for that :) first we take Philadelphia, then we take ... Atlanta! [sorry leonard ...] #nytmuseums
3/17/2011	2:12 PM	unmuseum	What are the downfalls of QR codes in museums? How do you monitor prohibited filming? #nytmuseums
3/17/2011	2:12 PM	SeenAndSifted	@whitneymuseum More learning tools (games, programs, online classes) and more incentive to visit the site. #nytmuseums
3/17/2011	2:12 PM	thehenryford	@HragV Hey, happy to represent the D! :) #nytmuseums
3/17/2011	2:12 PM	ChelseaHick	Well if that wasn't just the cat's meow! #nytmuseums
3/17/2011	2:12 PM	johnpyper	"Sharing a photo mean "" Come see this, you might like it."" They are not attacks on your IP. #nytmuseums"
3/17/2011	2:13 PM	ArtGreats	TheWarholMuseum: Thanks everyone for an exciting hour of twitter chat! Great to share with the industry! #nytmuseums <a href="http://tiny.ly/FHHT">http://tiny.ly/FHHT</a>
3/17/2011	2:13 PM	ybca	@unmuseum no one uses them. security guards. #nytmuseums
3/17/2011	2:13 PM	Artseeka	Thanks @hyperallergic for this summary of the #nytmuseums chat :jl
3/17/2011	2:13 PM	RosyBaxter	Just caught the tail end of the conversation and it is so great--so many great points to consider and talk about with our staff #nytmuseums

3/17/2011	2:14 PM	NatGeoExhibit	@ChelseaHick Would love to have you join us for our next blogger preview! DM me for details!
3/17/2011	2:14 PM	TScad	Wow, I calculated close to 1500 tweets in the past hour with #nytmuseums and its still going!
3/17/2011	2:14 PM	HragV	WOOT!! // @thehenryford: @HragV Hey, happy to represent the D! :) #nytmuseums
3/17/2011	2:14 PM	SeenAndSifted	follow a live chat on museums and media #nytmuseums. great idea!
3/17/2011	2:14 PM	hyperallergic	Missed some of #NYTmuseums? Find the best tweets on @Hyperallergic: <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	2:15 PM	dzorich	Whew! #nytmuseums tweet chat on social media in museums shook up the old neurons & left me w/ Twitter equivalent of gasping for breath
3/17/2011	2:15 PM	unmuseum	@JulieBrubaker @anthonybrown @origiful what about having the main museum account and then so and so @ museum for individuals? #nytmuseums
3/17/2011	2:15 PM	Artseeka	Missed some of #NYTmuseums? Find the best tweets on @Hyperallergic: <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a> /via @hyperallergic :jl
3/17/2011	2:16 PM	ParkAveArmory	@Artsicle We've only been on twitter for 4 months! If only there was a master list/wiki of Arts Orgs and their SM outlets... #nytmuseums
3/17/2011	2:16 PM	NatGeoExhibit	@ParkAveArmory That would be so useful! #nytmuseums
3/17/2011	2:16 PM	ybca	@HragV Telling. But not surprising. #nytmuseums
3/17/2011	2:17 PM	art21	Our friends at @hyperallergic have terrifically cut through the rapid fire of #nytmuseums : <a href="http://bit.ly/hwnml9">http://bit.ly/hwnml9</a>
3/17/2011	2:17 PM	pamcollections	Thrilling to be part of the #nytmuseums conversation today. Anyone have questions/suggestions for us @PDXArtMuseum? We're interested!
3/17/2011	2:18 PM	blanco518	@hragv I am not understanding what this #nytmuseums is?
3/17/2011	2:18 PM	manjotb	Great conversations about #socialmedia + museums: #nytmuseums
3/17/2011	2:18 PM	ybca	@jbchaykowsky @TheWarholMuseum Big enough of an audience to warrant the cost of printing another friggin mailer? #nytmuseums
3/17/2011	2:18 PM	NatGeoExhibit	@TScad That's a successful event!! #twitterparty
3/17/2011	2:18 PM	gretchen_scott	Anyone else need an aspirin? My eyes are tired. #nytmuseums
3/17/2011	2:19 PM	ashleylee	Getting on @cathaypacificUS flight from JFK - HKG. Am supersad - I want to stay on and read the #nytmuseums discussion.
3/17/2011	2:19 PM	chaykak	It occurs to me that museums are becoming publishing outfits as well as exhibiton-makers, online and off #nytmuseums
3/17/2011	2:19 PM	ParkAveArmory	@NatGeoExhibit Let's build it together! #notkidding #nytmuseums
3/17/2011	2:19 PM	chaykak	And in publishing, museums run into the same problems as newspapers and blogs, etc #nytmuseums
3/17/2011	2:19 PM	Kre8ivMona	Loving all the chatter on #nytmuseums #nytmuseums
3/17/2011	2:20 PM	nzadil	How can recent college graduates become a part of the #musetech conversation on museums and social media? #nytmuseums
3/17/2011	2:21 PM	NatGeoExhibit	What are the top #twittertips?
3/17/2011	2:21 PM	MichaelDeLongSF	@zacalfson 3) is gathering qualitative (or even quantitative) data about audience experience #nytmuseums
3/17/2011	2:21 PM	Kre8ivMona	Yes @RebeccaTaylorLA it's all about content and museums have it! Not only in the physical but knowledge and history. #nytmuseums
3/17/2011	2:21 PM	NYLegal_History	@ParkAveArmory @NatGeoExhibit I am fully behind this, because with different usernames it can be really hard to find some pages #nytmuseums
3/17/2011	2:22 PM	gretchen_scott	@scruffy_lookin @evolvingcritic That makes me feel better! I feel like I just watched Tron or something. #nytmuseums
3/17/2011	2:22 PM	PortsMofA	in a twitter coma from #nytmuseums so long till tomorrow, folks!
3/17/2011	2:22 PM	kira_greene	Tried to follow #NYTmuseums during lunch. Was like being in a room with my relatives talking at the same time. Since I am new to tweet? Or?
3/17/2011	2:23 PM	Scruffy_lookin	"@glenbowmuseum We're about to do a project called ""speaktank"" and even this here ""tweetchat.com"" is useful to know."
3/17/2011	2:23 PM	mgallizzi	@unmuseum Not leading QR code to a mobile-friendly landing page (for best experience). CC @NatGeoExhibit #nytmuseums
3/17/2011	2:23 PM	metmuseum	What a fantastic hour! If you have any more questions for Erin, please @reply and we'll do our best to answer #nytmuseums

3/17/2011	2:24 PM	evolvingcritic	@gretchen_scott HAHAAHAHAHAHAHA! I need a nap after that chat! It was excellent! #nytmuseums
3/17/2011	2:24 PM	NYArtBeat	Special museum section @NYT_Arts today <a href="http://nyti.ms/U6x2H">http://nyti.ms/U6x2H</a> and we just missed the lunchtime chat #nytmuseums
3/17/2011	2:24 PM	jstackhouse	#nytmuseums @NYT_JenPreston Today museums could become foci for their topics. Bringing together content and conversation.
3/17/2011	2:24 PM	el_mayer	The chat was awesome! We use humour, links and content related to culture. #nytmuseums
3/17/2011	2:24 PM	appleandthebee	@shell7 :-)) Thanks! The idea was that social media isn't just for the institution itself, but for the entire field. #nytmuseums #museums
3/17/2011	2:24 PM	artcoholic	FYI thanks to @hyperallergic cutting through the rapid fire of #nytmuseums : <a href="http://bit.ly/hwnmI9">http://bit.ly/hwnmI9</a> @evolvingcritic
3/17/2011	2:25 PM	Scruffy_lookin	@gretchen_scott @scruffy_lookin @evolvingcritic but no popcorn :( #nytmuseums
3/17/2011	2:25 PM	evolvingcritic	Whoa! Amazing museum chat, but I have to leave! Hoping to connect with more of you! Thanks to the New York Times! #nytmuseums
3/17/2011	2:25 PM	ParkAveArmory	@NYLegal_History @NatGeoExhibit Let's do this! An ultimate SM list could help all of us & the public. #nytmuseums
3/17/2011	2:26 PM	evolvingcritic	Hey, we can have popcorn later on tonight! It's Thursday! @Scruffy_lookin @gretchen_scott #nytmuseums
3/17/2011	2:26 PM	HragV	"Amen // @johnpyper: Sharing a photo mean "" Come see this, you might like it." They are not attacks on your IP. #nytmuseums"
3/17/2011	2:27 PM	unmuseum	My twitter feed can't keep up with #nytmuseums! - great to have so many people involved with so much knowledge!
3/17/2011	2:27 PM	NYT_JenPreston	@xdamman @hyperallergic -- Hah! Xavier, great to see you jump in w/suggestion that we @storify! And congrats on #SXSW win. #nytmuseums
3/17/2011	2:27 PM	hyperallergic	Reminder: We collected the best tweets from #nytmuseums on @Hyperallergic <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	2:27 PM	Kre8ivMona	Loving the thinking of @ParkAveArmory @NYLegal_History & @NatGeoExhibit #nytmuseums
3/17/2011	2:28 PM	TwoCoats	Thanks for this convo just as my Social Media for Artists class starts the section on Twitter #nytmuseums #perfecttiming
3/17/2011	2:29 PM	CCSFundraising	"@ParkAveArmory @Artsicle Great Overview: ""Examples of Arts Organizations Social Media Strategies"" <a href="http://bit.ly/gTdxPg">http://bit.ly/gTdxPg</a> #nytmuseums"
3/17/2011	2:29 PM	ybca	West coast! @ us if you wanna continue the chat with CA folks from the original article @jewseum @ybca @sfmoma @asianartmuseum #nytmuseums
3/17/2011	2:30 PM	katiekeen	#nytmuseums: curious about online curation? You might enjoy my recent post inspired by @mbloomstein's #csethics talk <a href="http://nblo.gs/furTP">http://nblo.gs/furTP</a>
3/17/2011	2:30 PM	runawayapricot	I hope the #nytmuseums tag lasts! Btw, I'm also @ParkAveArmory - have to switch when needed.
3/17/2011	2:31 PM	chaykak	I collected the best tweets from #nytmuseums on @Hyperallergic <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	2:31 PM	NYLegal_History	@ParkAveArmory @NatGeoExhibit A wiki page then? And invite other museums to post their info? #nytmuseums
3/17/2011	2:32 PM	real_endings	@futureofmuseums @zacalfson #3 creating a new experience with audiences for whom the museum would otherwise be inaccessible #nytmuseums
3/17/2011	2:33 PM	CultureShockNYC	@NYArtBea don't fret @Hyperallergic posted a summary at <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a> #nytmuseums
3/17/2011	2:33 PM	Owl_	following on the amazing #nytmuseums discussion, check out this cool web/social media opportunity @RoyalBCMuseum : <a href="http://ow.ly/4gHcl">http://ow.ly/4gHcl</a>
3/17/2011	2:34 PM	MichaelDeLongSF	@ConnerPrairie It's also good to make room for promoting other org's happenings. #nytmuseums
3/17/2011	2:36 PM	ParkAveArmory	@Kre8ivMona Join us! #nytmuseums
3/17/2011	2:36 PM	CCSFundraising	Directory of Museums on Twitter: <a href="http://www.followamuseum.com/countries.html">http://www.followamuseum.com/countries.html</a> #nytmuseums
3/17/2011	2:36 PM	johnpyper	This conversation should be published and released at a

			tweetup/conference. #nytmuseums #crowdsourced
3/17/2011	2:37 PM	pamcollections	@contempoMonkey @ikonGallery Yes! Great article (also: <a href="http://nyti.ms/fHFzaT">http://nyti.ms/fHFzaT</a> ) and an inspiring discussion this morning #nytmuseums.
3/17/2011	2:37 PM	nzadil	Highlights from #nytmuseums #musetech conversation <a href="http://tiny.cc/150s6">http://tiny.cc/150s6</a>
3/17/2011	2:37 PM	lovelydarling	Sad I missed most of #nytmuseums! If you could change one thing about museums, what would it be?
3/17/2011	2:37 PM	el_mayer	@johnpyper Indeed!
3/17/2011	2:38 PM	museumnerd	Wow. Nice job, Kyle. And quick! #NYTmuseums Twitter Conversation Highlights on @Hyperallergic --> <a href="http://bit.ly/hdKKRM">http://bit.ly/hdKKRM</a>
3/17/2011	2:39 PM	museweb	.@NYLegal_History @ParkAveArmory @NatGeoExhibit feel free to use <a href="http://conference.archimuse.com">http://conference.archimuse.com</a> start with a Discussion thread? #nytmuseums
3/17/2011	2:40 PM	chaykak	@johnpyper Check out my collection of the #nytmuseums tweets on @hyperallergic: <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/17/2011	2:40 PM	MOBIANYC	My head's still spinning from today's #nytmuseums chat. Great fun but time to step away from the screen. Good day, everyone! #nytmuseums
3/17/2011	2:41 PM	lfresh	irony is going to the soupnosoup exhibit for lunch and missing #nytmuseums with @shell7 seeing on @HragV feed lol
3/17/2011	2:42 PM	NYLegal_History	@ParkAveArmory @NatGeoExhibit #nytmuseums yes exactly, that way look-up could be done both ways, by the organization or by their username
3/17/2011	2:44 PM	cfh09	@queestrella thanks for the tip #nytmuseums
3/17/2011	2:45 PM	taltonfiggins	@shell7 Just read the article about you in the @nytimes today. Great Job! The Spirit of Sharing - <a href="http://ow.ly/4gHLq">http://ow.ly/4gHLq</a> #nytmuseums
3/17/2011	2:47 PM	CCSFundraising	@ParkAveArmory @Artsicle What I meant to send you: Directory of Museums on Twitter: <a href="http://www.followamuseum.com/countries.html">http://www.followamuseum.com/countries.html</a> #nytmuseums
3/17/2011	2:48 PM	appleandthebee	Such a fun, helpful discussion this late morning (I'm in Mountain Time), re: social media! #nytmuseums
3/17/2011	2:50 PM	ParkAveArmory	@CCSFundraising This is great! But let's capture all arts & culture orgs, let people filter by interest, & link to other SM. #nytmuseums
3/17/2011	3:13 PM	SocialMediaJosh	41 Ways Museums Are Merging Social and Tech to Engage Audiences Â« Know Your Own Bone <a href="http://bit.ly/gnLtBX">http://bit.ly/gnLtBX</a> #nytmuseums
3/17/2011	3:13 PM	CurrierMuseum	@emchenNYC @MichenerArt @EllieTr We did that as well and it featured in our Secret Life of Art exhibition. Pretty successful #nytmuseums
3/17/2011	3:13 PM	museweb	what were your take-aways from the #nytmuseums tweet chat today? [post a comment, or include the URL in your reply] <a href="http://ow.ly/4gJmV">http://ow.ly/4gJmV</a>
3/17/2011	3:16 PM	pennmuseum	Check out our NEW @facebook page <a href="http://on.fb.me/gZ46Jo">http://on.fb.me/gZ46Jo</a> #nytmuseums
3/17/2011	3:16 PM	PhilTheSphinx	Check out our NEW @facebook page <a href="http://on.fb.me/gZ46Jo">http://on.fb.me/gZ46Jo</a> #nytmuseums
3/17/2011	3:20 PM	techoverride	The Spirit of Sharing: Tag your tweets with #nytmuseums. Dispatches from the intersection of social media, techn... <a href="http://bit.ly/fDianB">http://bit.ly/fDianB</a>
3/17/2011	3:28 PM	baykidsmuseum	#nytmuseums Great article about children's museums in the NYTimes special Museums section today: <a href="http://ow.ly/4gK2c">http://ow.ly/4gK2c</a>
3/17/2011	3:28 PM	realtimeangela	Really interesting following #nytmuseums dialogue on museums, tech, and innovation
3/17/2011	3:37 PM	interaktiveUSA	Help!
3/17/2011	3:40 PM	museweb	thanks @frmerlino for that aside about Hootsuite and Google URL builder <a href="http://ow.ly/4gKzY">http://ow.ly/4gKzY</a> #somethingicanusenow #nytmuseums
3/17/2011	3:47 PM	RBMSinfo	Libraries & archives can learn from the #NYTmuseums Twitter conversation too. Highlights courtesy of @Hyperallergic: <a href="http://bit.ly/gWn2Rb">http://bit.ly/gWn2Rb</a>
3/17/2011	3:49 PM	blogadsNYChive	@katiecarroll1 really enjoyed your comments during #nytmuseums chat today!
3/17/2011	3:53 PM	bodhibadger	@hyperallergenic Blog compiles best tweets from today's NYT Twitchat on Social Media. Good stuff <a href="http://bit.ly/hdKKRM">http://bit.ly/hdKKRM</a> #nytmuseums
3/17/2011	3:53 PM	futureofmuseums	@hyperallergenic Blog compiles best tweets from today's NYT Twitchat

			on Social Media. Good stuff <a href="http://bit.ly/hdKKRM">http://bit.ly/hdKKRM</a> #nytmuseums
3/17/2011	4:16 PM	blogadsNYChive	@shell7 enjoyed your insight during the #nytmuseums chat today. Please let us know if our Brooklyn blogs can ever help your museum!
3/17/2011	4:17 PM	culturele	Los mejores tweets durante el chat con varios museos sobre sus trabajo en redes sociales <a href="http://bit.ly/ebNkWW">http://bit.ly/ebNkWW</a> #nytmuseums
3/17/2011	4:22 PM	vmfa	@rebeccataylorla Our #Picasso QR connects to FB page w/lots of options and links. Why not helpful? <a href="http://ht.ly/4gMeD">http://ht.ly/4gMeD</a> #nytmuseums
3/17/2011	4:26 PM	BStarrHeartsArt	#nytmuseums amazing! Hope to see more like this. Anyone know where I can get a full transcript?
3/17/2011	4:28 PM	blogadsNYChive	@gretchen_scott love your enthusiasm for experimenting in SM during the #nytmuseums chat!
3/17/2011	4:37 PM	frmerlino	@museweb Glad I mentioned it! Thx for the shout on #mw2011 site. Props to @vajajia for managing our SM stats using this tool. #nytmuseums
3/17/2011	4:39 PM	frmerlino	@micahwalter Tutorial posted on #mw2011 site thanks to @museweb <a href="http://bit.ly/frzUKl">http://bit.ly/frzUKl</a> via <a href="http://bit.ly/gYw9vd">http://bit.ly/gYw9vd</a> #nytmuseums
3/17/2011	4:46 PM	rdmond	#nytmuseums discussion was exhausting to follow. Eagerly awaiting analysis. @hyperallergic makes a good start! <a href="http://bit.ly/dUdUWB">http://bit.ly/dUdUWB</a> #nyuisva
3/17/2011	5:18 PM	lheron	Amazing participation in #nytmuseums chat. Thx to @kolomatsky for organizing & @nyt_jenpreston as host <a href="http://bit.ly/eQoDRB">http://bit.ly/eQoDRB</a>
3/17/2011	5:26 PM	HeidiDunc	Discovered so many museum pro's I should be following at today's #nytmuseums chat. Have to review the # stream to remember who's who.
3/17/2011	5:44 PM	artinstitutechi	With all the #MuseumPics & #nytmuseums excitement today, I almost forgot to wish you a Happy St. Patrick's Day! <a href="http://ow.ly/4gPhr">http://ow.ly/4gPhr</a>
3/17/2011	5:47 PM	blefurgy	"Very impressive: #nytmuseums ""lunch time"" chat still going strong at 5:45pm. Someone should do #DC_libarchs"
3/17/2011	6:08 PM	samuelbausson	pas pu suivre ? voici best of des A@changes #nytmuseums d'aujourd'hui chez @hyperallergic <a href="http://bit.ly/dG1M8z">http://bit.ly/dG1M8z</a>
3/17/2011	6:16 PM	unmuseum	Sorry for the mass tweets today tweeps...#nytmuseums discussion was just so good!
3/17/2011	6:43 PM	sinigur	"who among #nytmuseums have developed ""successful"" facebook apps? has anyone monetized or generated direct revenue from said app? curious."
3/17/2011	6:44 PM	lili_czarina	The #nytmuseums tweets came too fast for me to multitask my work attention. One round up: <a href="http://hyperallergic.com/21028/nyt-goes-museums/">http://hyperallergic.com/21028/nyt-goes-museums/</a>
3/17/2011	6:56 PM	AOPublic	@hyperallergic Thanks so much for condensing the #nytmuseums info! <a href="http://hyperallergic.com/21028/nyt-goes-museums/">http://hyperallergic.com/21028/nyt-goes-museums/</a>
3/17/2011	7:00 PM	runawayapricot	Still reeling from #nytmuseums as I design the digital campaign for @ParkAvenueArmory's next installation. So many great ideas out there!
3/17/2011	7:01 PM	AOPublic	In meetings all day, missed #nytmuseums chat :( BUT! I'm xcited to catch up on all the progressive Art+SM talk! I hope to keep it going!
3/17/2011	8:02 PM	whitneymuseum	@EllieTr @emchenNYC Installation behind-the-scenes videos: Holzer ( <a href="http://bit.ly/gqbJBC">http://bit.ly/gqbJBC</a> ) & Oldenburg ( <a href="http://bit.ly/gqbJBC">http://bit.ly/gqbJBC</a> ) #nytmuseums
3/17/2011	8:44 PM	unmuseum	Check out the best tweets from today's #nytmuseums at <a href="http://hyperallergic.com/21028/nyt-goes-museums/">http://hyperallergic.com/21028/nyt-goes-museums/</a>
3/17/2011	10:27 PM	jescarter	@niche Thanks for including me! I got those museum tips from the #nytmuseums chat earlier today
3/17/2011	10:36 PM	erinblasco	MT @lili_czarina: The #nytmuseums tweets came too fast for me to multitask. A round up: <a href="http://bit.ly/dG1M8z">http://bit.ly/dG1M8z</a>
3/17/2011	10:37 PM	jolifanta	bummed to have missed #nytmuseums today. Will catch on the round up <a href="http://hyperallergic.com/21028/nyt-goes-museums/">http://hyperallergic.com/21028/nyt-goes-museums/</a>
3/17/2011	11:29 PM	ninaksimn	After an exhausting, exciting day, what a treat to dine alone and marvel at my dear friend @shell7 up close in newsprint. #nytmuseums
3/18/2011	1:06 AM	AKTIONSART	@whitneymuseum Would LOVE to see online screenings of film/video/new media work from the collection #nytmuseums
3/18/2011	4:55 AM	NLIreland	Check out #nytmuseums for all things social media - ideas, challenges, inspiration! Fast & Fantastic TweetChat over 1 hour yesterday...



3/18/2011	4:58 AM	dasmtweets	@docmusee @samuelbausson merci pour l'info #nytmuseums ! #nytmuseums
3/18/2011	6:43 AM	NLLireland	"@catherinecronin Thanks for that! Did you ""do it"" live? Brilliant, but have never ever read/typed so fast ... #nytmuseums"
3/18/2011	7:00 AM	MaddockCarol	@SumoJim missed you on #nytmuseums It was right up your street!
3/18/2011	9:24 AM	barbaraleesays	Teenage Curators @ICAINBoston @nytimes <a href="http://nyti.ms/gn41Jk">http://nyti.ms/gn41Jk</a> #nytmuseums #bos <a href="http://fb.me/Uhauff5t">http://fb.me/Uhauff5t</a>
3/18/2011	10:01 AM	DIADetroit	If you missed the #NYTmuseums conversation yesterday, find the best tweets on @hyperallergic... <a href="http://bit.ly/i4Bguv">http://bit.ly/i4Bguv</a>
3/18/2011	10:12 AM	lavinia	"@origiful @rjstein @shell7 just curious how you feel about strategy for ""followers"" vs ""following"". #nytmuseums"
3/18/2011	10:13 AM	lavinia	@origiful @rjstein @shell7 my strategy is follow those who r in the space (person or institution) but not EVERYONE. #nytmuseums
3/18/2011	10:15 AM	lavinia	@origiful @rjstein @shell7 how do ur institutions deal w/this while making audience feel fuzzy +engaged + not clogging ur feeds? #nytmuseums
3/18/2011	10:33 AM	tami24	Sadly missed the #nytmuseums chat yesterday, but even the pieces I'm getting on my feed are inspiring. Definitely worth the time to check it
3/18/2011	11:50 AM	artfeedonline	Thanks for great conversation during yesterday's #nytmuseums chat! @NYT_JenPreston @shell7 @kolomatsky @Artseeka
3/18/2011	12:07 PM	EmiliaBrow	It's been a little while but here's a new post: Social Media & Museums Pt 1. Also great for galleries! #rva #nytmuseums <a href="http://ow.ly/4hkJd">http://ow.ly/4hkJd</a>
3/18/2011	2:10 PM	IndSector	Museums using social media to connect and engage - story in @NYTimes. How was #nytmuseums chat yesterday? <a href="http://ow.ly/4hq0d">http://ow.ly/4hq0d</a>
3/18/2011	4:54 PM	madeleine_mary	Just learned from #nytmuseums chat yesterday how much YouTube content @metmuseum has. So I'll be busy all weekend, and probably next. Thx.
3/18/2011	5:50 PM	museuminasmetal	#FF @rjstein @shell7 @origiful Have our thanks, here from Brazil, for the debate yesterday! #museustuiteiros #nytmuseums <a href="http://ow.ly/4hzFh">http://ow.ly/4hzFh</a>
3/18/2011	5:50 PM	museuminasmetal	#FF @nyt_jenpreston @metmuseum Have our thanks, here from Brazil, for the debate yesterday! #museustuiteiros #nytmuseums <a href="http://ow.ly/4hzFh">http://ow.ly/4hzFh</a>
3/18/2011	6:19 PM	rasmuson	New York Times Looks at Museums' Digital Strategies <a href="http://t.co/xuJde9V">http://t.co/xuJde9V</a> via @npquarterly. Follow the conversation #nytmuseums. JS
3/18/2011	6:44 PM	MuseumTrekker	Check out/continue a great chat about social media in museums from March 17th #nytmuseums. Read article at <a href="http://ht.ly/4hCoQ">http://ht.ly/4hCoQ</a> #museum
3/18/2011	7:03 PM	fishbone96	SM can't help visitors best engage w/ collections until museums are able to respond to tweets and other questions in real time #nytmuseums
3/19/2011	1:21 AM	cuttycho	@NYT_JenPreston #nytmuseums
3/19/2011	10:45 AM	kkinakin	missed the #nytmuseums twitter chat the other day because i am slow, but here are some of the highlights - <a href="http://tinyurl.com/45ukwsl">http://tinyurl.com/45ukwsl</a>