



I Tweet Museums

Mark B. Schlemmer

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@ITweetMuseums

- What ?
- Why ?
- Who ?
- How ?



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What...@ITweetMuseums?

- @ITweetMuseums is a non-affiliated, independent initiative to encourage and support all museum staff to tweet museum-relevant content from their personal accounts.



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What...@ITweetMuseums?



#MetDetails



#UNdetails



#GuggDetails

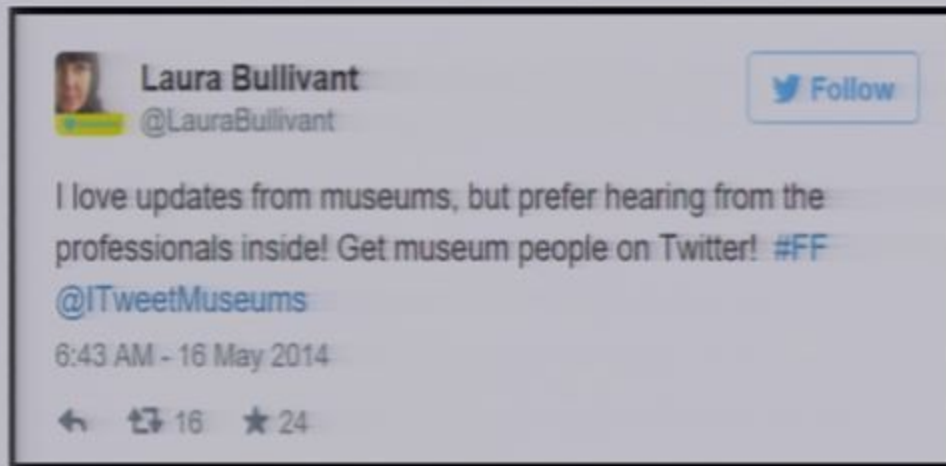


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Why...@ITweetMuseums?



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Who...@ITweetMuseums?

- 107 countries



www.tweetsmap.com 21 October 2015



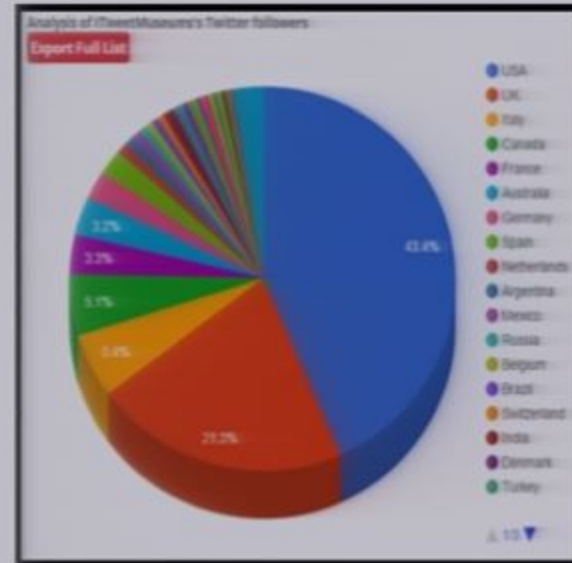
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Who...@ITweetMuseums?

- USA 43.4%
- UK 21.3
- Italy 5.4%



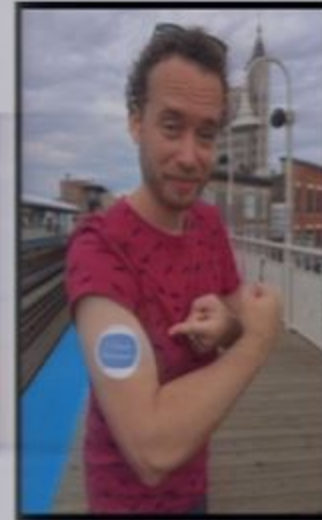
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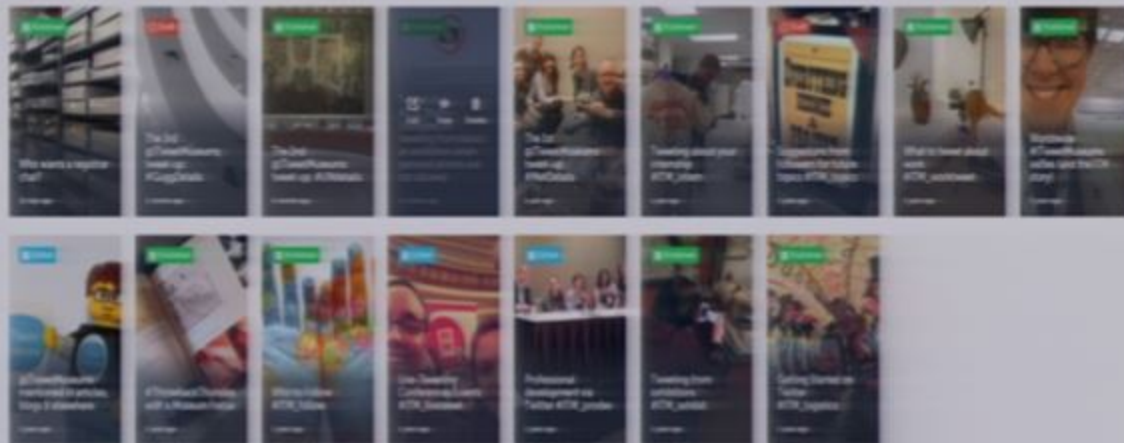
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How...@ITweetMuseums?

- www.storify.com/ITweetMuseums



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How...@ITweetMuseums?

- www.storify.com/ITweetMuseums
- Who to follow



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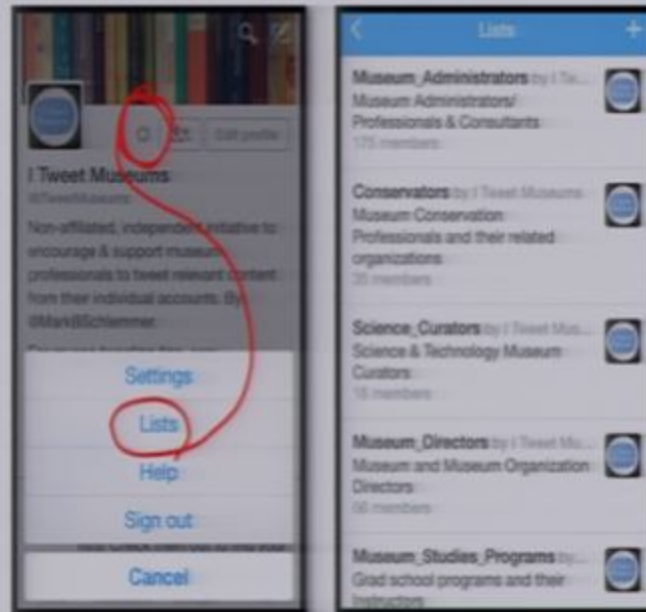
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How...@ITweetMuseums?

- www.storify.com/ITweetMuseums
- Who to follow
- What to tweet about work



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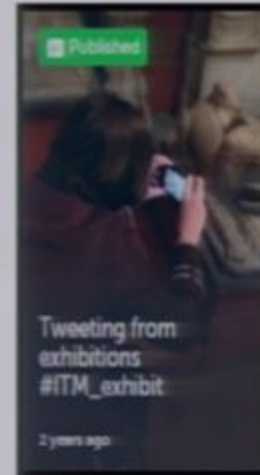
- www.storify.com/ITweetMuseums
- Who to follow
- What to tweet about work
- Tweeting from exhibitions



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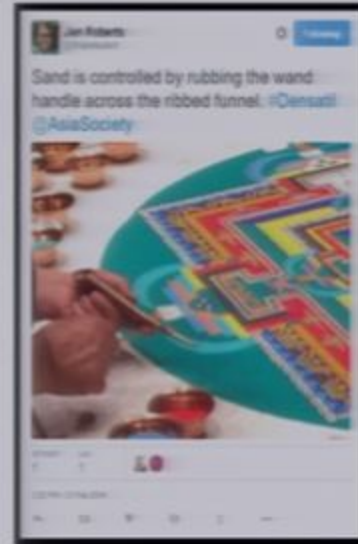
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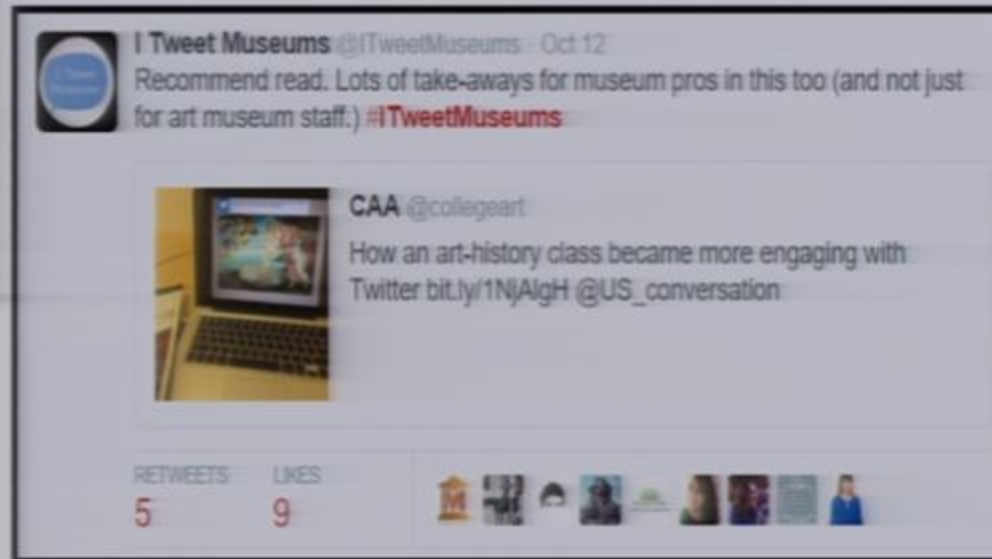


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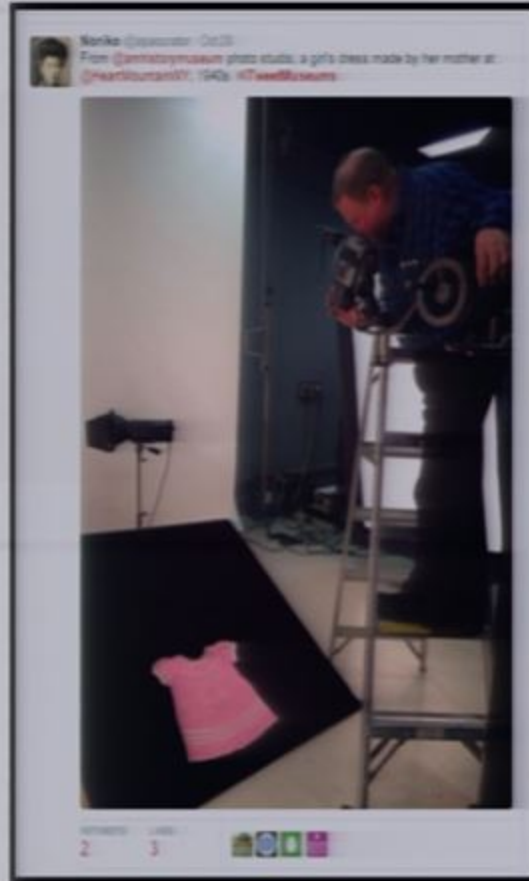
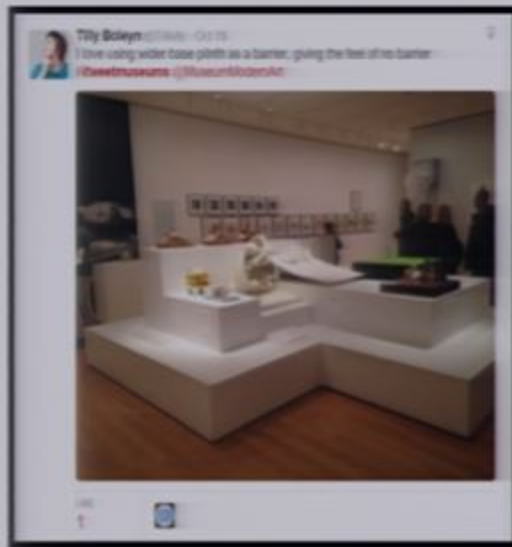


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#ITweetMuseums

#MuseumsRespondToFerguson

#MuseumDocumentation

#MuseumWorkersSpeak

#MuseumEdChat

Thank you

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Takeaways

- **Be Excellent To Each Other**
 - Share Your Collection Data.
- **Follow The Social Media “Guidelines”**
 - Post With Care, Attribution & Fair Use.
- **@ITweetMuseums**
 - Get Thee To The Twitters!

