



Twitter for Museums: Strategies and Tactics for Success

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There are books about how to use Twitter, but none about the best ways in which museums, galleries and cultural organisations large and small are using Twitter to involve and expand their audiences. This unique book - written by some of the museum community's most experienced and creative users of Twitter - remedies this. The development of this publication has been overseen by a distinguished Editorial Advisory Board, and it has been written by some of the museum community's most experienced and creative Twitter users on three continents. The book is in two sections. The first provides everything museum users need to know to have a successful Twitter presence; gives guidance on a maze of organisational and policy issues; and deals with advanced options like integrating audio and video, using third-party applications, measuring results, undertaking research, and integration with other social media platforms. The second section provides in-depth case studies from some of the world's most successful museum users - information and inspiration that will help users build both followers and the kind of positive results any museum hopes for!

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