

A Study on Digital Curation in Museum promotion via Social Networking Service

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Digital curation brought diverse development of applications for the museum activities and exhibitions. With the rapid development of SNS(Social Networking Service), curation related services and marketing towards a new stage. The use of digital technology has improved the production process in conventional museum and has greatly facilitated the interaction between viewers and collections. The exhibition environment has extended from the physical reality to the virtual, and also breaks the limitations of museum such as exhibition space, venues, and schedules. Recently many foreign cases had been used in many applications, it is worth to exploration.

It is a trend that the museums use SNS for promoting curation together, holding exhibition by using social media to show the topic. Digital curation in museum via SNS provided by digital technology and information enable the the effortless sharing of such media content that people find easy, relevant or interesting enough to be worth for others also to experience. Therefore, it has enhances more innovative possibilities for the museum applications . The purpose of this study is to investigate digital curation promotional activities using SNS in museum. To achieve this aim, this research exploring international museum cases and trying to find out the key points for promoting in museum.