

Museums Unleashed: using traditional and social media to communicate collections

Natural Sciences Collections Association
Conference & AGM 21 & 22 May 2015



M Shed, Bristol Museums, Galleries & Archives

Thursday 21 May: M Shed, Princes Wharf

9:15 – 9:55 Registration and coffee

9:55 – 10:00 Introduction & housekeeping

10:00 – 10:10 **Welcome**

Laura Pye, Head of Culture, Bristol Museums, Galleries & Archives

10:10 – 10:35 **Using media to inspire connections to the natural world**

Wendy Darke, Head of BBC Natural History Unit

10:35 – 10:55 **50 shades of grey: communicating rocks**

Iain Stewart, Professor of Geosciences Communication, Plymouth University

10:55 – 11:20 **BBC Earth social media case study: how millions engage with the natural world through social media**

Sari Zeidler, Social Media Marketing Manager, BBC.com

11:20 – 11:45 **Coffee break**

11:45 – 12:30 **Debate & discussion session - Fight at the museum: filming and fees**

Jack Ashby, Grant Museum of Zoology, UCL, and Paolo Viscardi, Horniman Museum & Gardens

12:30 – 13:45 **Lunch & trade stands**

13:45 – 14:05 **Making specimens speak**

Henry Nicholls, Journalist, Author & Broadcaster

14:05 – 14:25 **Mammoths in the media**

Victoria Herridge, Natural History Museum

14:25 – 14:45 **An introduction to social media**

Paolo Viscardi, Horniman Museum & Gardens

14:45 – 15:10 **Coffee break**

15:10 – 15:30 **From number sign to hashtag - the power of social media**

Mar Dixon, Founder of @CultureThemes

15:30 – 15:50 **Using social media to engage students at the University of Reading Herbarium (RNG)**

Dr Alastair Culham (Curator, RNG)

15:50 – 16:10 **Superstar specimens: natural sciences filming at Bristol Museum & Art Gallery**

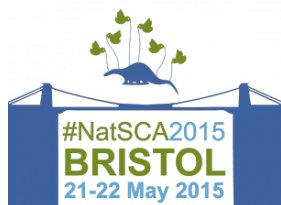
Isla Gladstone & Bonnie Griffin, Bristol Museums, Galleries & Archives

16:10 – 16:30 **TrowelBlazers & TwilightBeast – the benefits of joint blogging**

Jan Freedman, Plymouth City Museum & Art Gallery

16:30 – 17:15 **AGM**

19:30 – 21:30 **Conference Meal at Browns Bar & Brasserie**



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Friday 22 May: M Shed, Princes Wharf & Bristol Museum & Art Gallery

09:30 – 9.55 Registration and coffee
09:55 – 10:00 Introduction & housekeeping

10:00 – 10:20 **@OisinThe Deer: collections and natural science engagement through Twitter**
Dr Jon Radley, Curator of Natural Sciences, Warwickshire Museum (Heritage & Culture Warwickshire).

10.20 – 10.40 **Reconnecting the contents of the Geological Museum (South Kensington, 1935 - 1985) with its users**
Mike Howe & Simon Harris, National Geological Repository, British Geological Survey

10:40 – 11:00 **Handle with care: bringing museum egg collections to life**
Edward Cole, University of Glasgow

11.00 – 11.20 **Leicestershire Fashion in Detail – using social media to engage new audiences with museum collections**
Lucia Masundire, Leicestershire County Council Communities & Wellbeing Service

11.20 – 11.45 **Coffee break**

11.45 – 12.05 **Objects meet world: using Tumblr to bring collections to new audiences**
Rachel Jennings, Horniman Museum & Gardens

12.05 – 12.25 **Using social media to highlight and promote the natural history collections at Amgueddfa Cymru - National Museum Wales**
Kate Mortimer, Harriet Wood & Jennifer Gallichan, Amgueddfa Cymru – National Museum Wales

12.25 – 12.45 **Using social media as part of a curatorial traineeship**
Adam Peel, Glenn Roadley & Lukas Large, Skills for the Future Natural Science Curatorial trainees 2014-2015. The Manchester Museum, Leeds Museum Discovery Centre & Birmingham Museum Trust

12.45 – 13.45 **LUNCH & trade stands**

13.45 – 14.45 **Social media challenge - “This museum is disgusting, why did you kill these animals?”**
Mark Carnall, Grant Museum, UCL
Difficult questions, misunderstandings and just plain lies.
Using real examples suggested by the NatSCA membership, this workshop will explore how to deal with those tweets and blog comments that might have you sweating at the keyboard deliberating over whether or how to reply.

Next part of session takes place at Bristol Museum & Art Gallery, Queens Road

15.15 – 16.45 **Natural Sciences Gallery & Store tours**
Natural Sciences team (Isla Gladstone, Rhian Rowson, Bonnie Griffin, Deborah Hutchinson) Bristol Museums, Galleries & Archives
Tours will run at 15.15 and 16.00 and last approximately 45 minutes. Booking sheets will be available at registration.

17.00 **Conference end**

Please note - Programme details may be subject to change