

# A Call to Action!

Live-tweeting the ARCS Conference



@MarkBSchlemmer

@ITweetMuseums

#ARCSconf



# Why live-tweet?

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- 🐦 Why live-tweet?
- 🐦 It's all about the #

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- 🐦 Best practice

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# Why live-tweet?

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# Why live-tweet?

 **Erin Gray**  
@erinbgray  Follow

[@MarkBSchlemmer](#) Unfortunately no longer close enough to easily go to museum/registrar conferences. Find live tweeting vital to getting info.

11:31 AM - 3 Nov 2013

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# Why live-tweet?



**Alli Burness**

@alli\_burnie

 Follow

Loving the Registrar-centric tweets from [#ARCS\\_2013](#). Been looking for more of this kind of conference in my feed. h/t

[@MarkBSchlemmer](#)

7:01 PM - 2 Nov 2013

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# Why live-tweet?



**Extroverted Museum**

@ExtrovertedMuse

 Follow

[@ITweetMuseums](#) [#itm\\_livetweet](#) •Peers not present benefit  
•It can ideally create an informed hierarchy, more receptive to ideas brought home

8:02 PM - 12 May 2014

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 It's all about the #

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 It's all about the #

# #ARCSconf

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# Best practice

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# Best practice

Tell your followers where you are, what the session is and analyze and report with good balance. Context is the key.

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Tweet photos. Show who you are meeting, what you find inspiring, museums you visit in New Orleans and new products/books/etc. from vendors.

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Make interesting and creative use of the vast array of social media tools to share the [#ARCSconf](#) experience.

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# Final encouragement

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# Final encouragement



Anulfo Baez  
@EvolvingCritic

@MarkBSchlemmer I LOVED your tweets from #ARCS\_2013!!!  
Makes me want to become a museum registrar.

 2 YEARS AGO

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#ARCScnf



# TWEET!



#ARCSconf