

C) Communication

Website address: <http://network.icom.museum/ceca/>

In which Social Media are you active?

Facebook, Instagram and Twitter.

Publication(s)

On Facebook, Instagram and Twitter:

Details / Results

1. TBILISI 2018 EVENT COVERAGE



Details:

- Registration of workshops and presentations.
- Interviews to participants.
- Diffusion of the entire event on the social networks of the committee.
- Using the hashtag #CECA2018

Results:

Between September 24 - 27

Likes: 25,200

Shared: 1350

This includes the constant collaboration of 12 national CECA committees around the world.

The presence of users in this process:

America: 25%

Europe: 33%

Africa: 2%

Asia: 30%

Oceania: 10%

Observations:

- It is important to spread any publication in the 3 official languages.
- 8% of the users who follow and share our publications about the event are Brazilian, some have requested that the material be translated into their language.

Details / Results

2. Campaigns in social networks about CECA in KYOTO 2019 in the three official languages:

a) Call for papers



b) CECA preworkshops

A flyer for CECA Preconference Workshops. The top section is green and white, with the ICOM Kyoto 2019 logo on the left. The text reads 'PRECONFERENCE WORKSHOPS', 'TALLERES DE PRECONFERENCIA', and 'ATELIERS PRÉ-CONFÉRENCE'. Below this, it specifies 'Date: September 1 (Sunday)' and 'Venue: National Museum of Modern Art'. The flyer lists two workshops:
1. Subject: #It's complicated: How to cope with multiple narratives in the museum? Language: English Time: 10:00 -13:00 Facilitators: Angela Manders (Netherlands) and Arja van Veldhuizen (Netherlands)
2. Tema: Roles de la educación en el museo: apoyar el desarrollo personal y social Idioma: Español Horario: 13:00 -16:00 Facilitadora: Johanna Regalado (Ecuador)
It also includes registration information: 'CECA members have priority. Non-members can be on waiting list. Participation according to the order of registration at: cecakyo2019@gmail.com' and 'Miembros de CECA tienen prioridad. Los no-miembros pueden estar en la lista de espera de ser el caso. Participación según el orden de inscripción a: cecakyo2019@gmail.com'. At the bottom, it provides links for descriptions in English and Spanish.

Details:

- Diffusion of the activities of CECA in KYOTO 2019.
- Using the hashtag #CECA2019

Results:

Between October 2019 – Julio 2020

Likes: 8,322

Shared: 304

This includes the constant collaboration of 16 national CECA committees around the world.

The presence of users in this process:

America: 16%

Europe: 33%

Africa: 1%

Asia: 40%

Oceania: 10%

Observations:

- The web should have on time all the information of the calls.

- The african presence is very low in social networks. I believe that if African colleagues attend the conference it is an opportunity to share the situation and foster commitments.

3. Campaigns in social networks about the CECA BEST PRACTICE AWARD and the COLETTE DUFRESNE TASSE RESEARCH AWARD in the three official languages.

a) Best Practice 2019 Posters

**Queridos miembros,
Están pensando en el BP 2019?**

Fecha límite: Abril 1
Mas información:
<http://network.icom.museum/ceca/premio-de-buenas-practicas/guia-de-usuario/L1/>

**Chers membres,
pensez-vous à BP 2019?**

Date limite: 1er avril
Plus d'informations:
<http://network.icom.museum/ceca/prix-hp/guide-de-l'utilisateur/L2/>

**Dear members,
Are you thinking in BP 2019?**

Deadline: April 1
More information:
<http://network.icom.museum/ceca/best-practice/users-guide/>

b) COLETTE DUFRESNE TASSE RESEARCH AWARD Poster

Details:

- Diffusion of all the historical awards of CECA.
- Using the hashtag #CECA2019

Results:

Between October 2019 – Julio 2020

Likes: 7,115

Shared: 301

This includes the constant collaboration of 15 national CECA committees around the world.

The presence of users in this process:

America: 22%

Europe: 35%

Africa: 4%

Asia: 33%

Oceania: 6%

Observations:

The official documents of the calls should have clear information about the process of participation of our members.

Various:

- The call for the new CECA board was spread for several months.
- ICOM EDUCATION 2020 remains broadcast.
- President Mila Chiovatto has shared photos of the CECA latin american regional meeting in Paraguay and the Asian CECA meeting in Korea.
- Nelly Abboud from CECA Libano is a facebook volunteer, she provides information to arab users.



Jorge Albuja
Social Media
CECA Communications
2016 - 2019