



DISCLAIMER

Copyright to these presentation slides belong to the National Heritage Board (NHB) and/or third parties. The contents of these presentation slides are not to be circulated or reproduced without the prior written permission of NHB and/or such third parties. The views expressed in these presentation slides are the presenters' own and do not represent the views of NHB.

While every care has been taken to ensure that the information contained in the presentations slides is accurate, NHB and the presenters do not warrant the accuracy or completeness of such information, and disclaim all liability for loss or damage arising from reliance on the same.





COVID-19 Coping Strategies: Global Scan of Museums' Digital Initiatives

Jeyaletchimi Arumugam
Senior Assistant Director (National Collection)
National Heritage Board

ABOUT THE WEBINAR

During the COVID-19 pandemic, we have seen many cultural organisations pivot to digital offerings to keep the public engaged. Even as cultural venues around the world look to reopen their doors to visitors, the practice of safe distancing at most venues is expected to be the new norm. Thus, digital and social media programming continue to be of importance. This session provides a global overview of the digital and social media strategies that museums and cultural institutions have embarked on to engage audiences globally and presents specific case studies from international museums and cultural institutions.

ABOUT THE SPEAKER

Jeya is Senior Assistant Director at the National Collection Division, National Heritage Board, where her portfolio includes reviewing and formulating policies relating to the management and development of the National Collection. Prior to this, she held a number of positions in the arts and culture sector in areas such as strategic planning, arts policy, audience research, cultural infrastructure and place management.





COVID-19 Coping Strategies: Global Scan of Museum's Digital Initiatives

Jeya Arumugam

Senior Assistant Director (National Collection)

National Heritage Board

The Impact of the Covid-19 Pandemic on Museums Globally



UN News



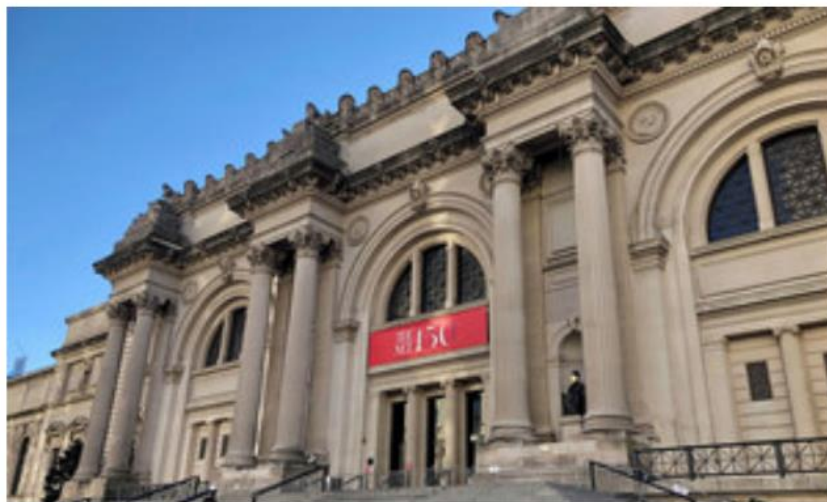
Search



Advanced Search

AUDIO HUB  SUBSCRIBE 

Covid-19 crisis closes 90 percent of museums globally, UNESCO plans for reopenings



UN News | New York City's tourist attractions like the Metropolitan Museum of Art (pictured) have closed due to the coronavirus pandemic.

ICOM International Council of Museums

REPORT

Museums, museum professionals and COVID-19



In April 2020, **almost all museums around the world were closed** because of the COVID-19 pandemic, according to 94,7% of respondents.

theconversation.com

THE CONVERSATION



The Smithsonian Institute closed all of its museums due to the worldwide COVID-19 coronavirus pandemic. [Shutterstock](#)



The closed Van Gogh Museum in Amsterdam, Netherlands on March 22. [Shutterstock](#)

- Almost all museums around the world had to close their doors due to the COVID-19 pandemic.

Coping with Covid-19 the Digital Way

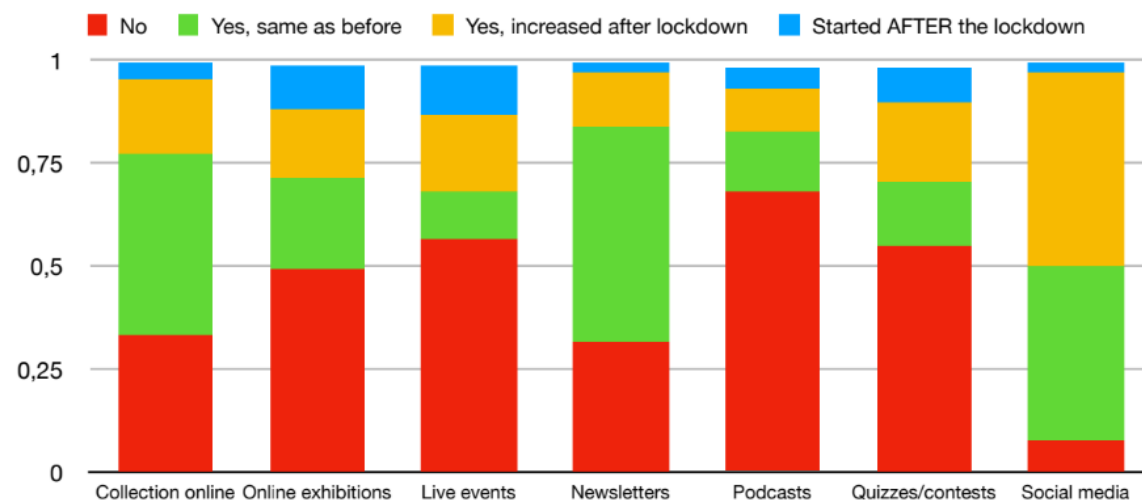


REPORT

Museums, museum professionals and COVID-19

Changes in digital services

	Collection online	Online ex- hibitions	Live events	Newsletters	Podcasts	Quizzes contests	Social media
No	33,31%	49,46%	56,47%	31,66%	68,26%	55,15%	7,67%
Yes, same as before	43,86%	22,18%	11,54%	52,18%	14,67%	15,33%	42,21%
Yes, increased after lockdown	17,97%	16,16%	18,80%	13,36%	10,39%	19,21%	47,49%
Started AFTER the lockdown	4,04%	10,88%	12,28%	1,90%	5,11%	8,57%	1,98%



Network of European
Museum Organisations

Survey on the impact of the COVID-19 situation on museums in Europe

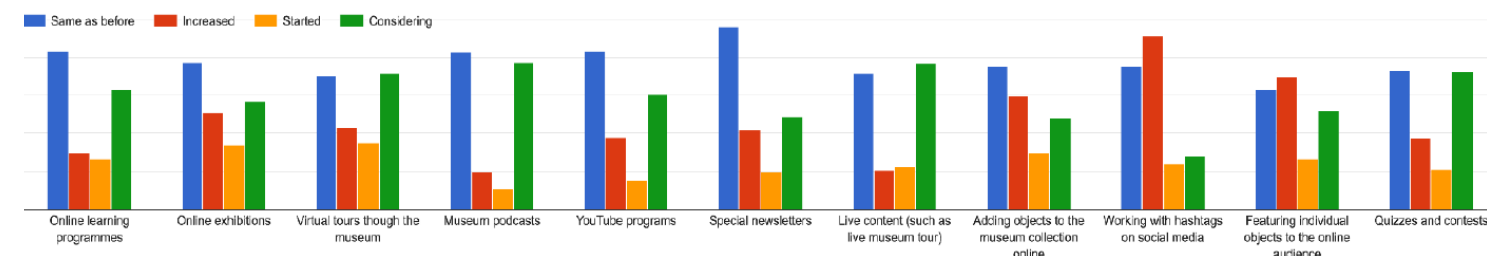
Museum Communication and Online Presence

More than **60% of the museums have increased their online presence** since they were closed due to social distancing measures, while only 13,4 % have increased their budget for online activities.

Tools and Channels

- Most museums are using **social media more than before, working with hashtags and featuring individual objects to their audiences. In addition, virtual tours and online exhibitions have increased.**
- A decent number of museums are considering **becoming more active in podcasts, live content and game creation.** This points in the direction of museums looking for feedback and engagement of the online audiences they are reaching out to.

What online services does your museum provide?



- Most museums have reacted by either launching or ramping up their online presence and offerings.
- In terms of activities and tools/channels, there has been a sharp increase in social media campaigns and initiatives, especially those featuring objects from the museum collections.

Coping with Covid-19 the Digital Way



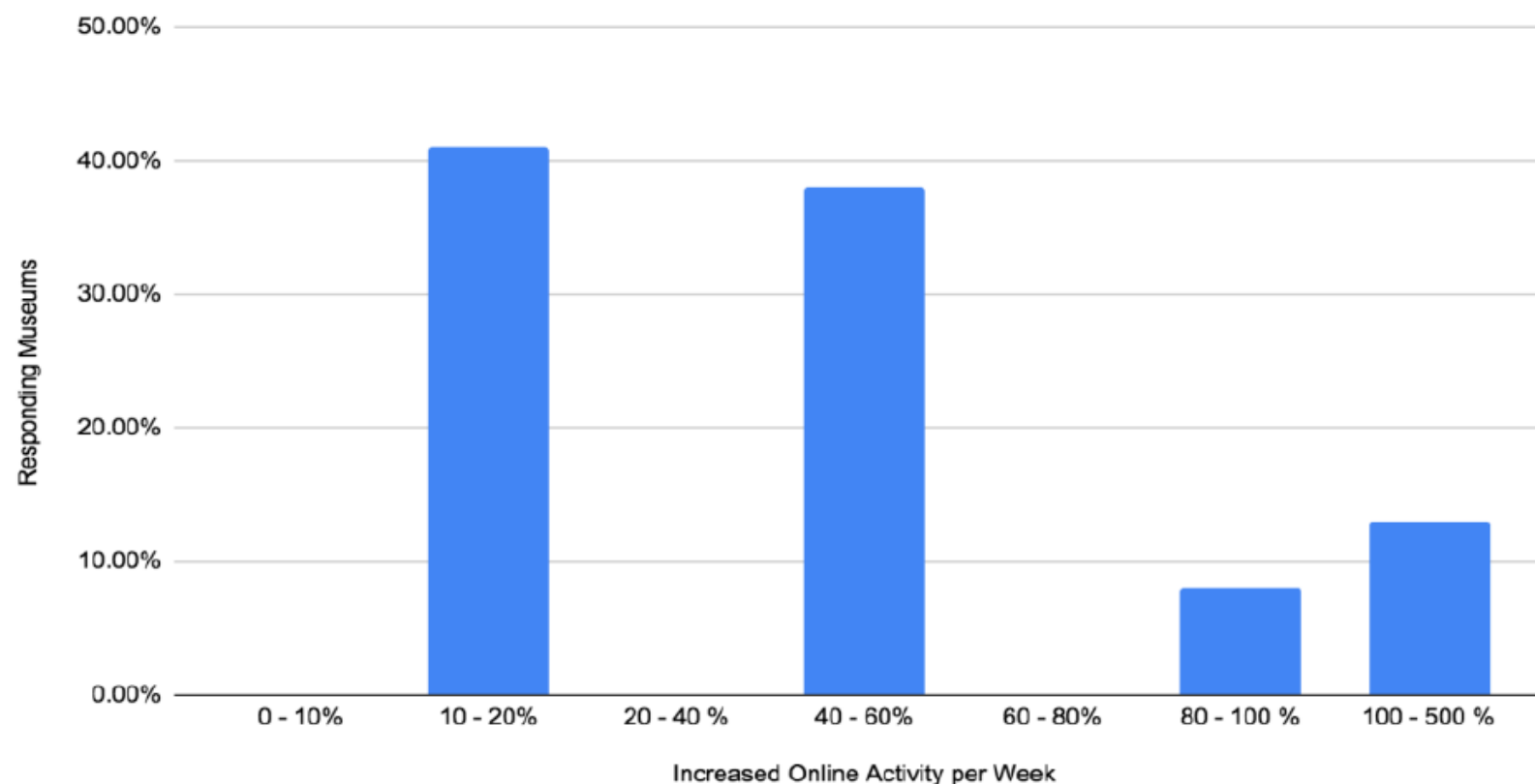
Network of European
Museum Organisations

Survey on the impact of the COVID-19 situation on museums in Europe

Increased online visits

- **40% of the museums that responded to the survey have noticed increased online visits** since they have been closed.

How Many Museums Have Seen an Increase in Online Activity?



- Efforts have paid off – many museums report an increase in visits to websites and especially, social media platforms.

COVID-19 IMPACT Museum Sector Research Findings

Summary Report

Art Fund_

WAFFER HADLEY
CULTURAL INSIGHT

Going Digital

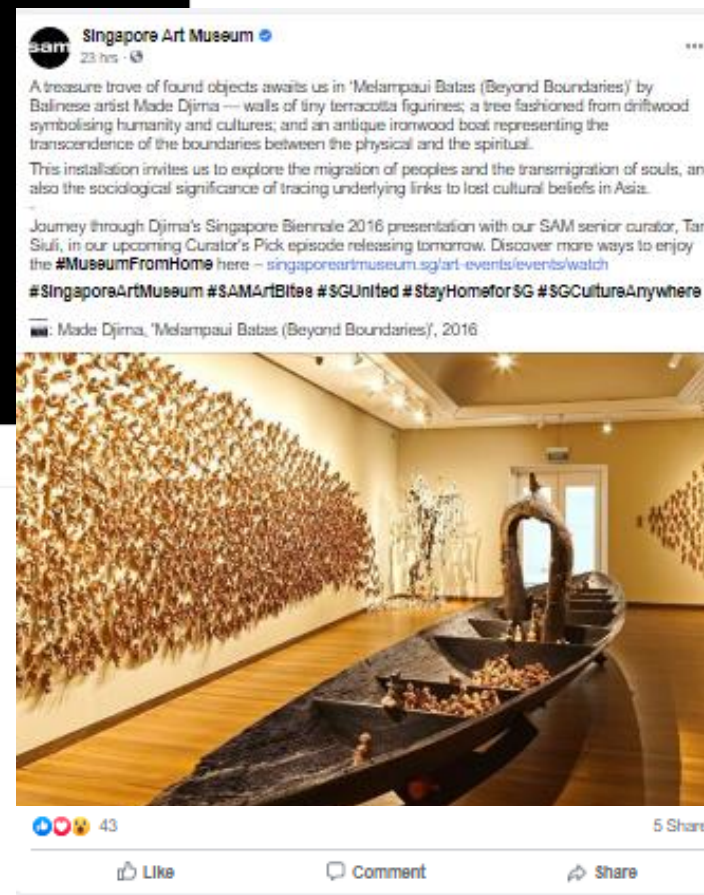
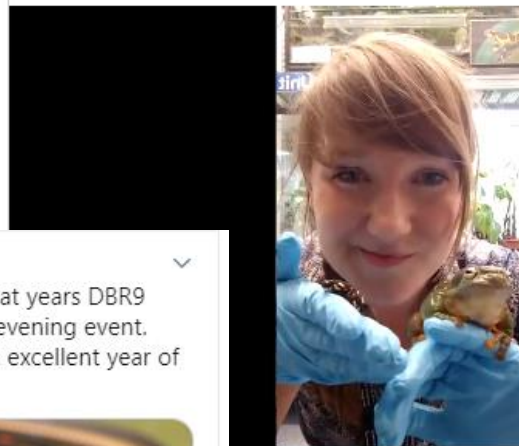
While less than half have seen an increase in online visitors to their websites, there are reports of significant increase in engagement with social media content.

Digital Strategies & Initiatives in Covid-19 Times

1) Unique & Innovative Social Media Tactics & Campaigns

Matthew O'Donnell @MatthewODonnell · 1m
Very excited for the return of [#FrogFriday](#) @McrMuseum. Tune in at 1pm today to see @KasiaMajewski1 discussing diversity in frogs!
[#MuseumFromHome](#) #MMinQuarantine

Kasia Majewski @KasiaMajewski1 · 15h
Join me tomorrow for Frog Friday Segment 6: DIVERSITY [#FrogFriday](#) @McrMuseum [#MuseumFromHome](#)
[Show this thread](#)



Dr Sarah Bearchell 🌈 🐞 🌻 🔬 🐦
@SarahBearchell

I loved @sacha_coward's [#MuseumFromHome](#) so much, here's [#ScienceFromHome](#)! A super fast snippet of science you might not be able to do at home. I hope the [#scicomm](#) community joins in!



130 10:13 PM - Mar 17, 2020



- [#MuseumFromHome](#) has been to tag virtual tours, stay-home activities and other virtual content, including by the big players like the British Museum, V &A, National Gallery of Art (Washington DC), etc.
- And it has inspired a series of spin-offs including [#ScienceFromHome](#).

Digital Strategies & Initiatives in Covid-19 Times



I Love Museums is at International Museum Day - ICOM.

29 May at 11:00 • 🌐

🔔 [IMD@SG] Our cultural institutions may have different stories to tell, but they converge in their zeal to promote diversity and inclusion albeit through different means. To celebrate International Museum Day 2020, we're sharing how our Museum Roundtable members have played their parts in creating inclusive spaces, storylines, and initiatives for people of different needs, backgrounds, and origins.

🧸 Today, the **Mint Museum of Toys** presents this doll known as the 'Manchu Lady', reminding us of our progression towards gender equality and women's empowerment in society.

📷 Image courtesy of the Mint Museum of Toys.

#IMD2020 #Museums4Diversity
#Museums4Equality #MuseumRoundtable
#CultureCarriesOn #DoseOfCulture
#SGCultureAnywhere #MuseumsAndChill

DIVERSITY & INCLUSION

@MINT MUSEUM OF TOYS



MANCHU LADY

Known as the 'Manchu Lady', this handmade doll is based on a Manchu woman dressed in traditional Chinese costume in the early 1920s. Its maker, the 'Door of Hope Mission', is a Christian mission opened by Protestant women in 1901, housing young women not only for the purposes of rescue but for social control and refugee relief.

During an era when females were discriminated from any learning, the mission promoted inclusion and remedied exclusion by imparting useful skills to women. These included sewing, embroidery and knitting which they applied when making clothes for wooden dolls.

INTERNATIONAL MUSEUM DAY
18 MAY 2020



National Museum of Singapore

27 May at 12:10 • 🌐

Drive away mid-week blues with this beautiful shot of nature thriving outside the National Museum by @chezkelly!

With the increase of wildflowers, grasshoppers and butterflies, nature seems to be healing and thriving during this period, not only in Singapore but all around the world. 🌱🦋❤️

#CultureCarriesOn #DoseofCulture
#MuseumfromHome #StayHomeforSG
#SGUnited #SGTogether #SGCultureAnywhere

...
#Repost • @chezkelly #singapore
#circuitbreaker #covid19 #wildflowers
#natureinsingapore
#nationalmuseumsingapore
#singaporediaries #stayhome



chezkelly



acm_sg • Following
ACM (Asian Civilisations Museum)



#ACMCraft



acm_sg Who's up for a candlelit dinner at home? Many candelabras were made for dining tables in Europe and America in the 18th century, but this one is special. It's decorated with brightly coloured enamels, and the stem supports five candleholders shaped like lotus flowers. Does your dining table have its own stunning centrepiece? Snap a picture of it to let us know!


If not, #GetCreativeAtHome today by making a centrepiece to liven up your home dining table. You can use your candle, fairy lights, and recycled materials to assemble an original masterpiece created straight from your own imagination. If you have a public account, share your inventive centrepiece creations with us by tagging @acm_sg, #ACMSG.

#UnderstandEverything #CultureCarriesOn
#DoseOfCulture #SGCultureAnywhere
#MuseumFromHome #ACMCraft

I Love Museums' and culture sector's social media campaigns with hashtags #CultureCarriesOn, #DoseOfCulture and #SGCultureAnywhere.

Digital Strategies & Initiatives in Covid-19 Times


□ A little peace and calm to ease anxiety and stress



Museum of the City of NY @MuseumofCityNY


We know there's a lot of stressful news in your timeline, so here's a [#MuseumMomentofZen](#).

🎨: Herbert Bolivar Tschudy
The Turtle Tank, @nyaquarium, 1920
Museum of the City of New York, 47.141.3



136 10:07 PM - Mar 11, 2020

44 people are talking about this



Muskegon Museum of Art


20 May at 20:00

Good morning, friends. We hope you enjoy this mid-week Museum Moment of Zen.

[#museummomentsofzen](#) [#museumzen](#)
[#mindfulmoment](#)
[#WilliamLouisSonntag](#)

[#MUSEUMMOMENTOFZEN](#)

"Step back . Allow things to unfold. There's a beauty to be found in letting things be."
- Tamara Levitt




COURTESY OF THE MUSKEGON MUSEUM OF ART'S PERMANENT COLLECTION

"MOUNTAIN LANDSCAPE" BY WILLIAM LOUIS SONNTAG

26 5 shares

Like Comment Share




Plains Art Museum

20 Mar at 02:45


We are launching [#ThrowingThursdays](#) a moment for you to slow down, meditate, and appreciate the movement and elemental relationship of clay and hands. Our ceramics studio is empty right now, but we look forward to the days that it is bustling with energy again. Until then, sending positive energy your way.

[#museummomentsofzen](#)
[#museumsfromhome](#) [#wheelthrowing](#)
[#learningthroughplay](#) [#homeschool](#)



9 2 comments • 2 shares • 269 Views

Like Comment Share




National Gallery of Art @ng... · May 30

While we hope our daily tours have offered you some respite during these difficult times, today our whole tour will be a [#MuseumMomentofZen](#).

We'll take a mindful moment with the painting on the left—Winslow Homer's "Breezing Up (A Fair Wind)" (1873-1876).

[#MuseumFromHome](#)

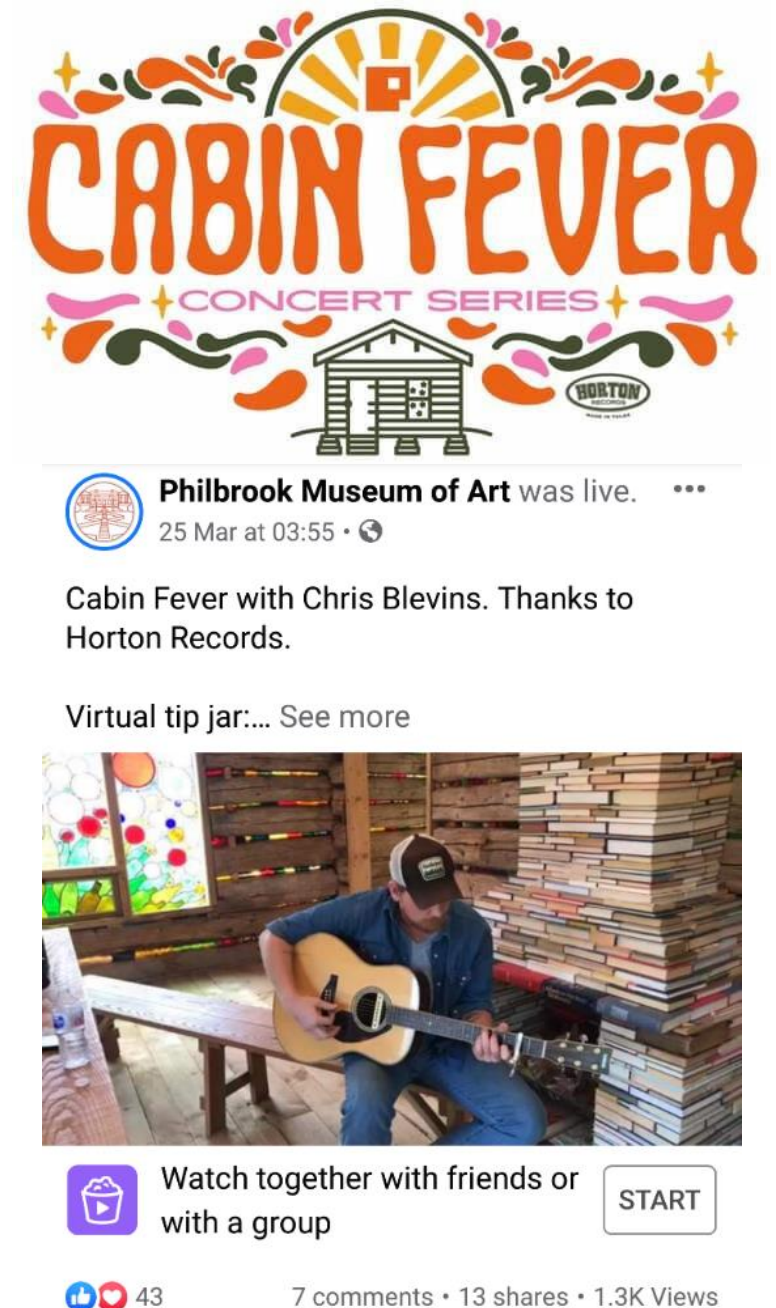
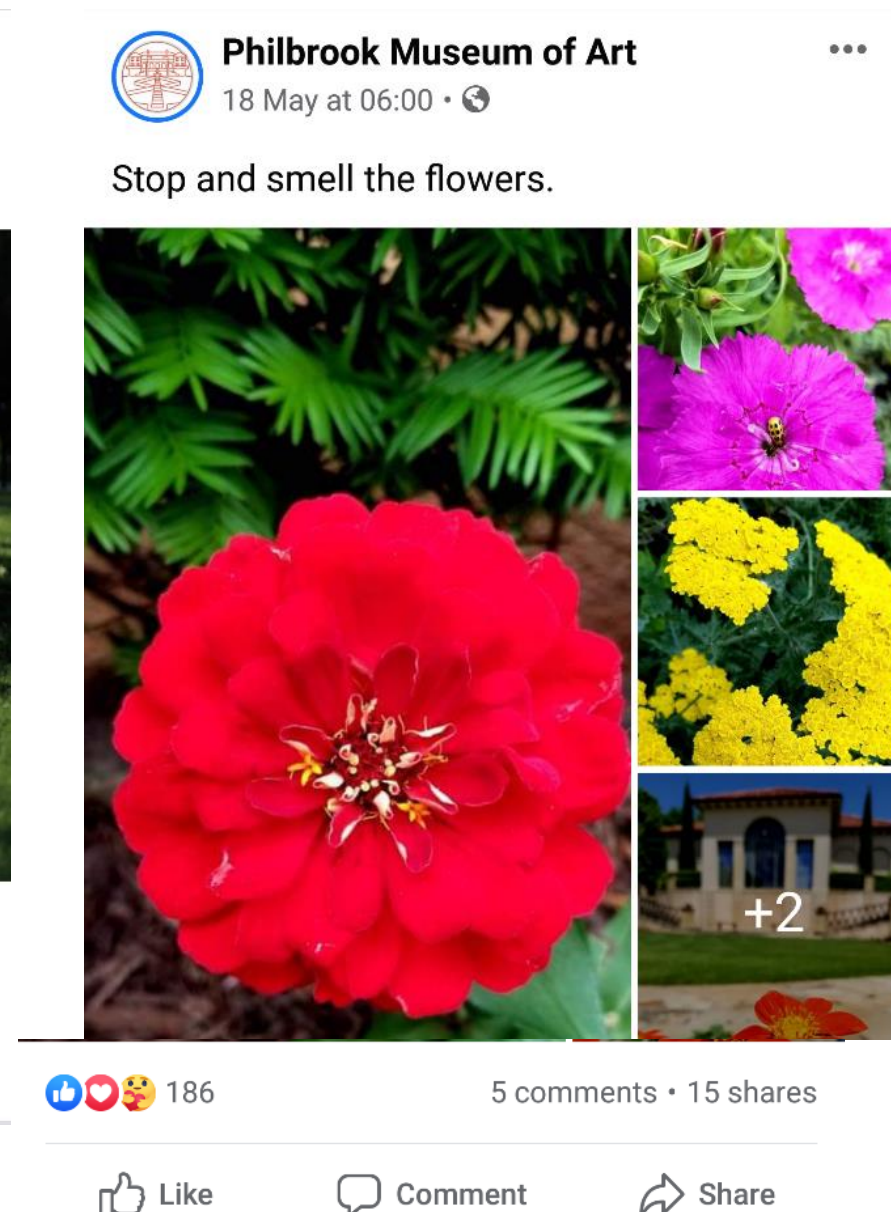


4 28 116

Like Comment Share

- [#MuseumMomentofZen](#) presents images and videos of calming museum objects and other scenes to ease anxieties and offer comfort in these uncertain and difficult times.

Digital Strategies & Initiatives in Covid-19 Times



- **Philbrook Museum & Gardens (Tulsa)** rebranded its website and social media platforms to '**Chillbrook Museum**' and produced and put out content including live-streamed concerts by local singer-songwriters performing at its on-site log cabin to keep audiences entertained and 'chill' while they stayed home.

Digital Strategies & Initiatives in Covid-19 Times

❑ Entertainment and comic relief to lift spirits



- Inspired by penguins exploring the closed Shedd Aquarium, **Field Museum (Chicago)** posted **videos of its mascot, Sue**, a Tyrannosaurus Rex, running loose in and exploring the closed museum.

Digital Strategies & Initiatives in Covid-19 Times

Nat'l Cowboy Museum @ncwhm · Mar 17
Hello, my name is Tim and I am the head of security for The Cowboy. I have been asked to take on the additional duty of social media management while the museum is closed. I'm new to this but excited. My team will also continue to protect and monitor the museum. Thanks, Tim
Send



118 305 2.4K

Nat'l Cowboy Museum @ncwhm · Mar 17
This is the hat and eyepatch the Duke wore in the movie True Grit. They are part of our Exhibition about the 2 True Grit. Lots of interesting props and clothes. I'm told I can't try it on. Hashtag John Wayne. Lucas, my grandson, told me to use hashtags. Thanks, Tim



15 68 713

Nat'l Cowboy Museum @ncwhm

Thanks for all the tips, Friends. Realize I have been doing the hashtags wrong. I need to use that pound sign from the phone. I'm learning! Here's his costume from True Grit from 1969 courtesy of John Wayne Enterprises.
[#HashtagJohnWayne](#) Thanks, Tim



17.7K 2:16 AM - Mar 20, 2020

1,416 people are talking about this

Nat'l Cowboy Museum @ncw... · Mar 19
This is one of her photos of people lined up at a social security office in San Francisco trying to get unemployment benefits in 1937. It was a tough time then. And it looks like it's going to be a tough time now. But we get through these times together, don't we?
Thanks, Tim



102 1.4K 14.8K

- **The National Cowboy and Western Heritage Museum (Oklahoma City) had its head of security take over its official twitter feed to wholesome and hilarious results.**

PRIDE IN OUR PAST, LEGACY FOR THE FUTURE



Digital Strategies & Initiatives in Covid-19 Times



Roald Dahl Museum @roald... · Mar 20
We'll be closed from 5pm tomorrow, but we're leaving Matilda in the Museum! We imagine she'll be tweeting every day... hope she doesn't get up to too much mischief
[#MuseumMatilda](#) [#Museumfromhome](#)



1 5 33



Roald Dahl Museum @roald... · Apr 17
Day 30. Existential crisis.
[#MuseumMatilda](#) [#Museumfromhome](#)
[#Museumathome](#)



2 6 21



Roald Dahl Museum @roald... · Apr 26
Look! It's Roald Dahl's actual false teeth in a drawer. Because why not.

[#MuseumMatilda](#) [#MuseumFromHome](#)
[#Museumathome](#)



6 14



Roald Dahl Museum @roald... · Apr 28
Shhhhh... I've managed to get into the Director's office. Don't tell him, OK?

[#MuseumMatilda](#) [#MuseumFromHome](#)
[#Museumathome](#)



4 24

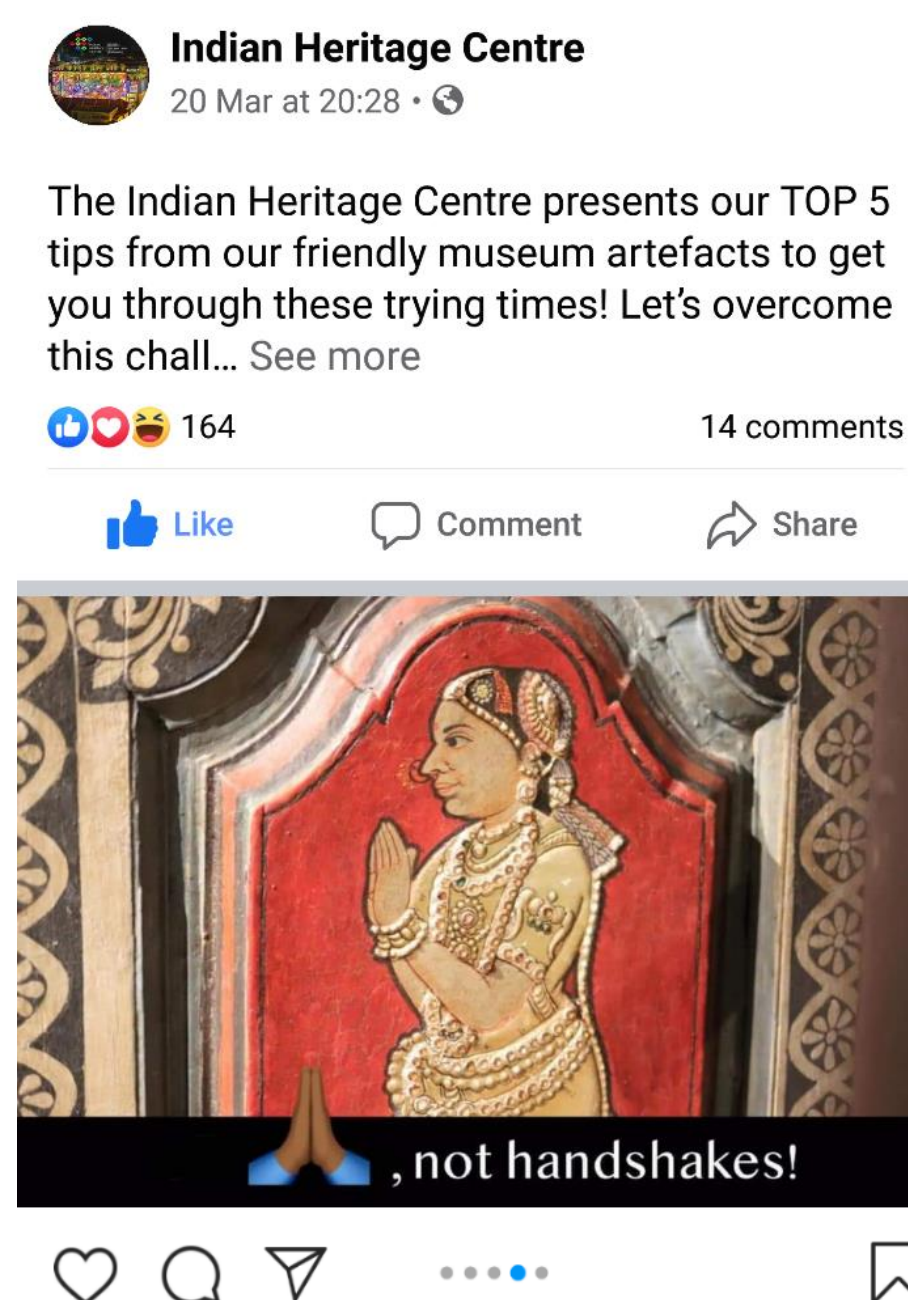
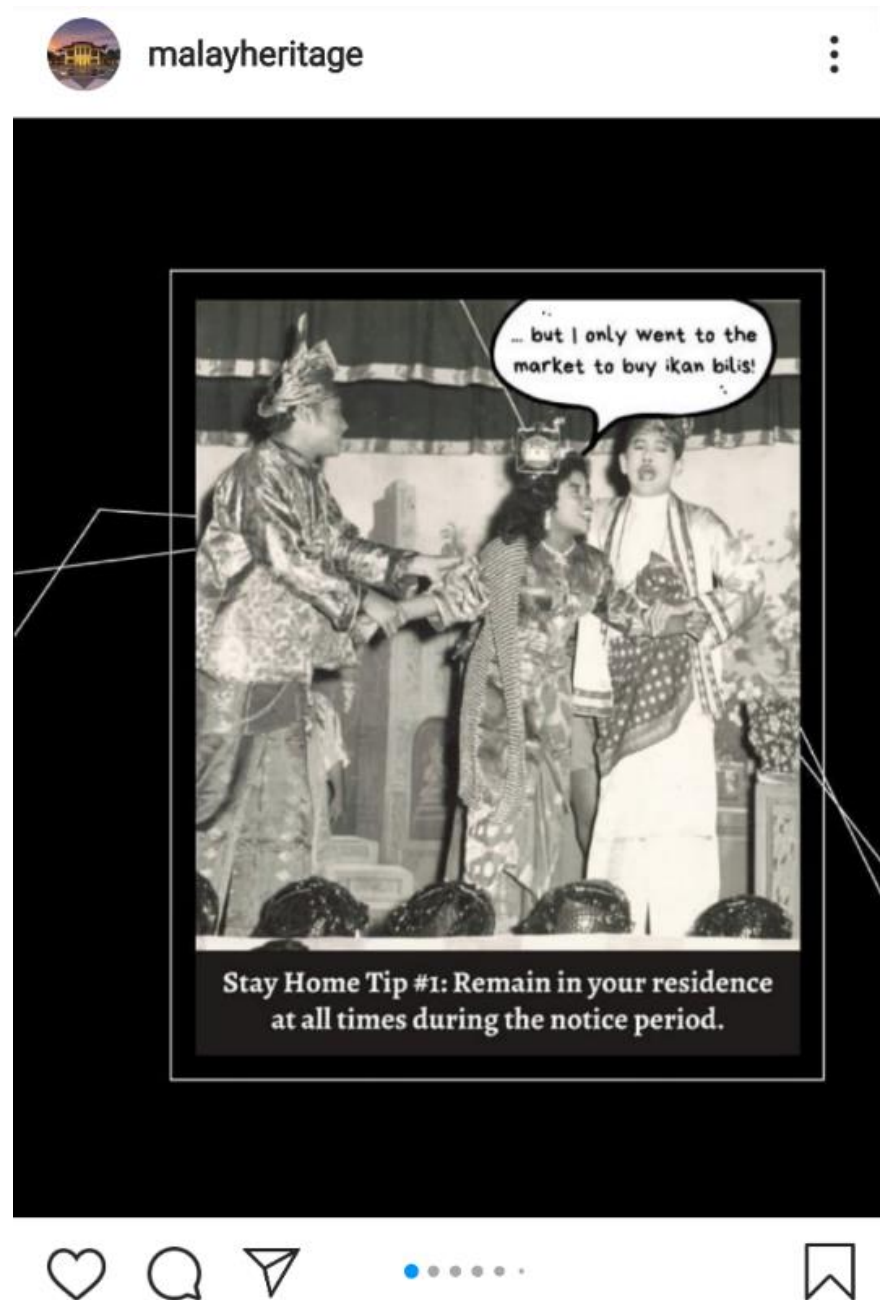
- The **Roald Dahl Museum's twitter account** has been **taken over by its Matilda doll**, posting cheeky updates and behind-the-scenes picture from the museum.

Digital Strategies & Initiatives in Covid-19 Times



- The J Paul Getty Museum (Los Angeles), inspired by the Rijksmuseum (#StayHomeChallenge) and the Instagram account, Between Art and Quarantine, issued a playful challenge over Twitter, Facebook and Instagram for people to **'recreate' their favourite artworks** from its collection using objects lying around the house (**'Getty Museum Challenge'**).
- And since then, many other museums have gotten in the act.

Digital Strategies & Initiatives in Covid-19 Times



- **NHB Heritage Institutions' social media campaign leveraged museum objects to reinforce key Covid-19 messages in a light-hearted tone.**

Digital Strategies & Initiatives in Covid-19 Times

❑ Digital Fundraising

Night at the Museum: Gala Dinner 2020

THIS EVENT HAS BEEN CANCELLED
There are fantastic prizes on offer in our online Silent Auction. Live until 30 April 2020

Online Fundraising Auction

Help us raise funds towards the new permanent Pacific Gallery as part of the transformation of the Australian Museum.



Tenement Museum 2020 Virtual Gala

by Tenement Museum

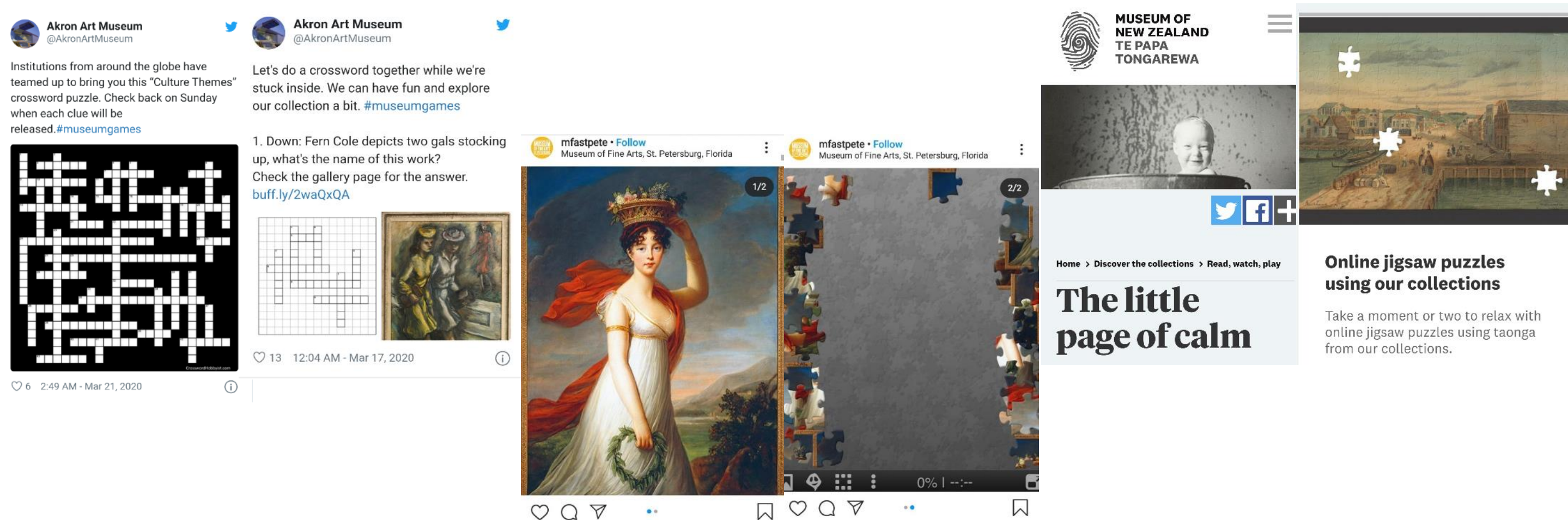
[DONATE NOW](#)



- *[Left]* **Australian Museum's Night at the Museum Gala** took the form of an **online silent auction**. Funds raised will go towards funding a new permanent Pacific Gallery.
- *[Right]* **Tenement Museum** transformed its **2020 Gala** into a **virtual fundraiser**. Besides a short digital programme, the museum offered an optional 'Lower East Side box dinner for when 'things return to normal'.

Digital Strategies & Initiatives in Covid-19 Times

2) Content and communications targeted at different audience segments (e.g. children and seniors confined to home, parents looking for ways to keep children occupied and adults working from home/social distancing).



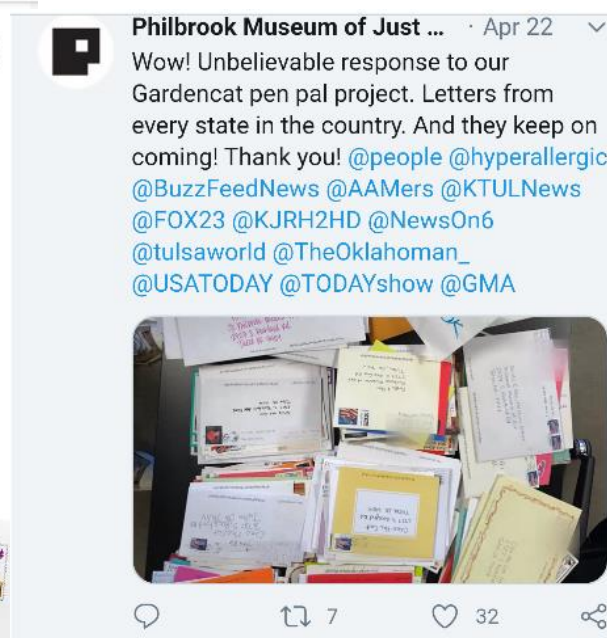
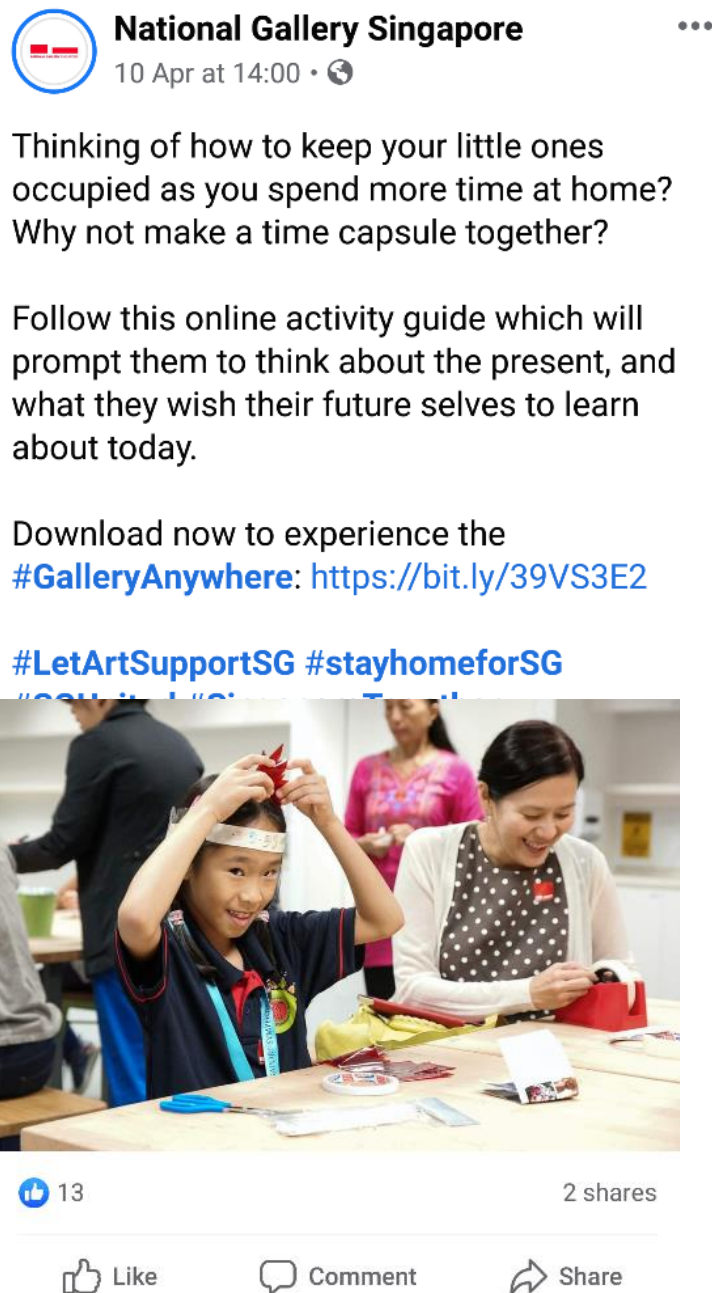
- [Left] Akron Art Museum (Ohio), with help from peer institutions, has created **crossword puzzles based on its collection**.
- [Middle] Museum of Fine Arts, St Petersburg (Florida), has come up with a **jigsaw puzzle** intended to be completed **online**.
- [Right] Te Papa's **collection-based jigsaw puzzles and quizzes** as part of its 'The Little Page of Calm' resources.

Digital Strategies & Initiatives in Covid-19 Times



- [Left & Middle] Museo de Arte Puerto Rico and the Royal Academy of Art set daily challenges, including drawing based on themes.
- [Right] Museums, libraries and other cultural institutions have offered colouring books and pages, including those based on their collections for free download.

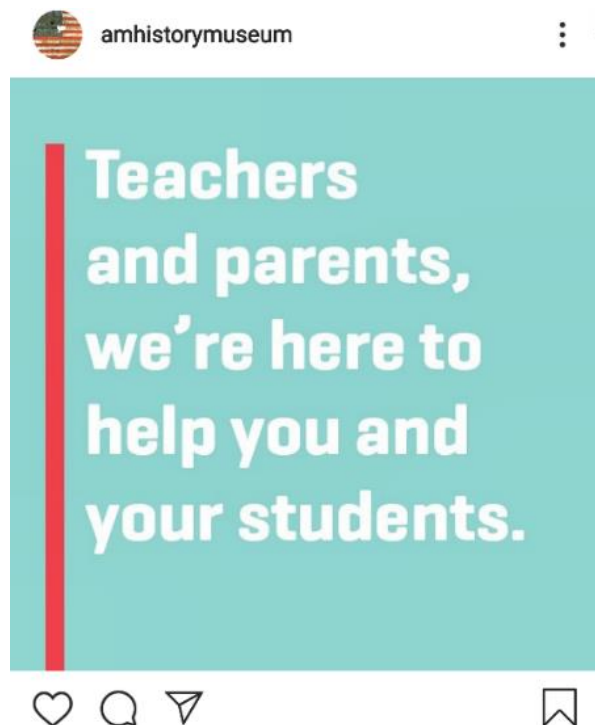
Digital Strategies & Initiatives in Covid-19 Times



- **[Left] National Gallery Singapore's online activity guides** for the whole family to work on together.
- **[Middle] ArtScience Museum's DIY art and craft activity instructional videos**, including those inspired by past exhibitions.
- **[Right] Philbrook Museum** put out a call over Instagram for its **cat 'pen pal' programme** which captured (inter)national interest.

Digital Strategies & Initiatives in Covid-19 Times

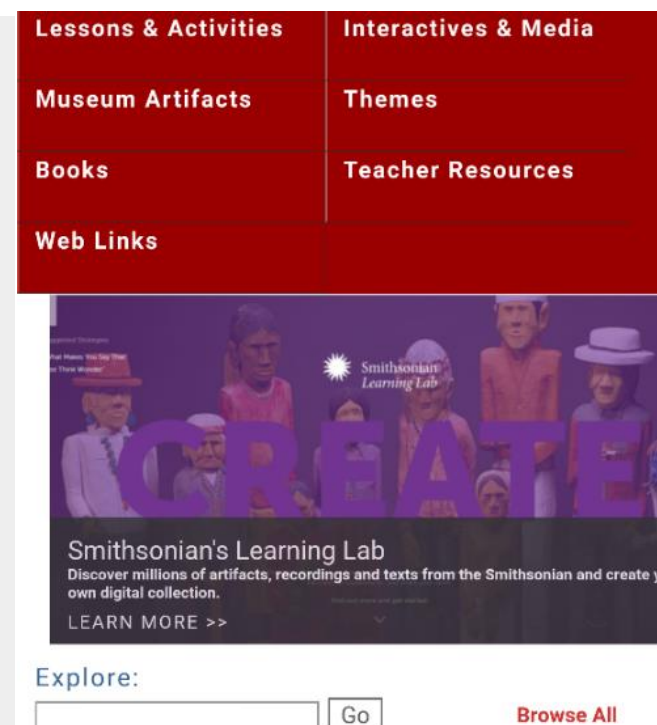
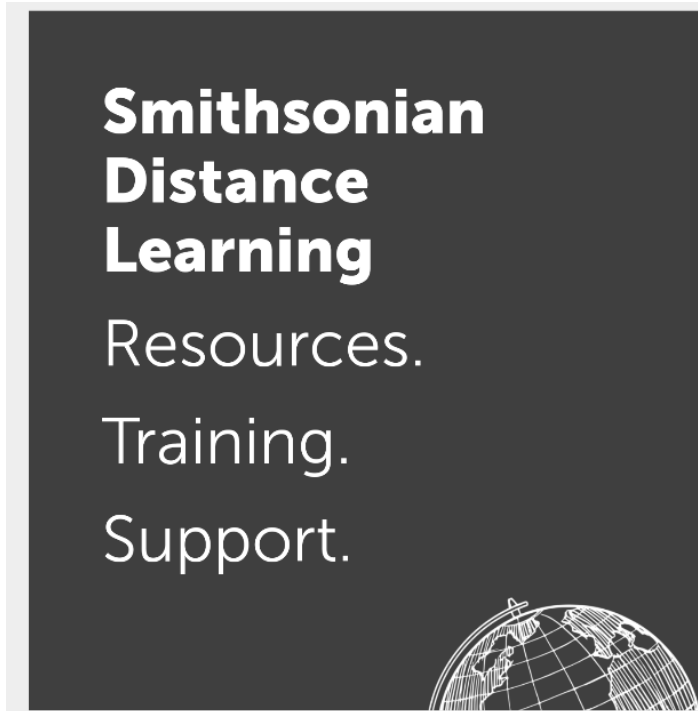
❑ Alternative (in)formal education (re)source



3,233 likes

amhistorymuseum Schools might be closed, but learning continues. We have high tech, low tech, and no tech resources great for distance learning or activities at home. Click the link in our bio to learn more.

Don't see something useful to you? Email learning@si.edu and we'll try to help.
#SmithsonianEdu #apush #sstlap #sschat
#OnlineLearning #MuseumAtHome

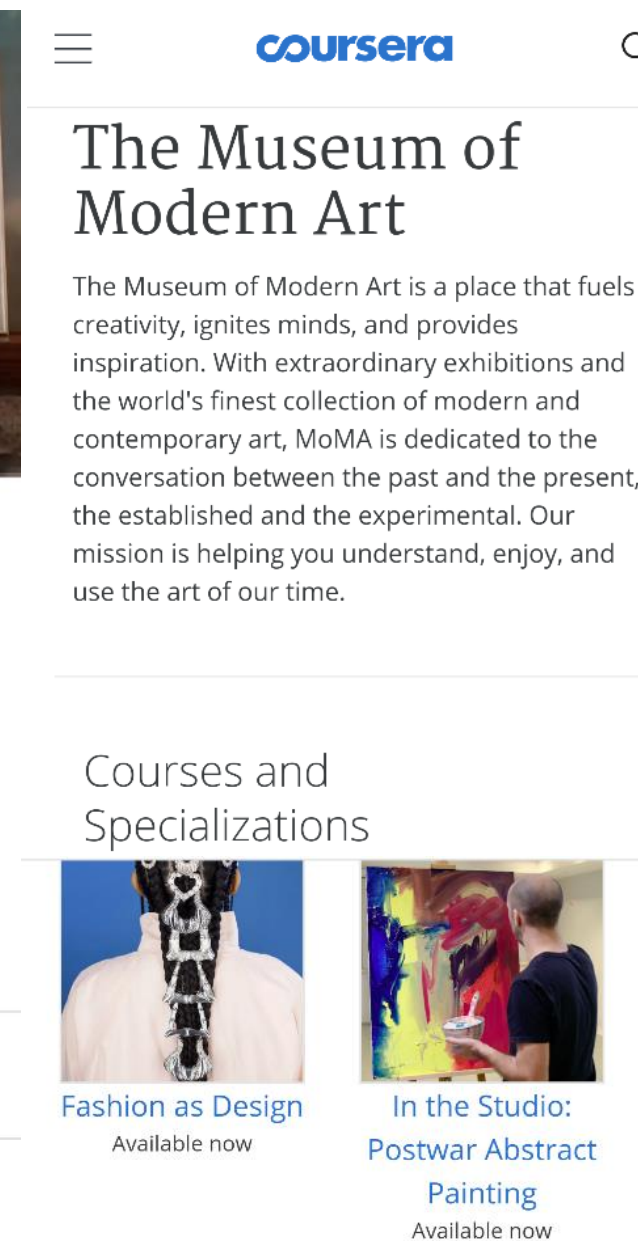
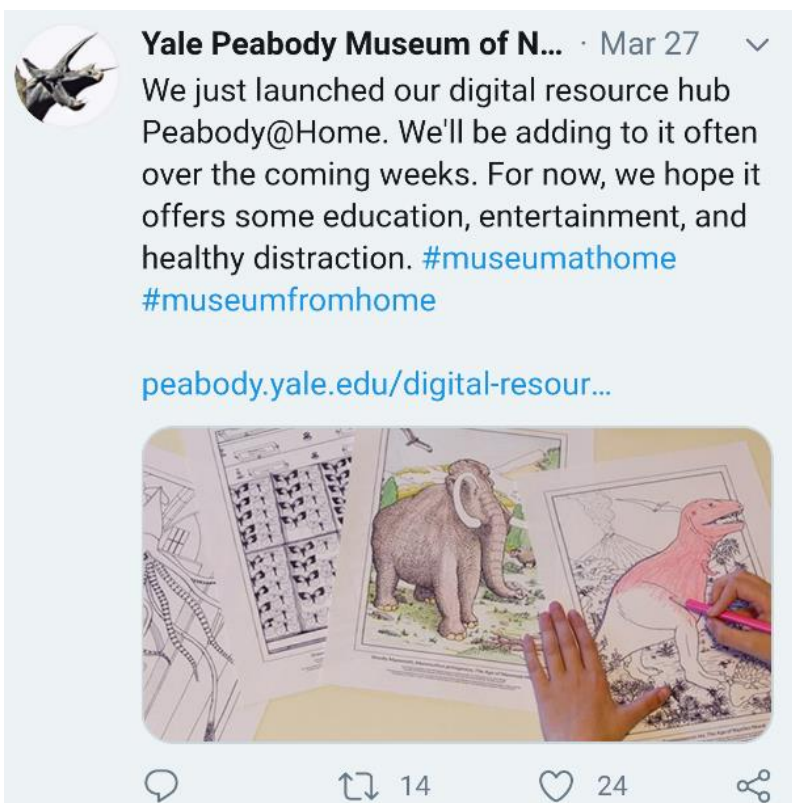


From the Collection to the Classroom

From the Collection to the Classroom:
The online educational hub for The National WWII Museum's own curriculum covering four separate volumes on the history of World War II including: The War in the Pacific, The War in Europe, The Home Front, and Liberation & Legacy. Each

- [Left] **Smithsonian Institution** launched a **central portal offering distance learning resources** to support teachers and students from pre-Kindergarten to Grade 12 during school closures. These learning resources are aligned with national learning standards.
- [Right] **National World War II Museum (New Orleans)** gathered together its various online resources to support teachers in conducting online lessons about World War II.

Digital Strategies & Initiatives in Covid-19 Times



- [Left] Yale Peabody Museum of Natural History launched its digital resource hub, Peabody@Home, offering education, entertainment and diversion.
- [Right] Museum of Modern Art – MoMA Learning offers a treasure trove of resources for those wanting to learn something new while confined to home.

Digital Strategies & Initiatives in Covid-19 Times

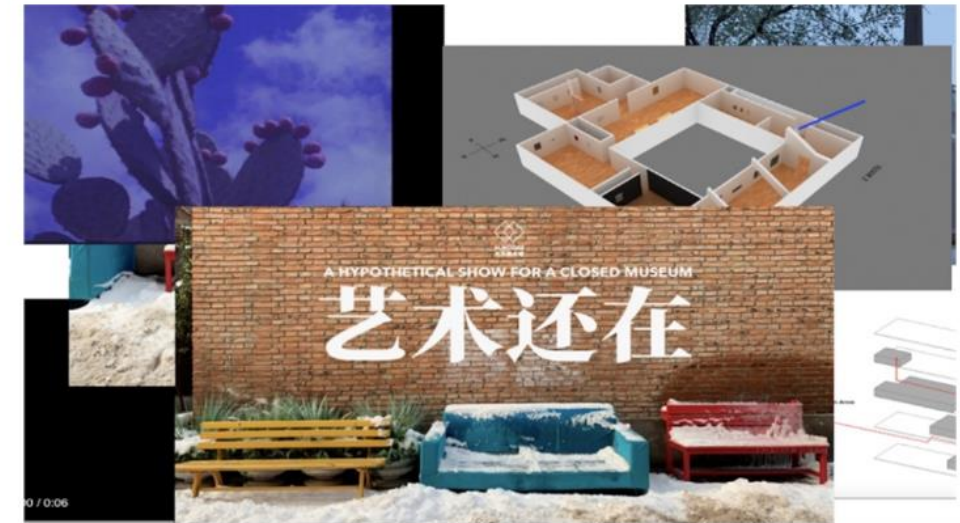
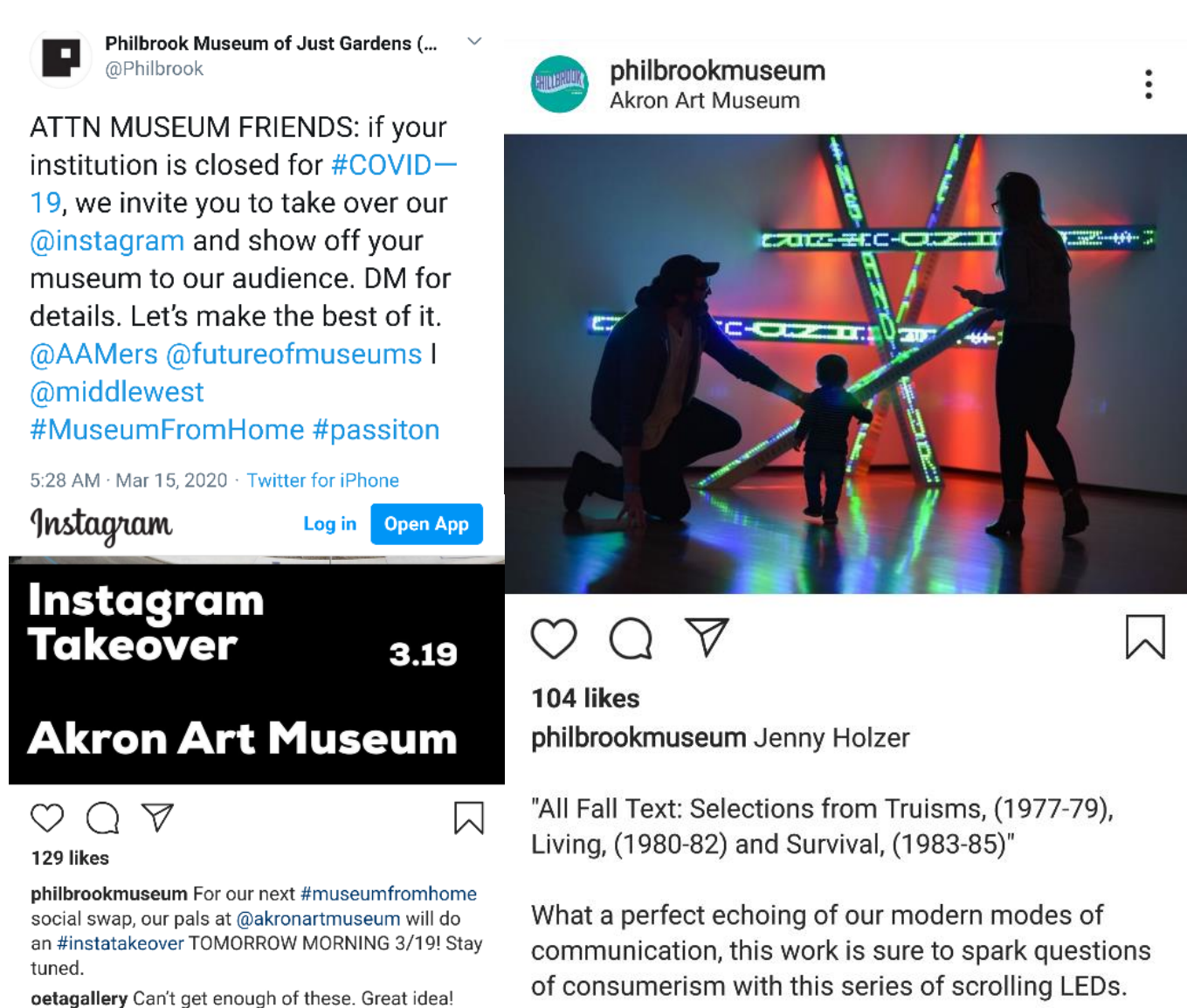
❑ Virtual Celebration of Cultural Heritage



- [Left] **Jewish Heritage Network** created a virtual solution for families and friends from all over the world to **come together and celebrate Passover Eve** while reading from special Haggadot shared by members of their network and library partners.
- [Right] **NHB** organised '**Ramadan Together**' with Facebook live events and other online activities such as a mass iftar, community karaoke session, online sharing of Raya recipes, etc.

Digital Strategies & Initiatives in Covid-19 Times

3) Cross-Institutional Collaboration



M Woods

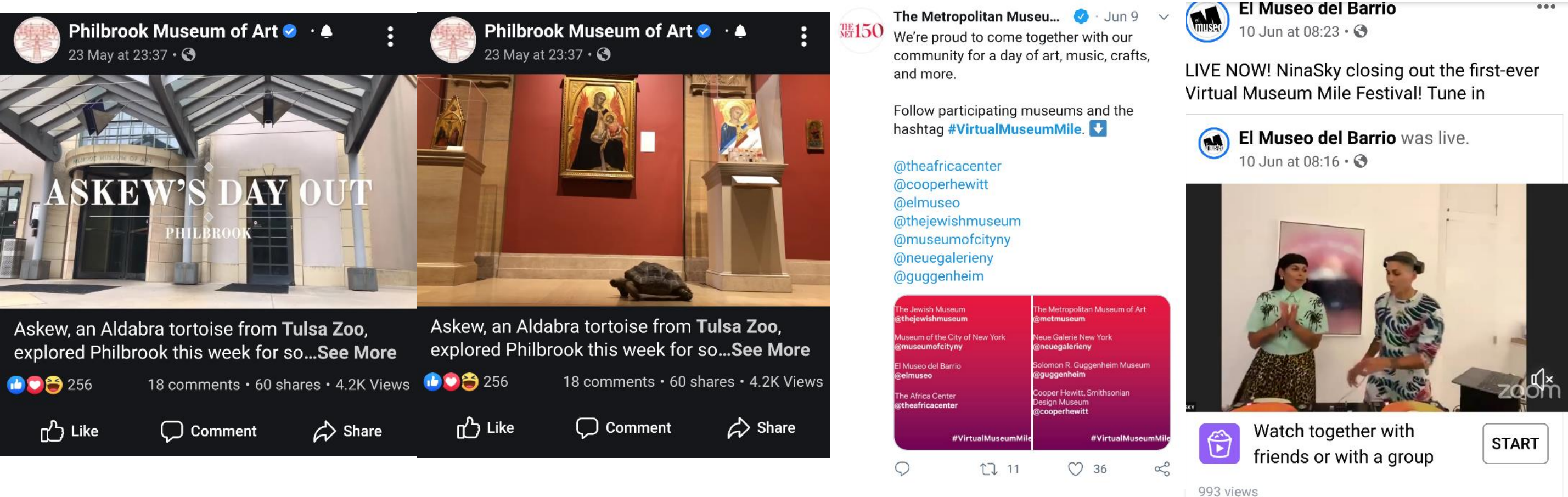


Palace Museum offers three virtual tours of China's Imperial home. Image: Sina.com.cn

- [Left] **Philbrook Museum** initiated an Instagram takeover to cross-promote participating museums to one another's audiences.
- [Right] Chinese museums hit by Covid-19-related closures, put their **online exhibitions and other digital resources** at a centralised location, the National Cultural Heritage Administration website.

Digital Strategies & Initiatives in Covid-19 Times

3) Cross-Institutional Collaboration



- [Left] Philbrook Museum and the Tulsa Zoo collaborated on having Askew, an Aldabra tortoise from the zoo, visit and explore the Philbrook Museum.
- [Right] First-ever Virtual Museum Mile presented by museums o Fifth Avenue, New York City.

Digital Strategies & Initiatives in Covid-19 Times

Tips from the Philbrook Museum

Reorganise – Your regular museum website will be focused on people walking through the doors. This isn't going to be needed for several months, so take the opportunity to reorganise your website to better support your audiences new needs.

Reuse – Museums all have resources that can be recycled and put online. This could be films created for YouTube, a Podcast, Educational resources or colouring sheets. Look at what assets you have and recycle.

Rethink – Philbrook are live-streaming from the museum every day. This won't be possible in cities where none essential travel is banned, but other options exist. Rijksmuseum have been sharing films of curators talking about art from their homes.

Relaunch – Relaunch your website and shout about the fact that you're adapting to the COVID-19 crisis and looking for new ways to support your community at a difficult time.



Digital Strategies & Initiatives in Covid-19 Times

Insights from the Royal Academy

Asked about his approach for the museum's social media during the coronavirus pandemic, Mr. Koszary said that people seemed to want light relief from the news. But he added that lighthearted tweets would not be enough to get museums through this difficult period. Instead, the Royal Academy's social team was trying to reflect all aspects of how people were feeling, he said: "this weird mixture of scared and bored."

On Twitter, that meant setting daily tasks to keep people engaged. ("You can't come in to look at the art. Show us the art on your walls instead," read [one recent tweet](#).) On [Instagram](#), the museum has been posting calming paintings accompanied by breathing instructions to help people meditate. Nick Sharp, the museum's digital director said that the museum was looking into using social media for live drawing classes. (It used YouTube to stream classes in 2018.)

In a telephone interview, Mr. Koszary laughed when asked if his approach should be imitated. "The worst thing you can tell someone is to be funny," he said. "People should copy me to the extent that they should try and form proper human connections," he said. "But that doesn't mean everyone should be tweeting requests for ham."



"Sunburnt Pirate" - Albert (6)



tional
ritage
ard

The Last Word...

1. The Online Museum Is Here to Stay

Many museums have already established a fulsome virtual platform, building digital institutions with stand-alone offerings. These digital gains will expand to become full partners in how our audiences experience our institutions.

Madeleine Grynsztejn, Director of the Museum of Contemporary Art Chicago

Digital distribution will play a role beyond the pandemic

Among those who are participating online more frequently than they used to, most (67%) think they will continue doing so when the pandemic is over, suggesting there will be a long-term role for digital distribution of cultural content.

The intention to continue participating online is higher among some groups, such as people with a disability (70%), those who are caregivers to older adults (70%) and parents of children aged under six (68%). One person shared:

'I have severe social phobia so attending in person is often impossible for me. The wealth of online activities around the world has made arts and culture so much more accessible to me. It's wonderful.'

Some people say that after the pandemic, they would like a choice of attending in-person or watching a livestream (35%). Again, people who live with a disability are more likely to want this option available, confirming the role for digital in expanding access to the arts.

Covid-19 Audience Outlook Monitor
Australia Snapshot Report: May 2020

- **Digital initiatives as complementing the physical visit experience and having the potential to spur in-person visits (once it's possible again).**

Thank You!