



ΠΑΝΕΠΙΣΤΗΜΙΟ ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ
ΤΜΗΜΑ ΑΡΧΕΙΟΝΟΜΙΑΣ, ΒΙΒΛΙΟΘΗΚΟΝΟΜΙΑΣ &
ΣΥΣΤΗΜΑΤΩΝ ΠΛΗΡΟΦΟΡΗΣΗΣ

Πτυχιακή Εργασία

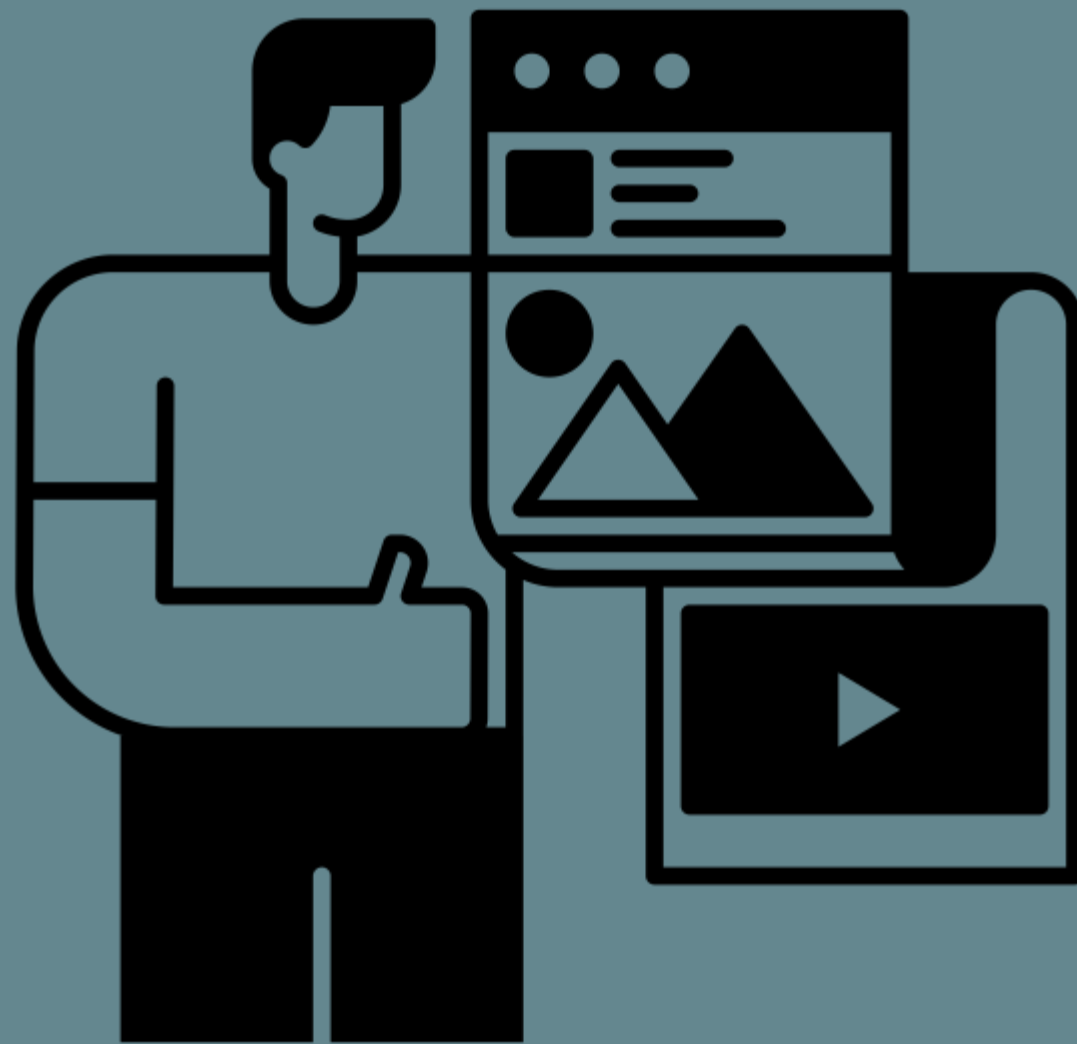
**Μουσεία και κοινωνικά δίκτυα: Επικοινωνιακές πολιτικές μουσείων μέσω των μέσων
κοινωνικής δικτύωσης**

ΛΟΥΪΖΑ ΓΚΙΟΛΑΪ/LUIZA GJOLAJ (AM:59917057)

Επιβλέπουσα: Αγγελική Αντωνίου

Αθήνα, Φεβρουάριος 2022

ΕΙΣΑΓΩΓΗ

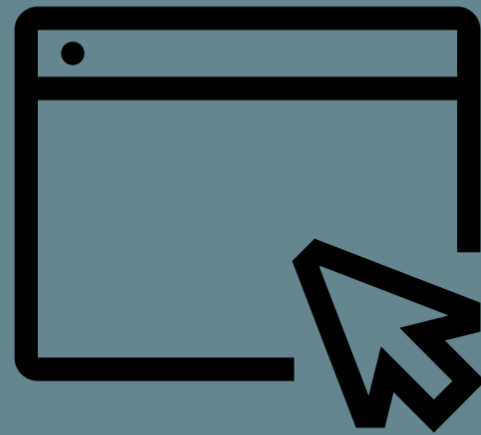


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- ΣΤΡΑΤΗΓΙΚΕΣ ΠΡΟΩΘΗΣΗΣ ΜΟΥΣΕΙΩΝ
- ΤΡΟΠΟΙ ΠΡΟΣΕΓΓΙΣΗΣ & ΑΛΛΗΛΕΠΙΔΡΑΣΗΣ ΜΕ ΤΟ
ΚΟΙΝΟ
- ΠΑΡΑΔΕΙΓΜΑΤΑ ΑΠΌ ΜΕΓΑΛΑ ΜΟΥΣΕΙΑ
- ΑΝΑΛΥΣΗ ΟΔΗΓΙΩΝ ICOM 2019
- ΕΘΝΙΚΟ ΙΣΤΟΡΙΚΟ ΜΟΥΣΕΙΩΝ, ΑΘΗΝΑ
- ΕΘΝΙΚΟ ΙΣΤΟΡΙΚΟ ΜΟΥΣΕΙΟ, ΤΙΡΑΝΑ

ΤΙ ΕΧΕΙ ΓΙΝΕΙ ΜΕΧΡΙ ΣΗΜΕΡΑ...

ΙΣΤΟΣΕΛΙΔΕΣ



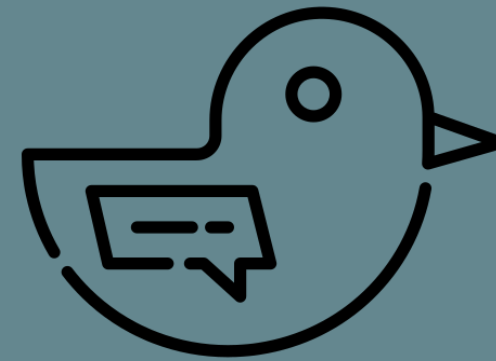
ΗΜΕΡΟΜΗΝΙΕΣ



INFLUENCERS



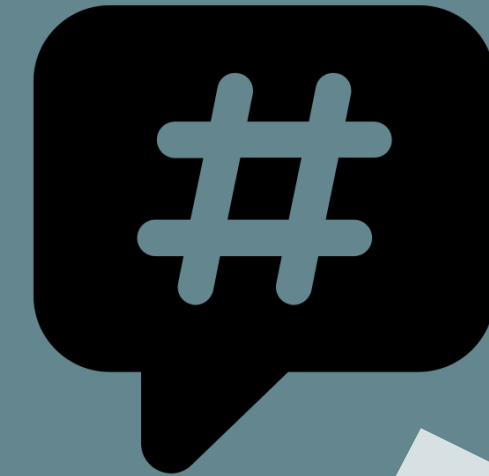
Created by KP Arts



ΤΑΣΕΙΣ
TWITTER

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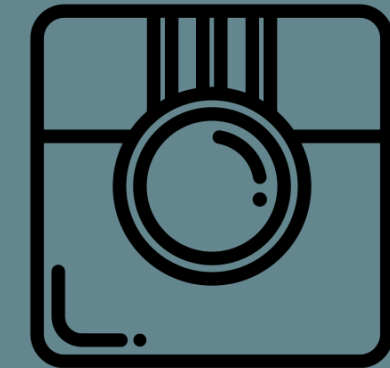
LIVE
STREAMING



HASHTAGS

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ΦΩΤΟΓΡΑΦΙΣΗ
ΕΚΘΕΜΑΤΩΝ



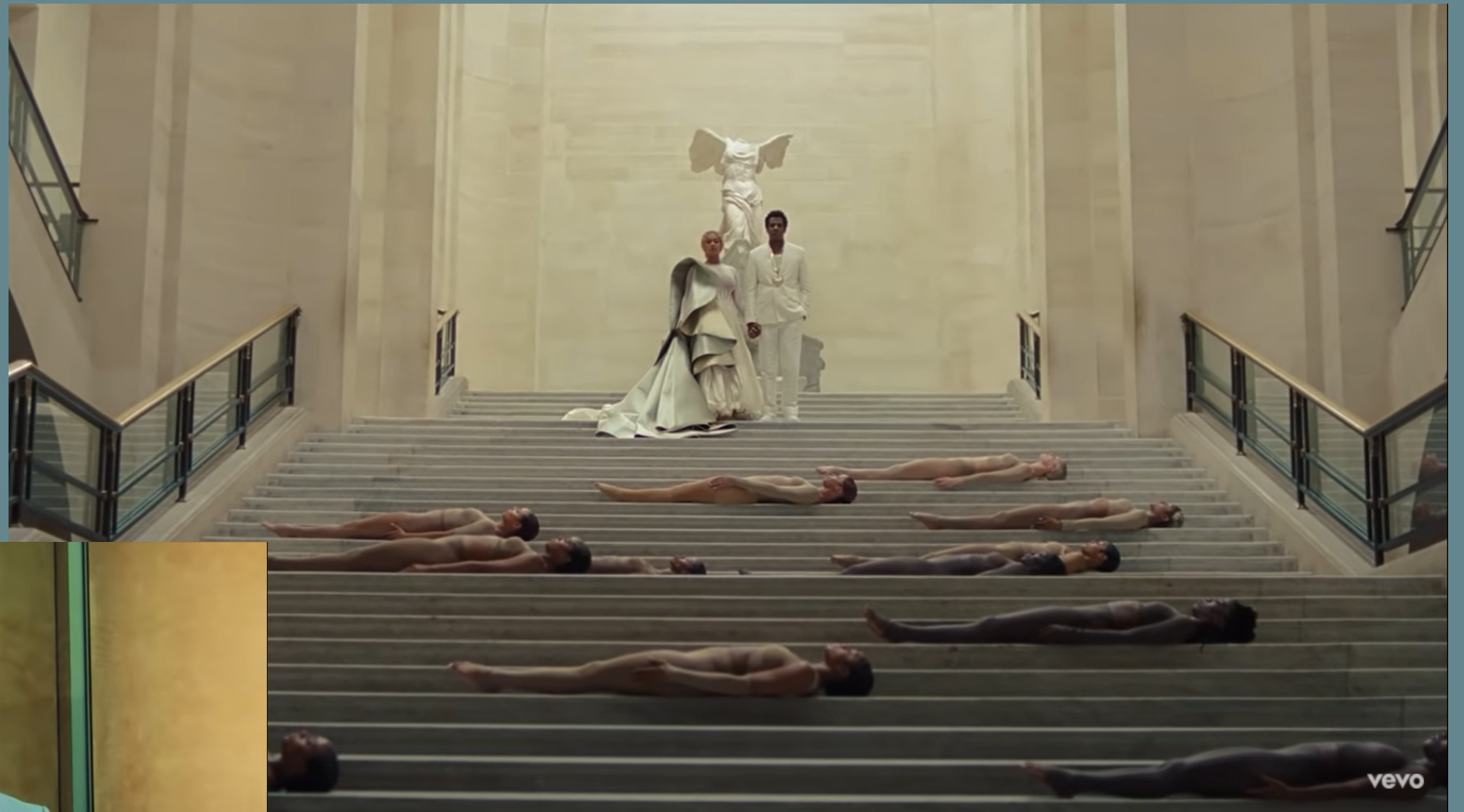
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from the Noun Project

ΕΝΑΛΛΑΚΤΙΚΟΙ
ΜΕΘΟΔΟΙ

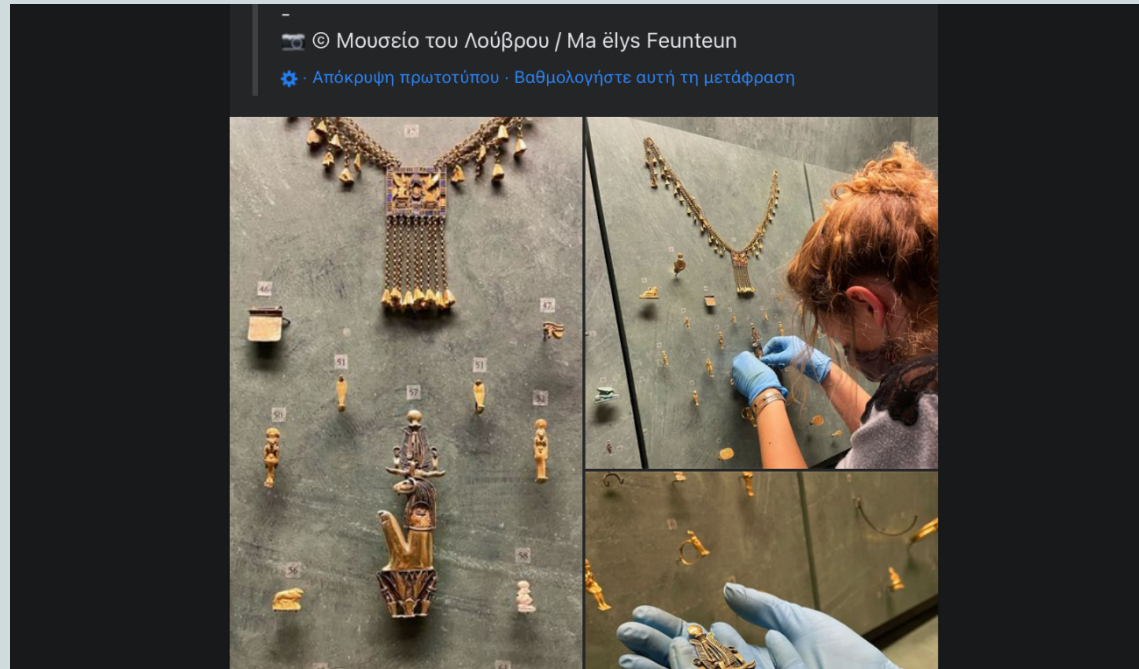


ΛΟΥΒΡΟ

Η BEYONCE & JAY-Z
ΣΤΟ
ΛΟΥΒΡΟ



<https://www.youtube.com/watch?v=kbMqWXnpXcA>



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 · Απόκρυψη πρωτοτύπου · Βαθμολογήστε αυτή τη μετάφραση

Site officiel du musée du Louvre Musée du Louvre (@MuseeLouvre) / Twitter



Musée du Louvre
 29,3 χιλ. Tweet



Ακολουθήστε

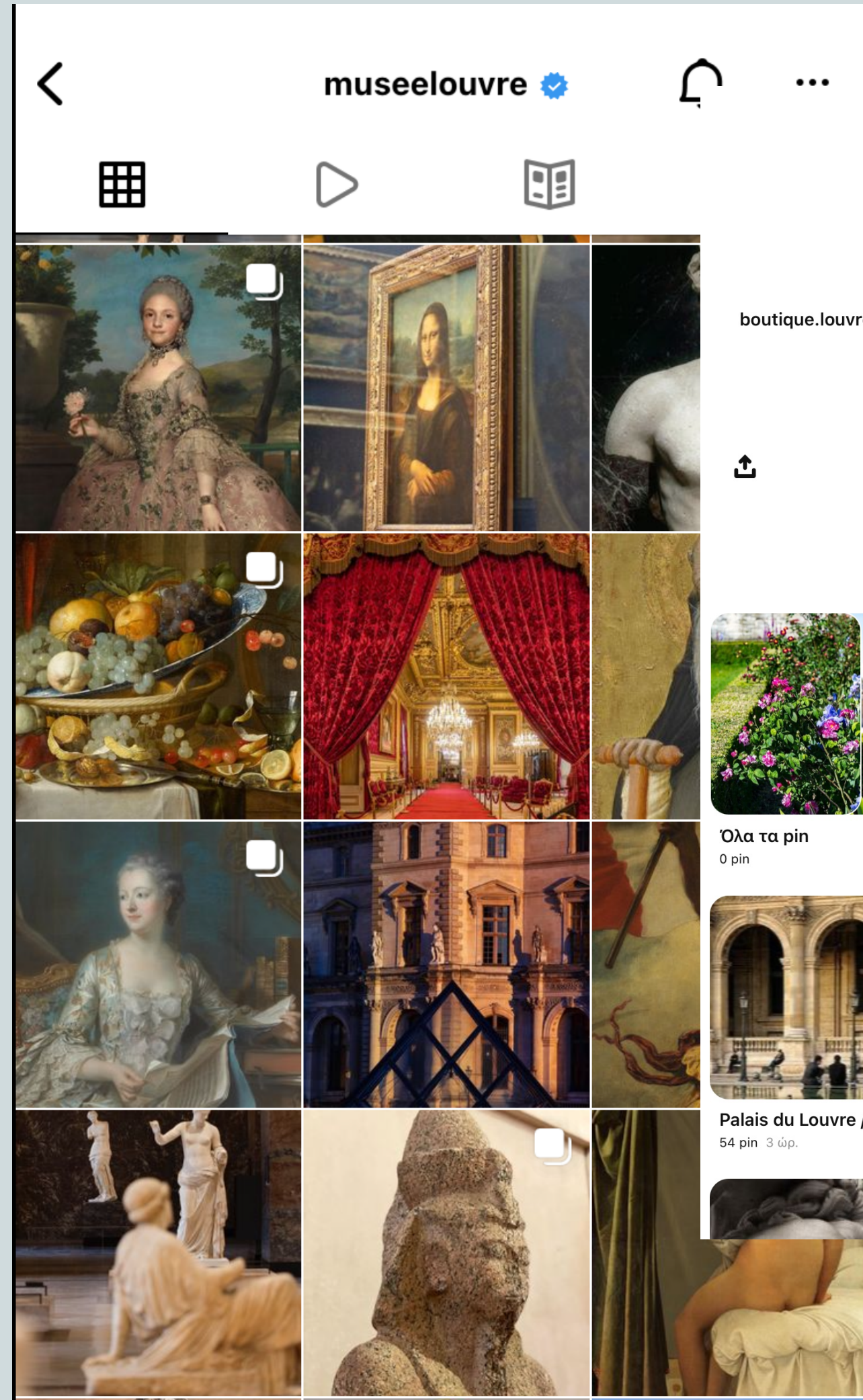
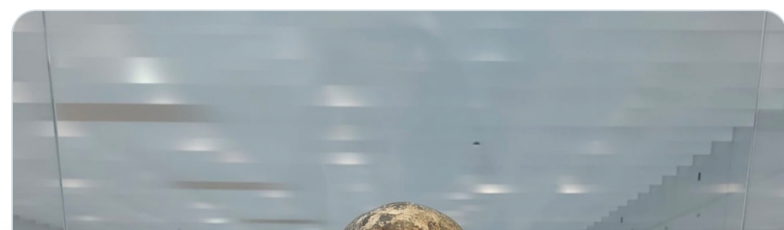
Musée du Louvre
 @MuseeLouvre

Bienvenue sur le compte officiel du musée du #Louvre !
 Mais aussi #MuseeDelacroix #AuditoriumLouvre #Tuileries
 © Paris | louvre.fr | Έγινε μέλος: Σεπτέμβριος 2009
 2.273 Ακολουθείτε 1,5 εκ. Ακόλουθοι

Tweet Tweet και απαντήσεις Πολυμέσα "Μου αρέσει"

Καρφίτσωμένο Tweet
 Musée du Louvre @MuseeLouvre · 2 Φεβ
 Venez saluer le Scribe accroupi au @MuseeLouvreLens ! 🎨

Ce chef-d'œuvre du #Louvre, aussi ancien que les Pyramides, devient le temps d'une année le gardien de la Galerie du Temps. Surtout, n'oubliez pas de plonger dans son fascinant regard de cristal ! 👁️



museelouvre



Musée du Louvre

boutique.louvre.fr · @museedulouvre · Bienvenue sur la page officielle du musée du Louvre ! Welcome to the Louvre official page!

34 χιλ. Ακόλουθοι · 89 ακολουθεί
 189 χιλ. μηνιαίες προβολές

Ακολουθήστε

Δημιουργήθηκε Αποθηκευμένα



Όλα τα pin
 0 pin



Arts Graphiques / Prints & Dra...
 64 pin · 3 ενότητα 1 ώρ.



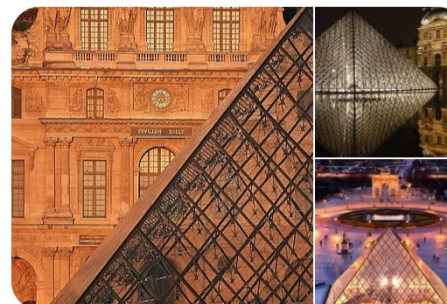
Ateliers / DIY
 1 pin 3 ώρ.



Palais du Louvre / Louvre palace
 54 pin 3 ώρ.



Amour / Love
 61 pin 3 ώρ.



Pyramide / Pyramid
 14 pin 3 ώρ.



ΒΡΕΤΑΝΙΚΟ ΜΟΥΣΕΙΟ



**“A MUSEUM OF THE WORLD,
FOR THE WORLD”**

YouTube Αναζήτηση

Support the future of the British Museum
www.britishmuseum.org/donate

The British Museum
511 χιλ. εγγραφμένοι

ΕΡΧΙΚΗ ΒΙΝΤΕΟ PLAYLISTS ΚΟΙΝΟΤΗΤΑ ΚΑΝΑΛΙΑ ΠΛΗΡΟΦΟΡΙΕΣ

Hokusai's 'The Great Wave' (and the differences between all 1...
Looking Into the Great Wave

Did you know there are 113 identified copies of Hokusai's The Great Wave. I know the title says 111, but scientist Capucine Korenberg found another 2 after completing her research. What research was that? Finding every print of The Great Wave around the world and then sequencing them, to find out when they were created during the life cycle of the woodblocks they were printed from... #WheresWallyArtistsWorstNightmare
ΔΙΑΒΑΣΤΕ ΠΕΡΙΣΣΟΤΕΡΑ

New to the channel? Try these

Sue Takes on the Sutton Hoo Helmet | Curator's Corner S...
The Great Picture Book of Everything; Hokusai's...
Deciphering the world's oldest rule book | Irving...
An introduction to Ming blue and white porcelain |...

Curator's Corner | British Museum

Stonehenge's Richest Man | Curator's Corner
CT scanning ancient Egyptian
Migrating ancient Inca data
Inca Kiburi: The record and

την τώρα

Μου αρέσει!

Μήνυμα

ΔΗΜΟΣΙΕΥΣΗ

British Museum

του στις 11:15 π.μ.

...out epic' – The Guardian
...cent' – The Times
...ning artefacts' – The Evening Standard

...exhibition – #TheWorldOfStonehenge – is now
...ρισσότερα

85 σχόλια 268 κοινοποιήσεις

Σχόλιο Κοινοποίηση

British Museum

23,5 χιλ. Tweet

Ακολουθήστε

British Museum
@britishmuseum

A museum of the world, for the world. Book tickets at britishmuseum.org

House rules: ow.ly/Y9zg304exDj

London britishmuseum.org Έγινε μέλος: Ιανουάριος 2009

47,5 χιλ. Ακολουθείτε 2 εκ. Ακόλουθοι

Tweet Tweet και απαντήσεις Πολυμέσα "Μου αρέσει"

British Museum @britishmuseum · 8 ώ

You can see how a similar lyre was played – and the scale of the instrument – in this scene depicted on the Standard of Ur.

Here the lyre player is accompanied by a singer.

ow.ly/IQMy30sbi5g

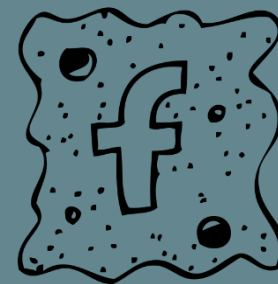
SOCIAL MEDIA

ΛΟΥΒΡΟ

2,6 εκατ.
@museedulouvre

4,8 εκατ.
@museelouvre

1,5 εκατ.
@MuseeLouvre



Created by Saloni Sinha
from the Noun Project



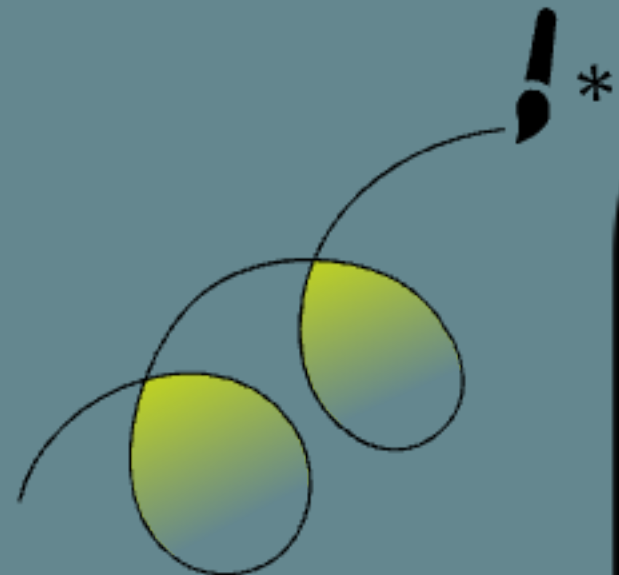
Created by Fengquan Li
from the Noun Project

ΒΡΕΤΑΝΙΚΟ

1,6 εκατ.
@britishmuseum

2 εκατ.
@britishmuseum

47,5 χιλ.
@britishmuseum



@blackcountrylivingmuseum ✓

58 Ακολουθείτε | 1.3M Ακόλουθοι | 21.1M Μου αρέσει

Ακολουθήστε

visit us or else
<https://bit.ly/2SVbxCu>
 E&A

The Pointy Chair Intro to BCLM Victorian

POV: It's 1943 and you've just come back from afternoon tea at your best friend's house
1.2M

484.7K

Actual footage of our visitors spotting tea merch into the cane part of the lesson
2.3M

Κορυφαία Πρόσφατα Άτομα Φωτογραφίες

G **Guggenheim Museum** ✓ @... · 24 Mar 20 ·
Sending well wishes by way of a puppy-shaped [#MuseumBouquet](#) to our 5th Avenue neighbors [@cooperhewitt](#), [@elmuseo](#), [@frickcollection](#), [@metmuseum](#), [@MuseumofCityNY](#), and [@thejewishmuseum](#). 🌸 We can't wait to visit you all again soon!

(Pictured: Jeff Koons, "Puppy," 1992)

22 297 1.457





Οδηγίες ICOM

I. Κοινωνική πλατφόρμα

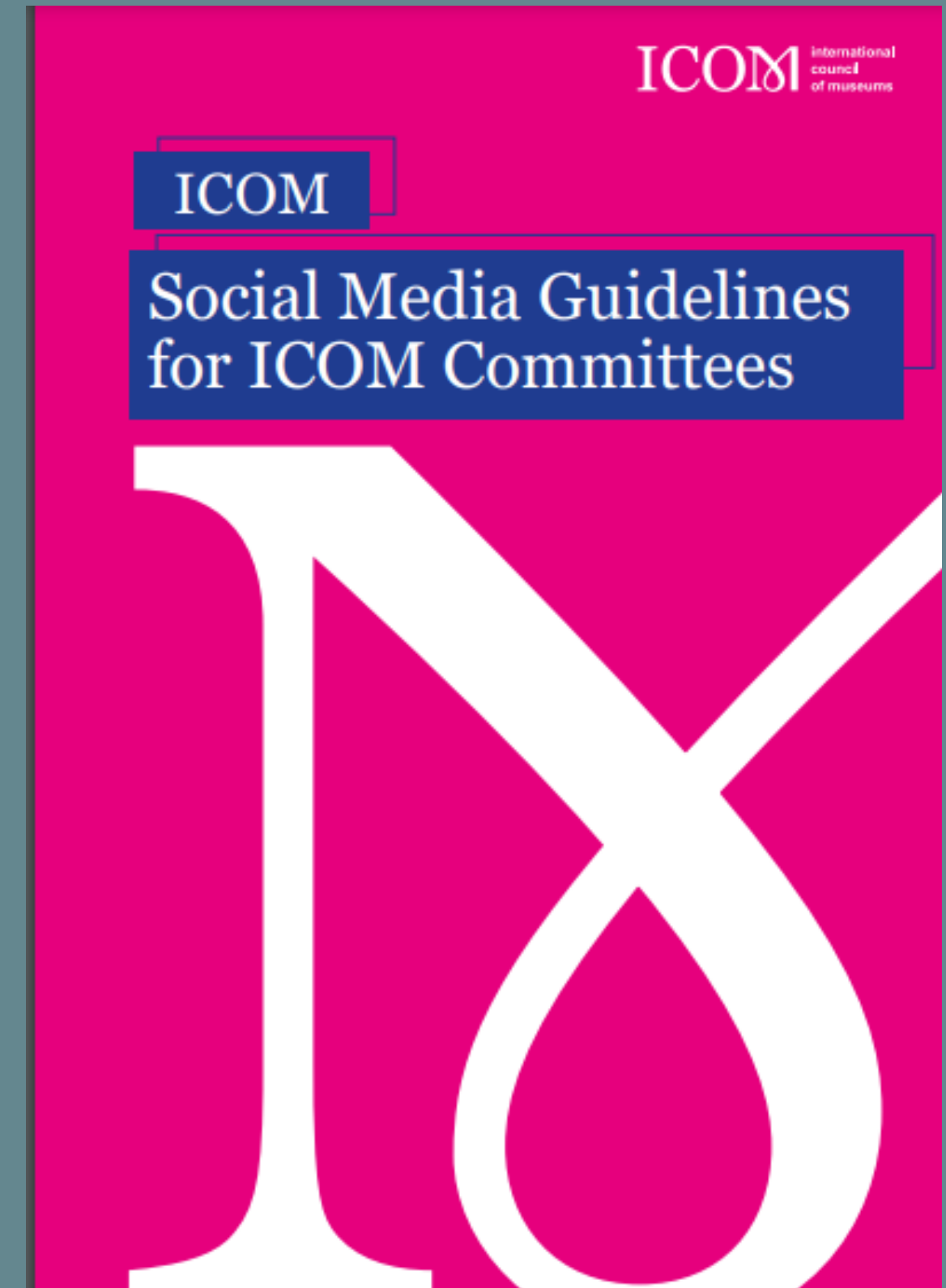
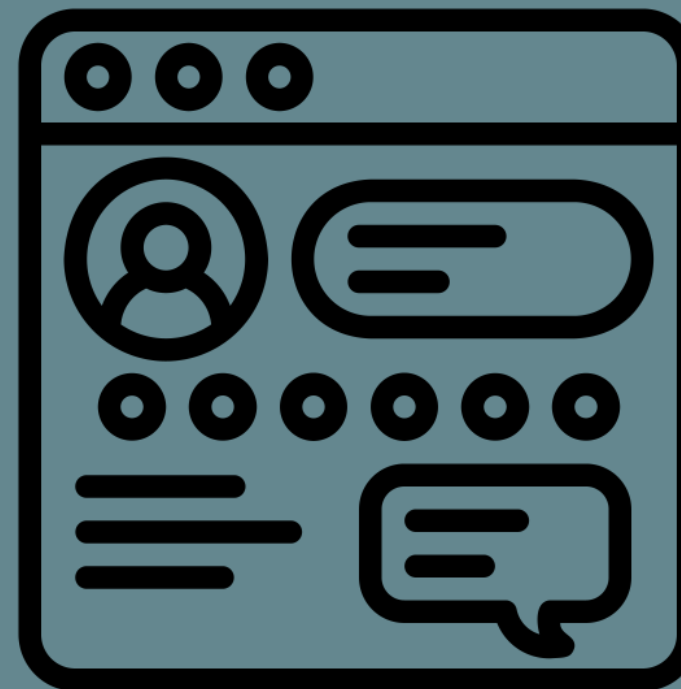
II. Καμπάνια

III. Περιεχόμενο

IV. Κάλυψη εκδήλωσης

V. Καθημερινή Διαχείριση

VI. Πολιτική

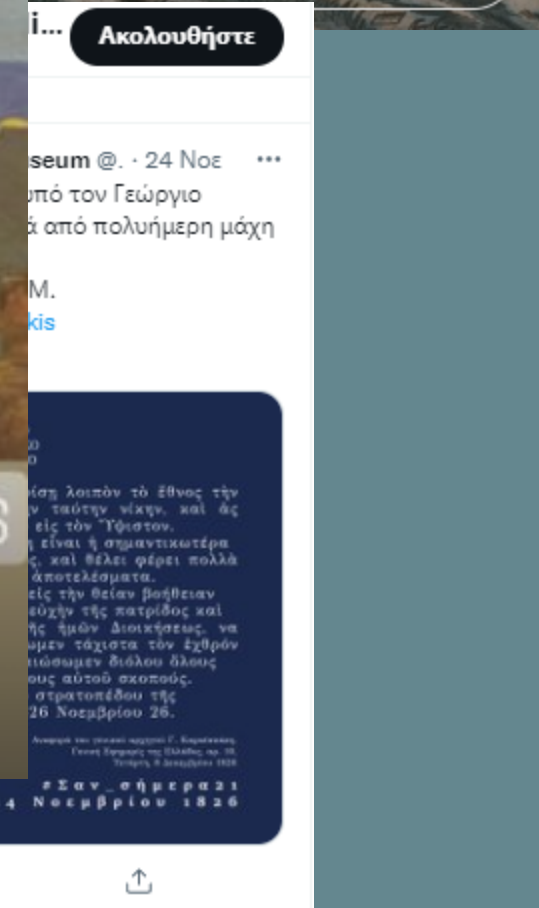
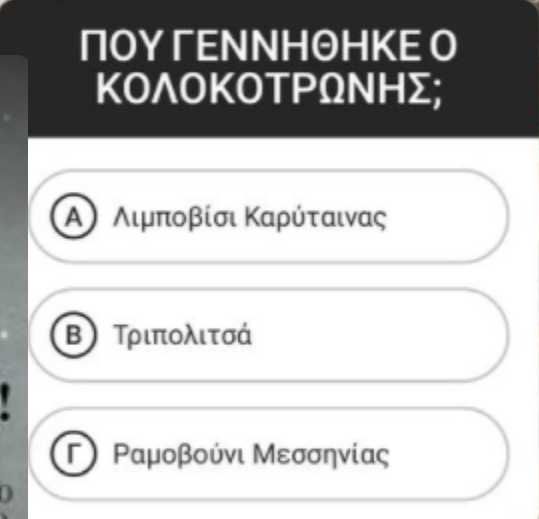


Πίνακας 1. Σύνολο οδηγιών ICOM για τα μέσα κοινωνικής δικτύωσης

Εθνικό Ιστορικό Μουσείο (Αθήνα)

Ηλεκτρονική πλατφόρμα	Facebook	✓
	Instagram	✓
	Twitter	✓
	Tik Tok	✓
	YouTube	✓
	Pinterest	✓
Δημιουργία εκστρατείας	Ημερολόγιο περιεχομένου (αναρτήσεις με βάση σημαντικές ημερομηνίες)	✓
	Μήκος (γραφή συνοπτικών μηνυμάτων, χρήση emojis, μη χρήση σημείων στίξης)	✓
Δημιουργία περιεχομένου	Επεξεργασία/επιμέλεια (χρήση ερωτηματικού, χρήση β' ενικού προσώπου και α' πληθυντικού)	✓
	Χρήση Hashtags	✓
	Χρήση συνδέσμων (κοινοποίηση)	✓
	Τοποθέτηση ετικέτας (προσθήκη ονόματος φυσικών ή νομικών προσώπων στην δημοσίευση, εάν έχουν σχέση με την ανάρτηση)	✓
	Κάρτες αποφθεγμάτων (Quote cards)	✓
Οπτικό περιεχόμενο	Γραφικές απεικονίσεις (Infographics)	

Εθνικό Ιστορικό Μουσείο, Αθήνα

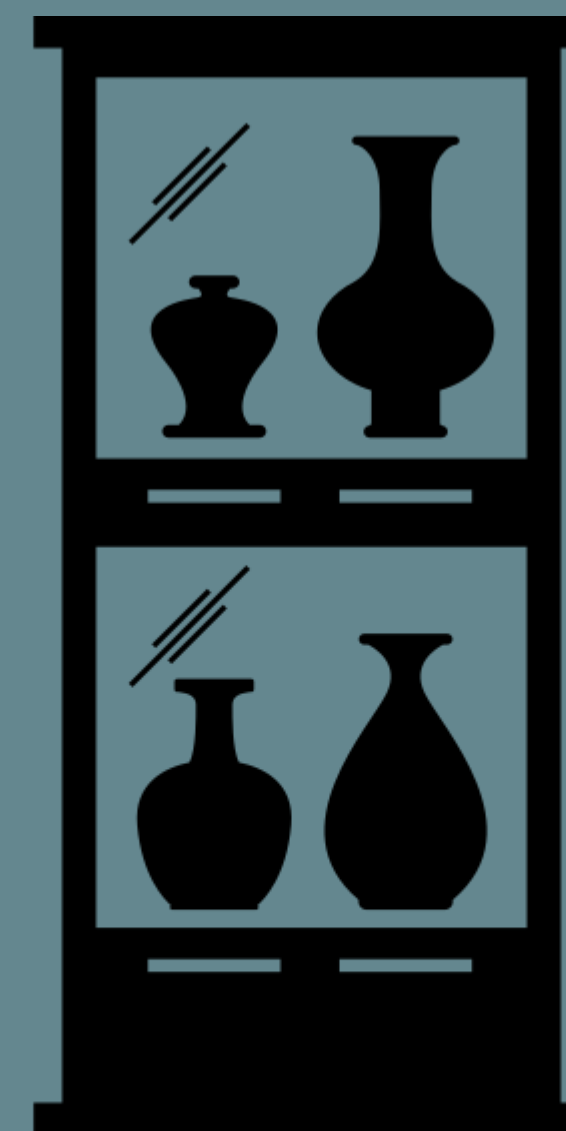


Το '21 αλλιώς..



Πρόταση βελτίωσης..

ΚΑΘΗΜΕΡΙΝΗ
ΠΛΕΥΡΑ



ΑΛΛΕΣ
ΕΦΑΡΜΟΓΕΣ



Εθνικό Ιστορικό Μουσείο, Τίρανα

Muzeu Historik Kombetar
22 Νοε · 🌐

Με 22 nëntor përkujtojmë Kongresin e Manastirit. Kongresi i Manastirit ishte një kongres kombëtar i cili u mbajt në Manastir më 14 nëntor deri më 22 nëntor të vitit 1908. Kongresi i Manastirit vlerësohet si kuvendi më i rëndësishëm kombëtar në historinë politike e kulturore të shqiptarëve në fillim të XX.

Ky kongres u mbajt për të shqyrtuar disa çështje rëndësishme të lëvizjes kombëtare, në radhë të parë u paraqit me rëndësi shqyrtimi i çështjes së alfabetit të gjuhës shqipe. Në të morën pjesë delegatë të shoqërive, klubeve dhe organeve kombëtare të trevave shqiptare.

Kongresi ngriti një komision prej 11 delegatësh. Gjergj Fishta u zgjodh kryetar komisioni. Në komision ishin anëtarë: N. Mjeda, Gj. Qiriaz, Frashëri, S. Peci, Sh. Kolonja, L. Gurakuqi, D. B.Topulli, N.Vrioni, G.Cilka.

Pas mjaft diskutimesh u krijua një alfabet i mbështetur i tëri në alfabetin latin. Në fund komisioni dhe kongresi vendosën që të lejohet përdorimi i alfabetit të Stambollit, që kishte përhapje të gjera, ashtu si dhe alfabeti i ri. Brenda pak vitesh alfabeti i ri u bë alfabeti i përbashkët e i vetëm për gjithë shqiptarët, që është alfabeti i sotëm i gjuhës shqipe.

përhapje të gjera, ashtu si dhe alfabeti i ri. Brenda pak vitesh alfabeti i ri u bë alfabeti i përbashkët e i vetëm për gjithë shqiptarët, që është alfabeti i sotëm i gjuhës shqipe. Në këtë kongres u morën vendime të rëndësishme për çështjen e alfabetit e për ato politike, që ndihmuan për ngritjen në një shkallë më të lartë të kulturës e të arsimit shqiptar, si edhe për bashkimin e tij të mëtejshëm në luftën për çlirimin kombëtar.



👍 200 11 σχόλια • 41 κοινοποιήσεις

👍 Μου αρέσει! 💬 Σχολιάστε ➦ Κοινοποίηση

Πίνακας 2. Σύνολο οδηγιών ICOM για τα μέσα κοινωνικής δικτύωσης

Εθνικό Ιστορικό Μουσείο (Τίρανα, Αλβανία)

Κατηγορία	Οδηγία	Κατάσταση
Ηλεκτρονική πλατφόρμα	Facebook	✓
	Instagram	✓
	Twitter	✓
	Tik Tok	
	YouTube	
	Pinterest	
Δημιουργία εκστρατείας	Ημερολόγιο περιεχομένου (αναρτήσεις με βάση σημαντικές ημερομηνίες)	✓
Δημιουργία περιεχομένου	Μήκος (γραφή συνοπτικών μηνυμάτων, χρήση emoji, μη χρήση σημείων στίξης)	
	Επεξεργασία/επιμέλεια (χρήση ερωτηματικού, χρήση β' ενικού προσώπου και α' πληθυντικού)	
	Χρήση Hashtags	✓
	Χρήση συνδέσμων (κοινοποίηση)	
	Τοποθέτηση ετικέτας (προσθήκη ονόματος φυσικών ή νομικών προσώπων στην δημοσίευση, εάν έχουν σχέση με την ανάρτηση)	
Οπτικό περιεχόμενο	Κάρτες αποφθεγμάτων (Quote cards)	
	Γραφικές απεικονίσεις (Infographics)	

Mit'hat FRASHËRI (1880 - 1949)
 Firmëtar i Aktit të Pavarësisë së Shqipërisë, 28
 Nëntor 1912

#nëntoriiflamurit
 #firmëtarët_e_pavarësisë
 #MuzeuHistorikKombëtar
 #ministraekulturës

57 5 κοινοποιήσε

Μου αρέσει! Σχολιάστε Κοινοποιήστε

Murat TOPTANI (1867 - 1918)
 Firmëtar i Aktit të Pavarësisë së Shqipërisë, 28
 Nëntor 1912

#nëntoriiflamurit
 #firmëtarët_e_pavarësisë
 #MuzeuHistorikKombëtar
 #ministraekulturës

31 1 σχόλιο • 2 κοινοποιήσε

Μου αρέσει! Σχολιάστε Κοινοποιήστε

Luigj GURAKUQI (1879-1925)
 Firmëtar i Aktit të Pavarësisë së Shqipërisë, 28
 Nëntor 1912

#nëntoriiflamurit
 #firmëtarët_e_pavarësisë
 #MuzeuHistorikKombëtar
 #ministraekulturës

71 1 σχόλιο • 7 κοινοποιήσε

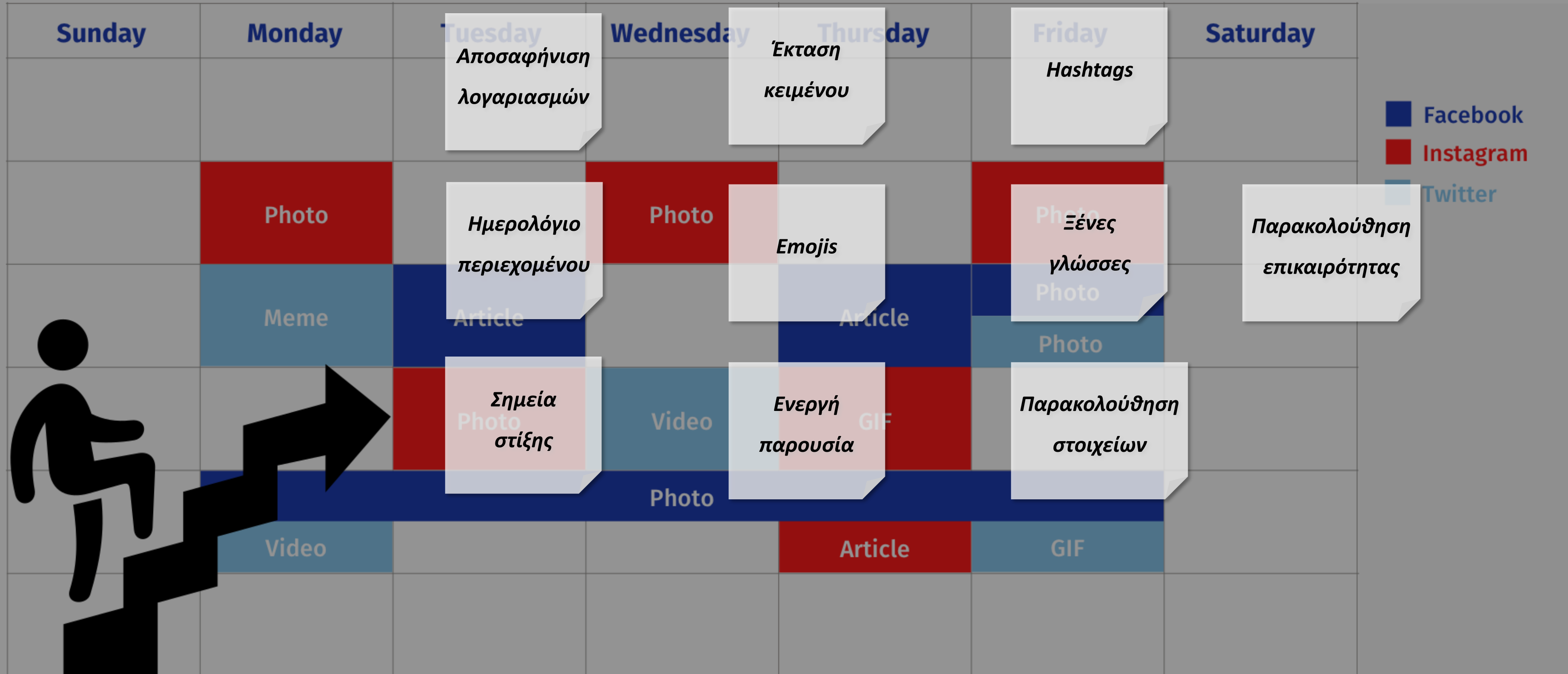
Μου αρέσει! Σχολιάστε Κοινοποιήστε



SOCIAL MEDIA CALENDAR

January 2022

Πρόταση βελτίωσης/ στρατηγική διαχείρισης λογαριασμών





Συμπεράσματα

- Σημασία μέσων κοινωνικής δικτύωσης
- Πολλές μέθοδοι & τρόποι προσέγγισης
- Εναλλακτικές πρακτικές
- Ισχυρή πολιτική
- Αφοσίωση & προσοχή



Ευχαριστώ Πολύ Για Την Προσοχή Σας!

ΕΡΩΤΗΣΕΙΣ;

Βιβλιογραφικές αναφορές

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Λίστα συνδέσμων

Εικόνα 1 & 2:<https://www.youtube.com/watch?v=kbMqWXnpXcA>

Εικόνα 3:https://commons.wikimedia.org/wiki/File:Louvre_Museum_Wikimedia_Commons.jpg

Εικόνα 4:https://commons.wikimedia.org/wiki/File:British_Museum_Exterior.jpg

Εικόνα 5:https://commons.wikimedia.org/wiki/File:British_Museum_Great_Court,_London,_UK_-_Diliff.jpg

Εικόνα 6:<https://www.tiktok.com/@blackcountrylivingmuseum?lang=el-GR>

Εικόνα 7:<https://www.instagram.com/explore/tags/mettwinning/?hl=el>

Εικόνα 8:<https://www.instagram.com/explore/tags/metsketch/?hl=el>

Εικόνα 9:<https://www.instagram.com/explore/tags/gettymuseumchallenge/?hl=el>

Εικόνα 10:<https://mobile.twitter.com/i/events/1242529800343949315>

Εικόνα 13:

https://commons.wikimedia.org/wiki/File:%CE%A0%CE%B1%CE%BB%CE%B9%CE%AC_%CE%92%CE%BF%CF%85%CE%BB%CE%AE_%CF%84%CF%89%CE%BD_%CE%95%CE%BB%CE%BB%CE%AE%CE%BD%CF%89%CE%BD_1170.jpg

Εικόνα 14 & 18 & 19:https://www.instagram.com/nhmuseum_of_athens/?hl=el

Εικόνα 15 & 16:https://twitter.com/athens_nhmuseum

Εικόνα 17:https://www.facebook.com/nhmuseum.gr/?ref=page_internal

Εικόνα 20:https://commons.wikimedia.org/wiki/File:Muzeu_Historik_Kombetar,_Tirane.JPG

Εικόνα 21:<https://www.facebook.com/MuzeuHistorikKombetar/photos/a.685735694822540/4979556595440407/>

Εικόνα 22 & 23:<https://www.facebook.com/MuzeuHistorikKombetar>

Λίστα συνδέσμων Λούβρου και Βρετανικού Μουσείου

<https://www.youtube.com/user/louvre>

<https://twitter.com/museelouvre>

<https://www.instagram.com/museelouvre/>

<https://www.facebook.com/museedulouvre>

<https://www.instagram.com/britishmuseum/>

<https://www.youtube.com/user/britishmuseum>

<https://twitter.com/britishmuseum>

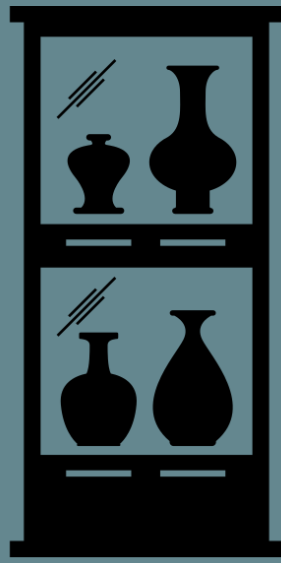
<https://www.facebook.com/britishmuseum>



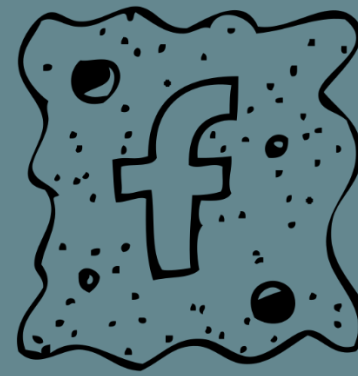
Created by Cuputo from the Noun Project



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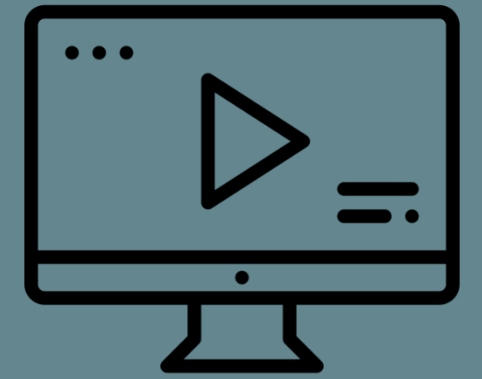
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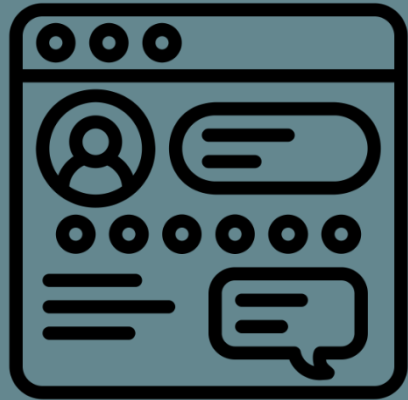
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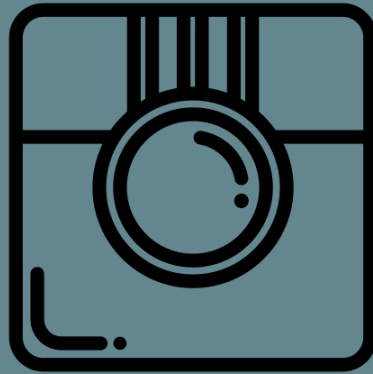
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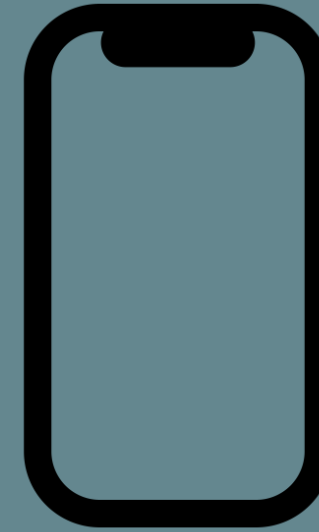
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