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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.



**National
Heritage
Board**

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



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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.



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.



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 exhibitions	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

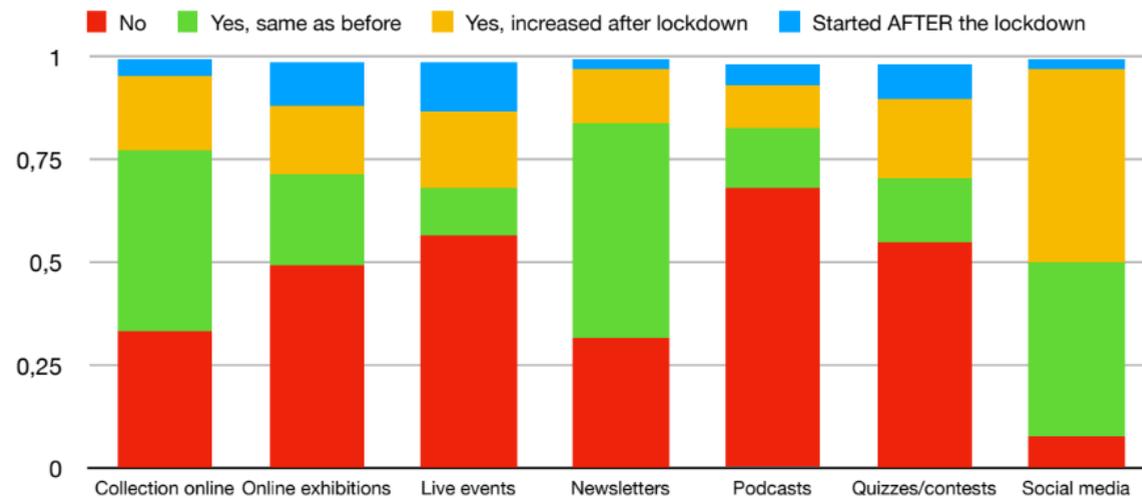
Survey on the impact of the COVID-19 situation on museums in Europe

Museum Communication and Online Presence

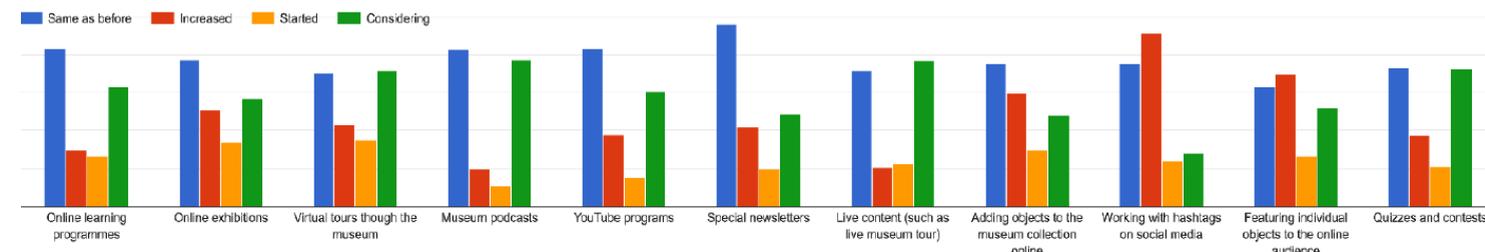
More than **60% of the museums have increased their online presence** since they were closed due to social distancing measures, while only 13,4 % have increased their budget for online activities.

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



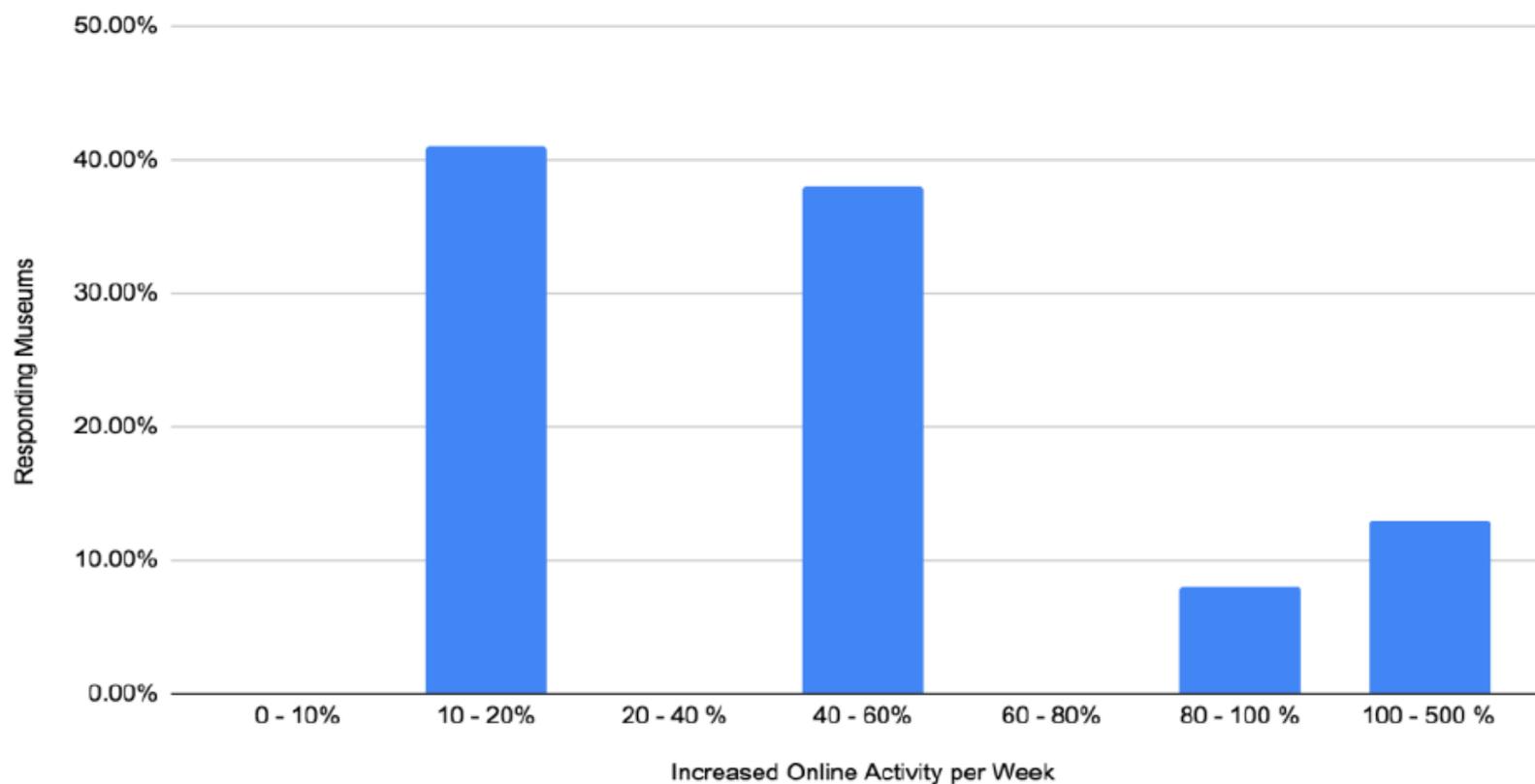
Network of European
Museum Organisations

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.



Going Digital

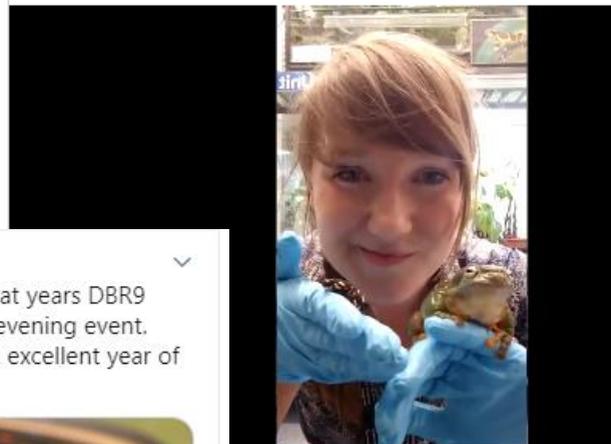
While less than half have seen an increase in online visitors to their websites, there are reports of significant increase in engagement with social media content.

Digital Strategies & Initiatives in Covid-19 Times

1) Unique & Innovative Social Media Tactics & Campaigns

Matthew O'Donnell @Matthew0Donnell · 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](#)



Singapore Art Museum Singapore Art Museum · 23 hrs · 48
A treasure trove of found objects awaits us in 'Melampauai Babas (Beyond Boundaries)' by Balinese artist Made Djima — walls of tiny terracotta figurines; a tree fashioned from driftwood symbolising humanity and cultures; and an antique ironwood boat representing the transcendence of the boundaries between the physical and the spiritual.
This installation invites us to explore the migration of peoples and the transmigration of souls, and also the sociological significance of tracing underlying links to lost cultural beliefs in Asia.
Journey through Djima's Singapore Biennale 2016 presentation with our SAM senior curator, Tan Siuli, in our upcoming Curator's Pick episode releasing tomorrow. Discover more ways to enjoy the #MuseumFromHome here — singaporeartmuseum.sg/art-events/events/watch
#SingaporeArtMuseum #SAMArtBitee #SGUnited #StayHomeforSG #SGCultureAnywhere



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

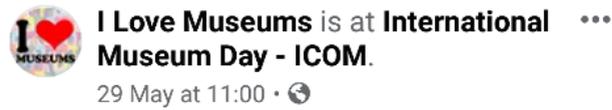
Aston Martin Museum @AMHT1 · Jun 11
This Scalextric layout was created for the 2007 launch of that years DBR9 racing team, it was set up at AML's Gaydon atrium for the evening event. Obviously all the practice helped the drivers prepare for an excellent year of racing. #AstonMartinRacing #AMR #MuseumFromHome



7 30

- **#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



🔔 [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



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 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



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

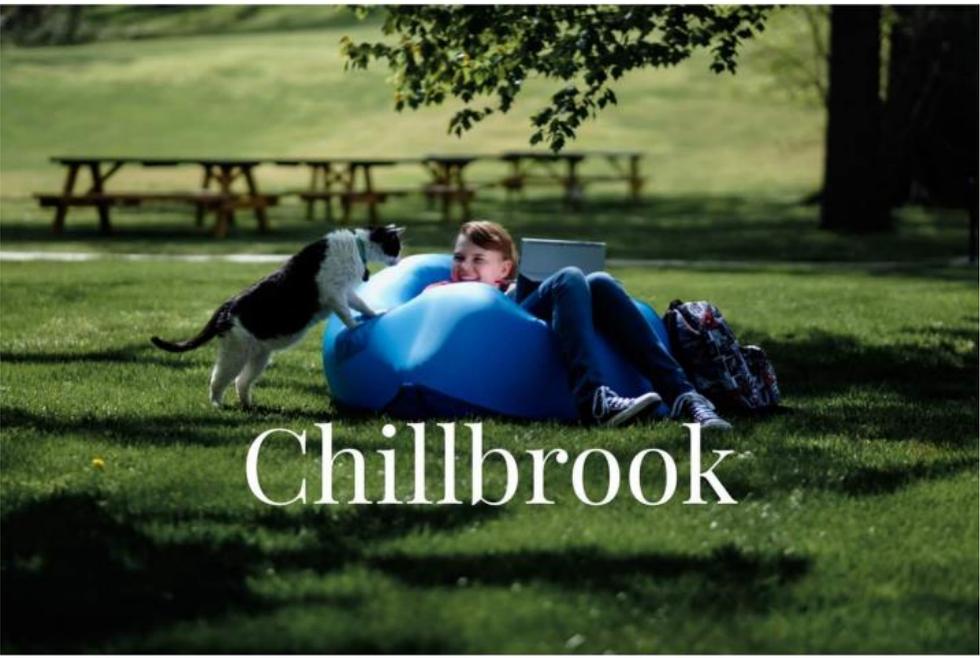
116



- #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 of Art** updated their cover photo. 26 Mar at 08:22 • 🌐



Chillbrook

47 1 Comment

Like Comment Share

 **Philbrook Museum of Art** 18 May at 06:00 • 🌐

Stop and smell the flowers.



186 5 comments • 15 shares

Like Comment Share



Philbrook Museum of Art was live. 25 Mar at 03:55 • 🌐

Cabin Fever with Chris Blevins. Thanks to Horton Records.

Virtual tip jar... See more



Watch together with friends or with a group **START**

43 7 comments • 13 shares • 1.3K Views

- **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

 **Field Museum** 
@FieldMuseum 

Once SUE heard about the @shedd_aquarium penguins, we really didn't have a choice. 🙄



♥ 15.9K 10:40 PM - Mar 18, 2020 

💬 5,174 people are talking about this >

 **Field Museum** 
@FieldMuseum 

nothing to see here



♥ 19.8K 1:35 AM - Mar 20, 2020 

💬 7,574 people are talking about this >

 **Field Museum** posted a video to the playlist **unSUEpervised**.
22 May at 02:45 • 🌐

The blooper reel 67 million years in the making... 🦖 Even the world's most complete T. rex can forget the camera is rolling and film the stairs. 🙄

See what else SUE has been up to during our temporary closure → bit.ly/unSUEpervised



👍😂❤️ 727 36 comments • 145 shares • 19K Views

👍 Like 💬 Comment ➦ Share

- 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.**

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 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](#)



0:01 361 views 4 24



Roald Dahl Museum @roald... · Apr 17
Day 30. Existential crisis.

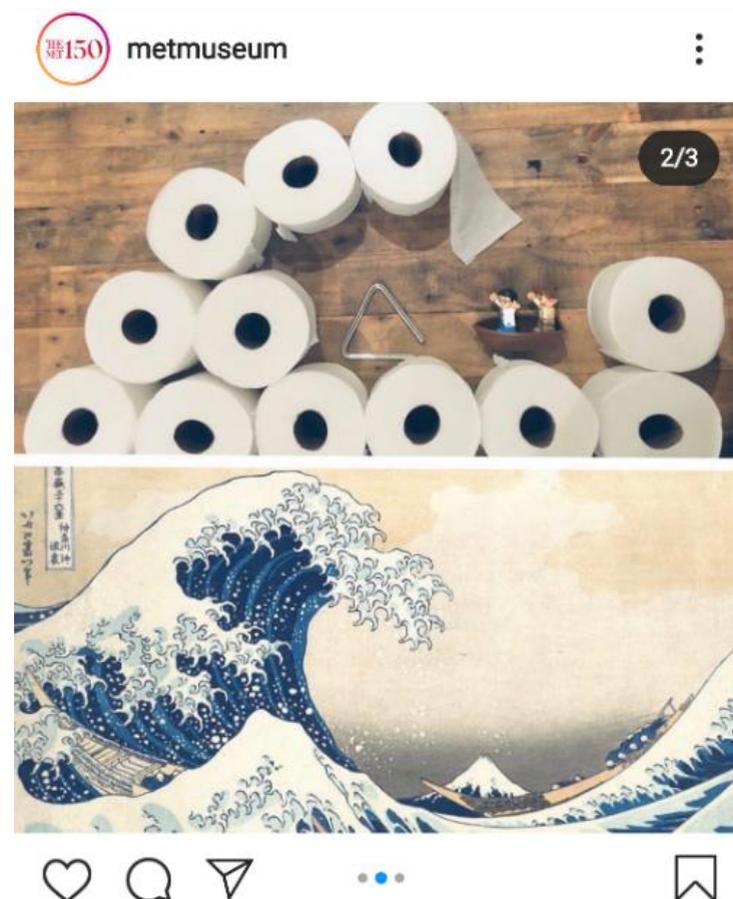
[#MuseumMatilda](#) [#Museumfromhome](#)
[#Museumathome](#)



2 6 21

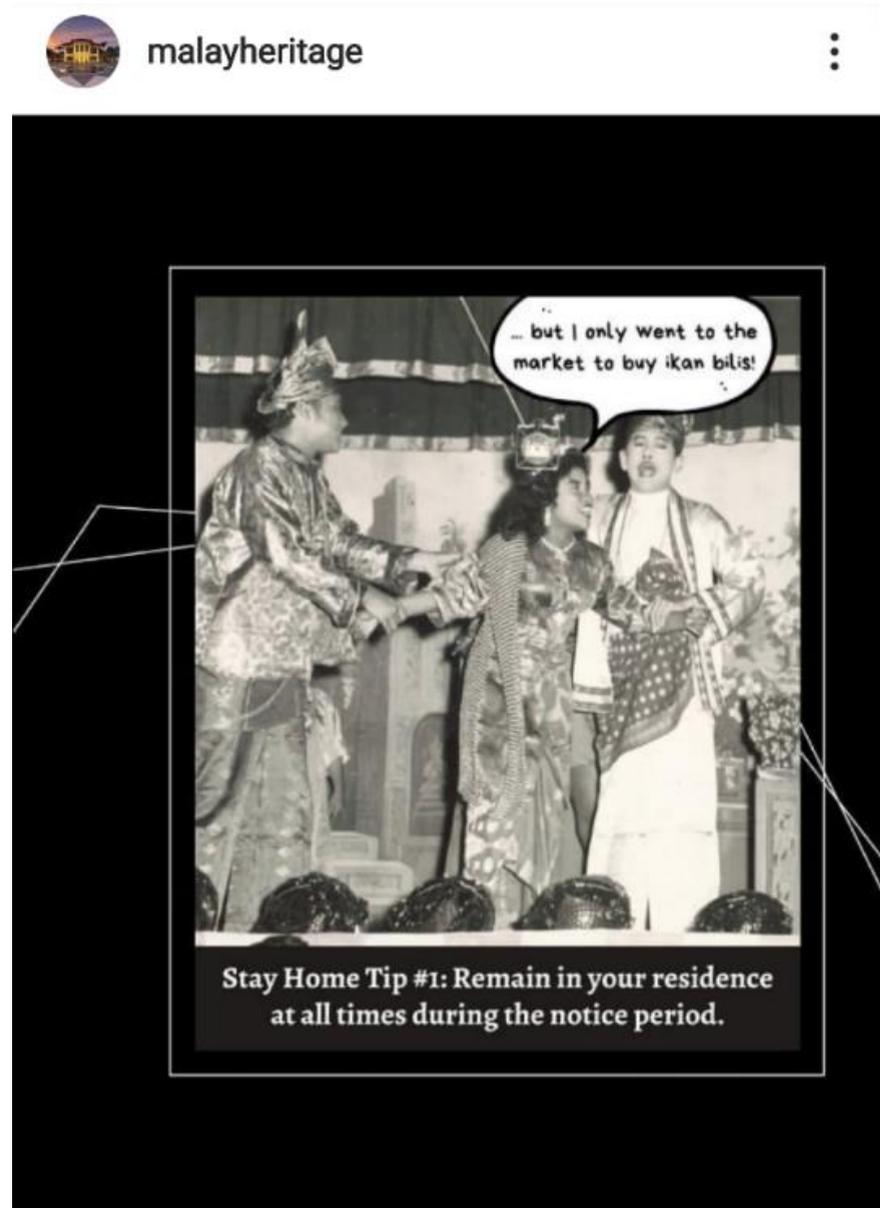
- The **Roald Dahl Museum's twitter account** has been **taken over by its Matilda doll**, posting cheeky updates and behind-the-scenes picture from the museum.

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



The Sun Yat Sen Nanyang Memorial Hall's civic conscious objects share some tips on how to be socially responsible students! Let's all do our part and... See more



- **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

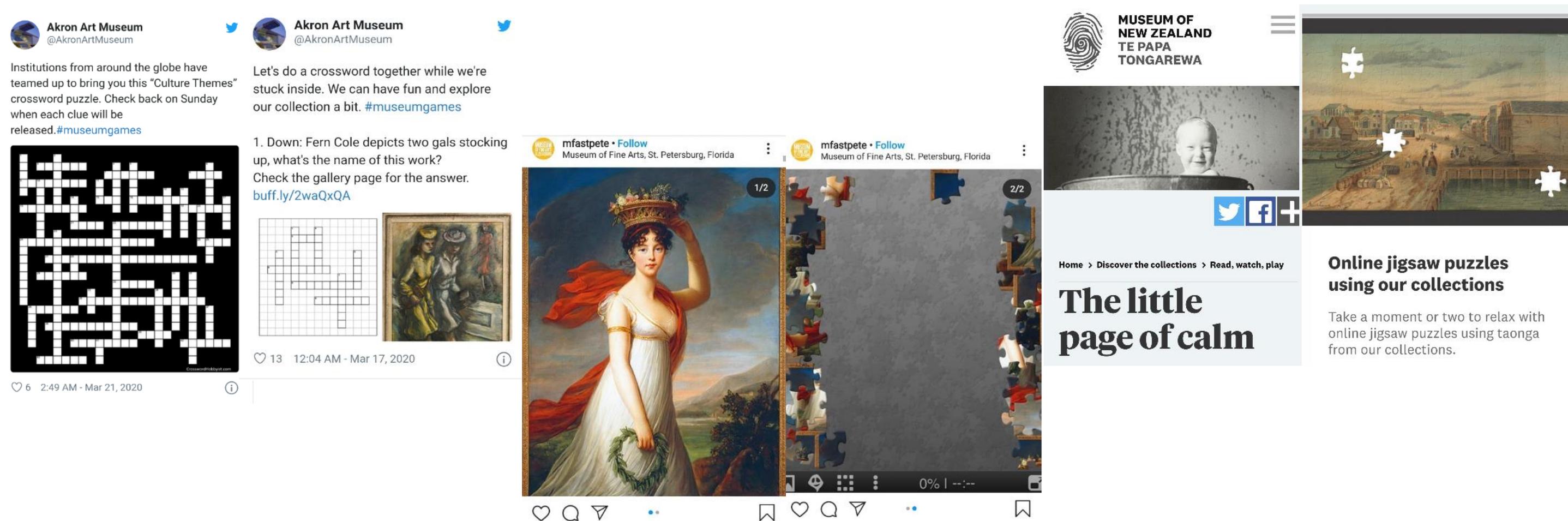
[DONATE NOW](#)



- **[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

Join the #MAPR creative challenge!
 Activate your creativity and draw or illustrate in your own way. We present you a daily theme. Upload your creations using #RetoCreativoMAPR and tag @MuseoMAPR. We will share it on our social media.

March 2020

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
18 - Your favorite shoes	19 - Chair	20 - Plants	21 - Pot or animal	22 - Your breakfast		
23 - Pattern	24 - The dinosaur that you imagine	25 - Scene of a movie	26 - Casserole	27 - Composition of green objects	28 - Draw yourself	29 - Fruits
30 - Book	31 - Family picture					

MuseoMAPR
 Museo de Arte de Puerto Rico
 Be creative!

noramaite · Follow
 Greenpoint, Brooklyn

78 likes
 noramaite Let's make some drawings while we stay at home! Love this invitation by the Museo de Arte c Puerto Rico @museomapr @silado for the challenge to draw something new everyday! Today was your favorite shoes 🍷! Get creative and share it! #retocreativoMAPR #MAPR
 In the background of my drawing 🏠 I draw two paintings I have at home by the artist #OmarVelazquez @omarsinh 🙌
 View all 4 comments

Royal Academy @royala... · Mar 19
 Our boss:
 Okay we need to share the joy of art while we're closed, bring us the best content plan you've got.
 Us:
 staring at our lunch
 22 replies · 137 retweets · 1.8K likes

Royal Academy @royala... · Mar 19
 who can draw us the best ham
 389 replies · 2.7K retweets · 6.9K likes

@planetsmudge · Mar 20
 Replying to @royalacademy
 Responsible and Socially Distant Ham
 3 replies · 14 retweets · 171 likes

#ColorOurCollections
 EXPLORE, COLOR AND CONNECT WITH LIBRARIES AND THEIR COLLECTIONS

THE NEW YORK ACADEMY OF MEDICINE
 colorourcollections.org

Main Navigation

Welcome!
 Posted on February 3, 2020 By ColorOurCollectionsAdmin

From February 3-7, 2020, libraries, archives, and other cultural institutions around the world are sharing free coloring sheets and books based on materials in their collections. Please download, print, and share your favorites!

North Carolina Museum of Art Coloring Book 2020
 Posted on February 3, 2020 By ColorOurCollectionsAdmin

- [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



Thinking of how to keep your little ones occupied as you spend more time at home? Why not make a time capsule together?

Follow this online activity guide which will prompt them to think about the present, and what they wish their future selves to learn about today.

Download now to experience the #GalleryAnywhere: <https://bit.ly/39VS3E2>

#LetArtSupportSG #stayhomeforSG



13 likes 2 shares

Like Comment Share



24 likes 1 Comment • 6 shares • 2.1K Views

Like Comment Share



296 likes

philbrookmuseum Our cats are lonely and would love to hear from you. Write them a letter and they'll write back. 🐾✍️📬 Send letters to Cleo or Perilla. Or both.



7 retweets 32 likes

- [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

The image displays three digital resources. On the left is a social media post from amhistorymuseum with a teal background and white text: "Teachers and parents, we're here to help you and your students." Below the post are icons for likes, comments, and shares, and a caption mentioning 3,233 likes and providing contact information for learning resources. In the center is a screenshot of the Smithsonian Distance Learning Resources website, featuring a dark background with white text: "Smithsonian Distance Learning Resources. Training. Support." and a globe icon. On the right is a screenshot of the National WWII Museum's online learning resources page, with a red header and a main heading "World War II at Home" followed by "ONLINE LEARNING RESOURCES FOR TEACHERS AND STUDENTS". Below the heading is a search bar and filter options for Resource Type, Grade Level, Historical Era, and Cross-Curricular Connections.

- **[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

Yale Peabody Museum of N... · Mar 27

We just launched our digital resource hub Peabody@Home. We'll be adding to it often over the coming weeks. For now, we hope it offers some education, entertainment, and healthy distraction. #museumathome #museumfromhome

[peabody.yale.edu/digital-resour...](#)

14 retweets · 24 likes

Walking in the Steps of Dinosaurs-- Activity and Lesson

661 views · 2 months ago

Try YouTube Kids
An app made just for children. **OPEN APP**

13 likes · 0 dislikes · Share · Download · Save

Yale Peabody Museum o...
675 subscribers **SUBSCRIBE**

coursera

The Museum of Modern Art

The Museum of Modern Art is a place that fuels creativity, ignites minds, and provides inspiration. With extraordinary exhibitions and the world's finest collection of modern and contemporary art, MoMA is dedicated to the conversation between the past and the present, the established and the experimental. Our mission is helping you understand, enjoy, and use the art of our time.

Courses and Specializations

Fashion as Design
Available now

In the Studio: Postwar Abstract Painting
Available now

MoMA Learning Retweeted

U.S. Embassy Seoul @US... · Apr 7

Want to learn more about modern & contemporary art? This online course, "Modern Art & Ideas," offered by the @MuseumModernArt, will help you broaden your understanding of art during our #socialdistancing period. Enroll for free here: [coursera.org/learn/modern-a...](#)

1 reply · 31 retweets · 62 likes

MoMA Learning Retweeted

Guillaume Audy @guillaudy · Apr 12

Making the most out of #StayAtHome: I successfully completed the #FashionAsDesign course by @MoMAlearning on @coursera. Thanks @curiousoctopus and everyone involved for putting together such an interesting course. Above expectations. #elearning #fashion

- [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

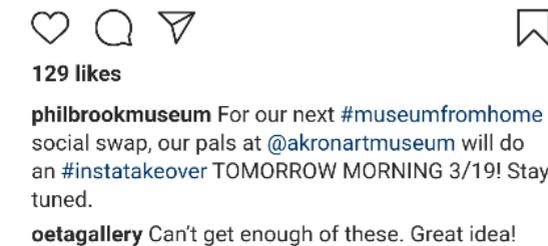
Virtual Celebration of Cultural Heritage



- [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.

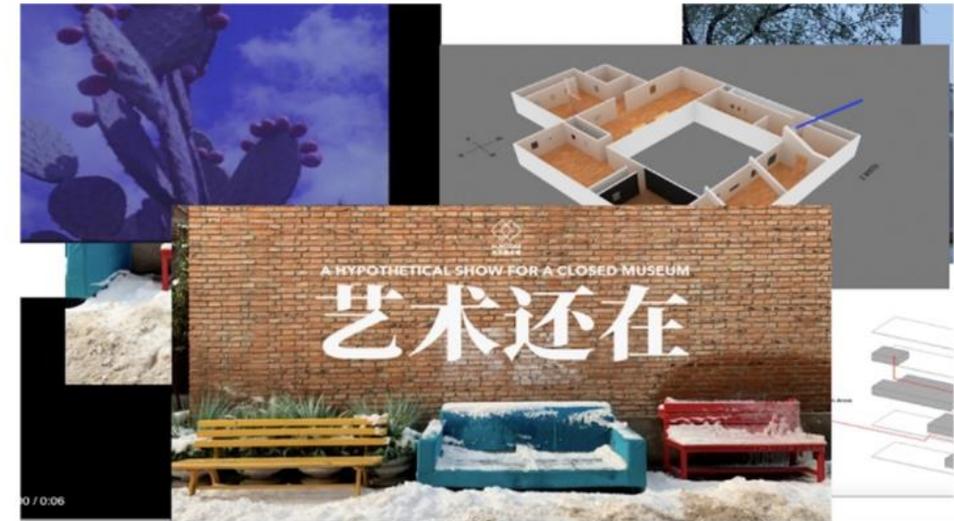
Digital Strategies & Initiatives in Covid-19 Times

3) Cross-Institutional Collaboration



"All Fall Text: Selections from Truisms, (1977-79), Living, (1980-82) and Survival, (1983-85)"

What a perfect echoing of our modern modes of communication, this work is sure to spark questions of consumerism with this series of scrolling LEDs.



M Woods

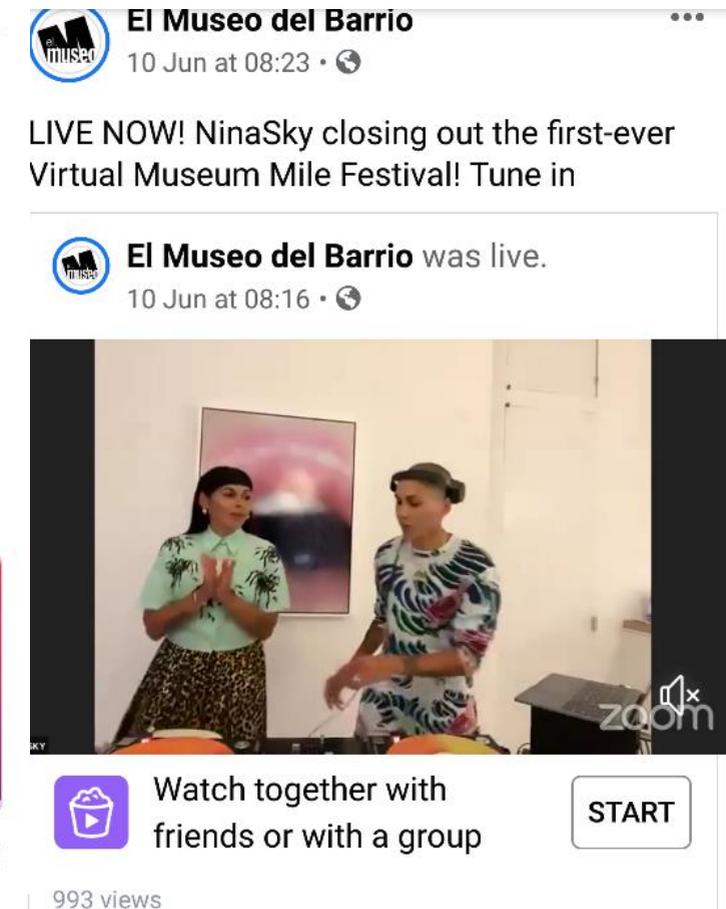
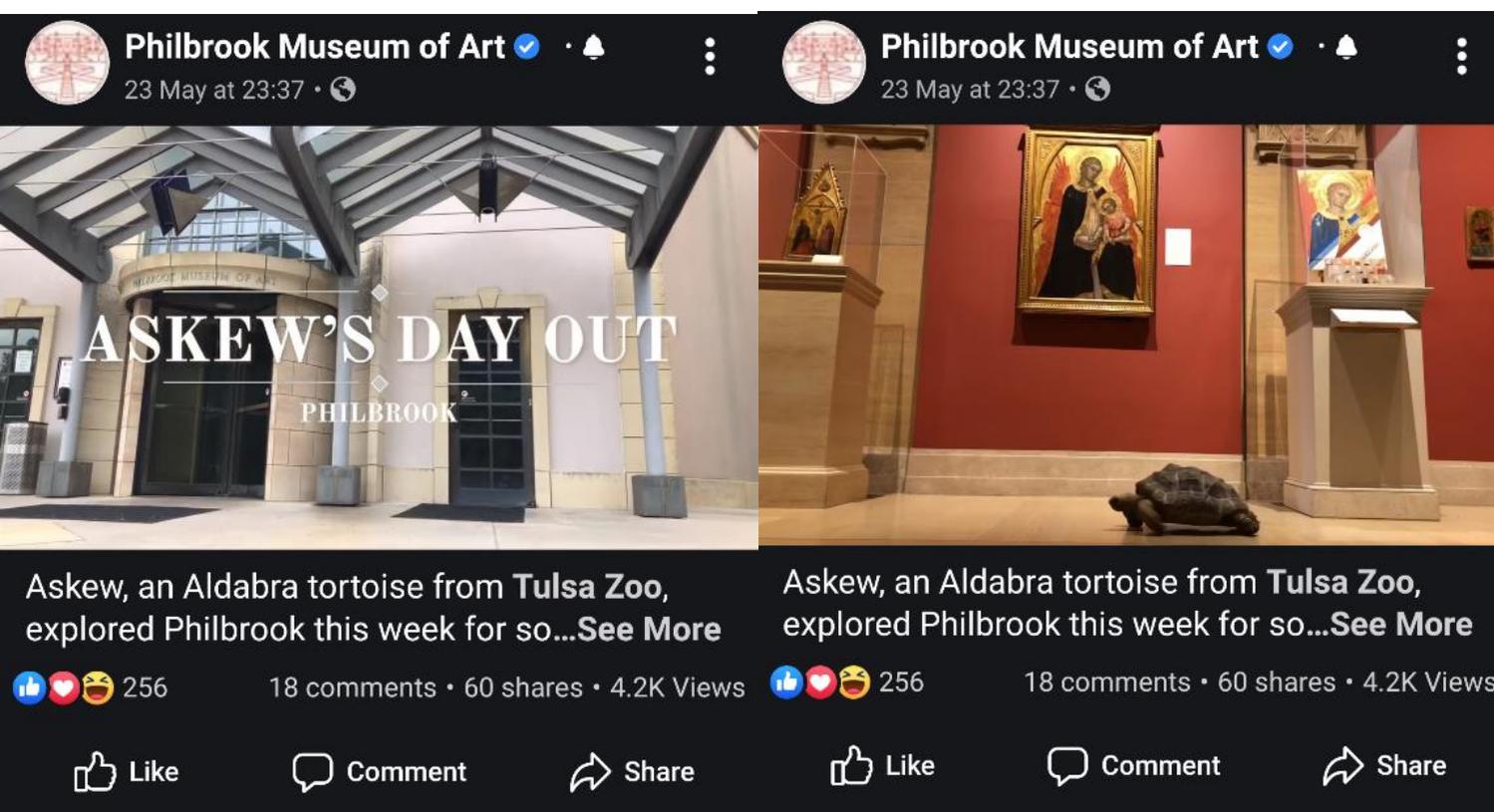


Palace Museum offers three virtual tours of China's Imperial home. Image: Sina.com.cn

- [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."



Replied to @royalacademy

"Sunburnt Pirate" - Albert (6)



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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!