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Role of social media to Increase the Public Awareness and Attract the New Visitors to Museums

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Abstract

The present research paper shows the impact and role of social media on museums. Museums increasingly use social media to interconnect with prevailing and potential visitors, calling attention to their collections, events, and exhibitions. As social media adapts and new platforms emerge, museums have also adapted to accommodate new trends in technology. In this paper, different types of social media are deliberated to provide an overview of the platforms most commonly used by museums. Apart from these, in this research paper, some data of the Facebook page of museums also present.

Keywords: museums, cultural institutions; social media, visitors

Introduction

Vogue of social media is going to rise day by day, mostly in all fields such as educational, social, political, and tourism among the youth. Regarding the historical tourism, social media plays a very important role. Though the museums are very core component of historical tourism and these are count as the introductory part of history and Culture of a nation or region. In our modern society, museums also became up-graded with the new tools of information technology. Museums have increasingly utilized social media as an imperative way to communicate with current and prospective audiences. Thus, museums use the Facebook, Instagram, Twitter, and Snapchat to interact with people. Mostly Museum has the Facebook page, WhatsApp group, twitter accounts and etc. Some museums have a big number of followers on their social media account. Through, these tools they convey a lot of information about the events and message to calling the audience as well as to attract the new visitors for museums. The author selected some museums to demonstrate the impact of social media in museum tourism and way of working of museums through the social media.

How They Working on social media

Museums use the various method on the social media to increase their market and attract the new visitors such as the page on Facebook, WhatsApp Group, Twitter Account, Instagram Account, and Blogs etc. Museum posts their stuff on above said pages and accounts for the audience and to appeal new viewers.

Technics to Attract the People to social media

Gallery Display

Several museums use their gallery on social media such as post the panoramas and video of their gallery on the Facebook page and other social media tools. This kind of stuff plays the very impotent role as the abstract and creates the interest of the public to visit museums as well as the display of stuff spread worldwide through these social media houses.

Invents Information

Time to time museums organizes serval events such as cultural programs, musical and dancing fasts, seminars and conferences, awareness camps and other events. To spread the information of these events in public and invite the people as well as to call the audience for the events.

Photographs,

Usually, museums post the alluring photographs calling attention to their collections, exhibitions, and events. This photography compels people to visit the museums and join the concern events.

Documentaries on Wall

Museums make the documentary about museums and other historical movement and exhibition and followers can watch these video or an interview with educators and curators on particular subjects through social media. This thing also very impotent to make the ration between museums and audience.

Use by Researchers

Social media pages or accounts of museums is very significant for the researchers and Students. They can get information about the stuff museums by these open access tools. They collect the data for research from several museums in short time and without spending a big amount of wealth.

Comments and Suggestions

Social media provide the platform to people to give the suggestion and comments regarding the improvements in museums working and make the much more impressive. In addition to that research can present their views on the objects and events or debates.

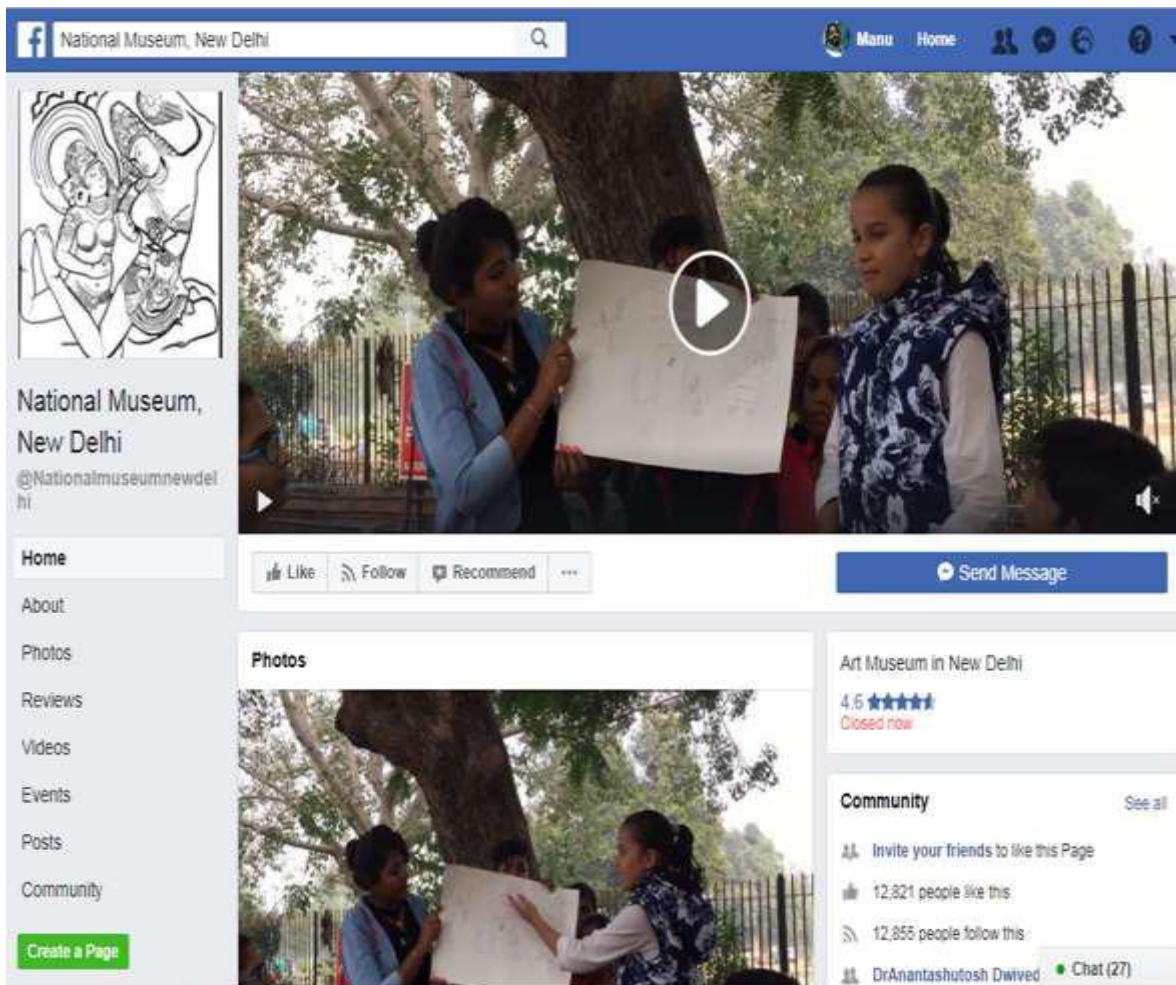
Why the people fellow the page of museums

There are two reasons regarding the following the page and account of any museum. The first is, they regularly visit the museums that they follow (like) on Facebook receiving updates about museums' news on Facebook inspires them to visit and second is someone gets the information on social media through advertisements and suggestion by friends then they follow the page and visit the museums.

Conclusion

This research demonstrates that social media provides opportunities both for strengthening the existing audience relationships and for establishing the new ones with those who are not active in visiting museums. Before the emergence of social media, marketing, and public relations staff members were responsible for representing the image of a museum, yet social media now enables the public to view a museum's diverse identities. It identifies that many users take inspiration for the visits from the Facebook pages, and the most engaged social media followers also tend to be more active visitors. Moreover, it suggests that social media communication is becoming a cultural experience of its own.

Name: National Museum New Delhi
Social Media Tool: Facebook
Type: Facebook Page
Page Name: National Museum New Delhi
Likes: 12821
Followers: 12855
Rating: 4.6



PI-1: Facebook page of National Museum New Delhi

Name: National Museum of Natural History,
Situating: New Delhi
Social Media Tool: Facebook
Type: Facebook Page
Page Name: National Museum of Natural History, New

Delhi
Likes: 735
Followers: 736
Rating: 4.4



PI-2: National Museum of Natural History, New Delhi

Name: Allahabad Museum
Situating: Allahabad
Social Media Tool: Facebook
Type: Facebook Page

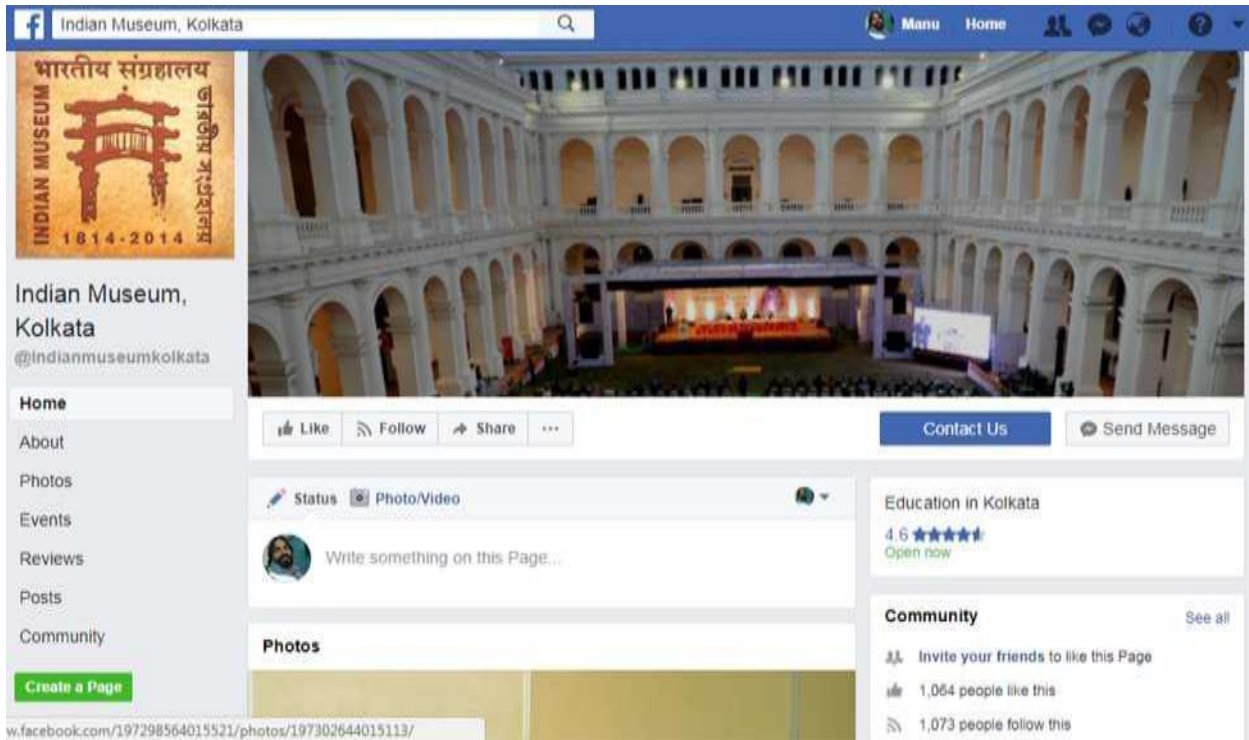
Page Name: Allahabad Museum
Likes: 472
Followers: 483
Rating: 3.3



PI-3: Allahabad Museum

Name: The Indian Museum, Kolkata
Situating: Kolkata
Social Media Tool: Facebook
Type: Facebook Page

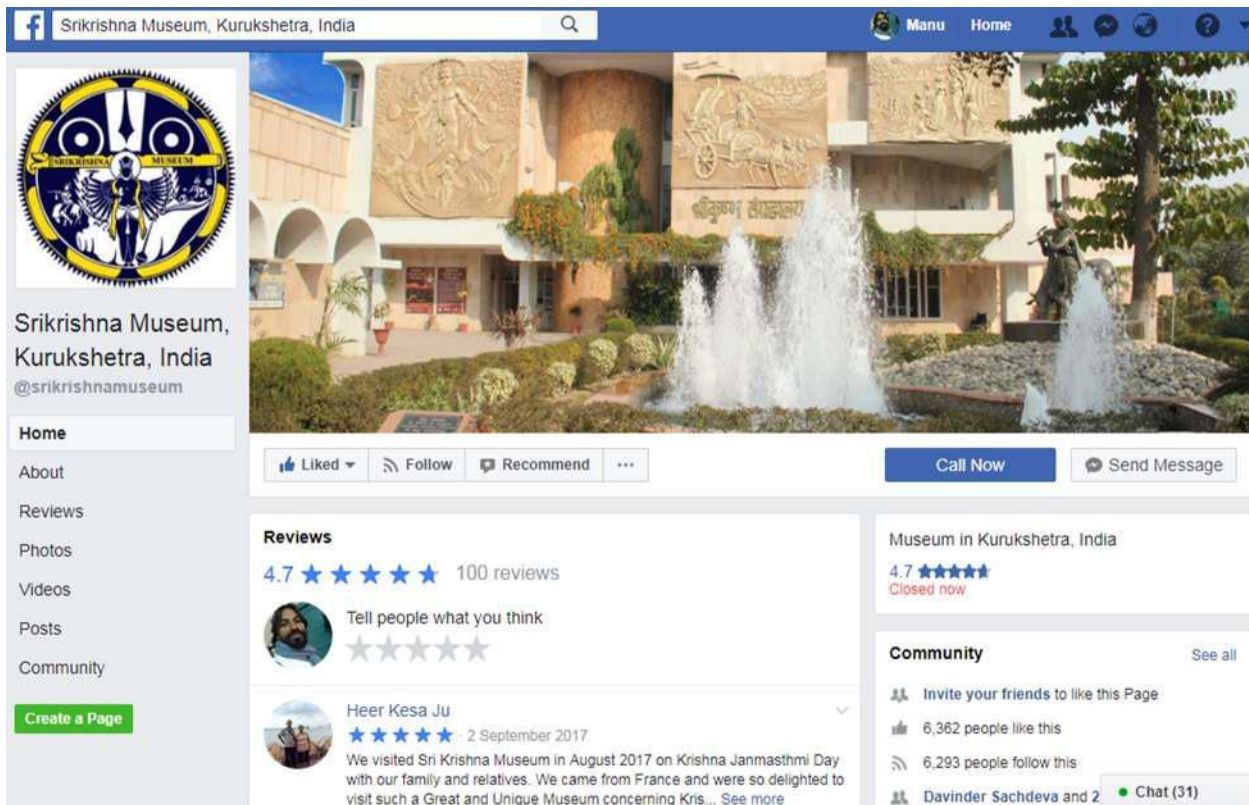
Page Name: Indian Museum, Kolkata
Likes: 1064
Followers: 1073
Rating: 4.6



PI-4: The Indian Museum, Kolkata

Name: Srikrishna Museum
Situating: Kurukshetra
Social Media Tool: Facebook
Type: Facebook Page

Page Name: Srikrishna Museum, Kurukshetra, India
Likes: 6372
Followers: 6293
Rating: 4.7



PI-5: Srikrishna Museum, Kurukshetra, India

Name: Dharohar Museum
Situating: Kurukshetra University, Kurukshetra
Social Media Tool: Facebook
Type: Facebook Page

Page Name: Dharohar Museum
Likes: 1420
Followers: 1416



PI-6: Dharohar Museum, Kurukshetra University, Kurukshetra

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5. <https://www.facebook.com/srikrishnamuseum/>
6. <https://www.facebook.com/Dharohar-Museum-308812435825538/>