

Introductions and expectations

Through introductions individuals in the group highlighted the following areas they hoped to touch on through the seminar/event:

- Social media as a source of interaction.
- Find connections between research and the public through social networking.
- Education sector and use of social networking.
- Developing portals to investigate collections.
- Heritage interpretation and visitor experiences.

Issues and ideas

The conversation centered around contentious issues faced by the education sector in relation to social media technology:

- Moderating content.
- Organisational agenda - do things for the sake of it. Blurring the boundaries between the organisations the audiences/individuals.
- Can you have a relationship based on branding?
- British Museum and natural heritage – Facebook used in this instance to promote their message. How can you use social media to democratise an organisation?
- Museums can ask questions?
- The Council governs and moderates because it does not and cannot afford controversy.
- How do we make institutions less risk-averse? The difference between the heritage centre and the arts. The arts can be risky and museums appear to be more conservative.
- The Scottish book trust is a good example of using Twitter to reflect the organisation.
- The Times Higher Education and its balance between serious content and the human face. The right kind of social media tool the right group of organisation.
- Multiple challenges in the novelty.