Digital Engagement in a Heritage House

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Social Media Before and After COVID

BEFORE

Instagram & Facebook used to send out information (programmes, exhibition, behind-the-scenes)

AFTER

Switching to forming connections with audience and having a two-way channel of conversation

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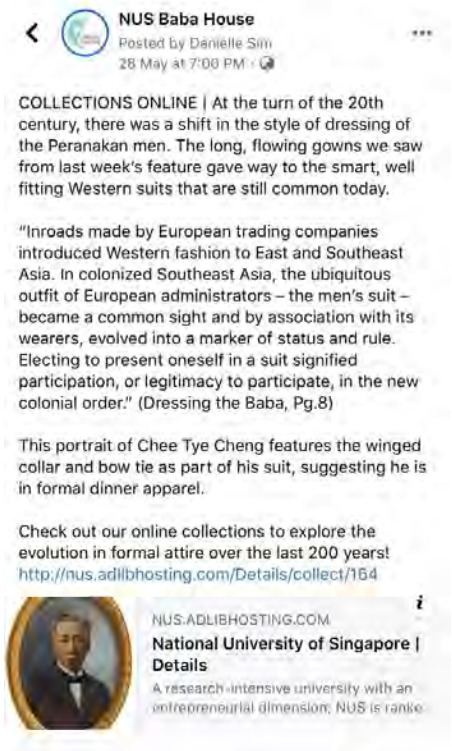
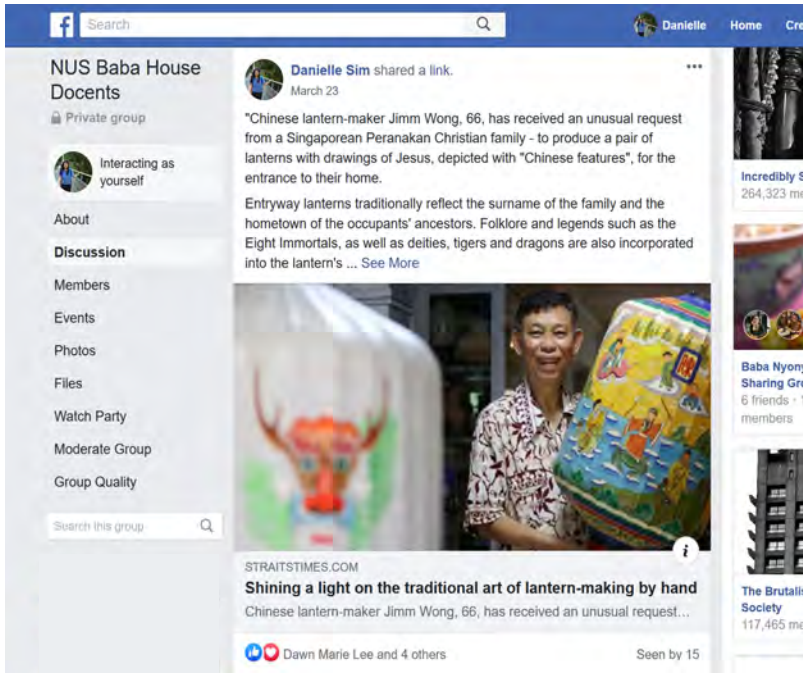
Facilitating the organising and documenting of our internal digital museum media

Examples of Digital Engagement



Featuring Online Collections

Virtual House and Gallery Tours



Featuring and Engaging Members of Our Community

Digital Communities

Challenges	Learning Points
Keeping a vibrant community of docents and staff independent of physical spaces and programmes.	Using online methods such as Zoom or Facebook groups to gather, update one another, and invite to participate and contribute to social media activities and features.
Integrating online and offline needs of the NUS Baba House in digital outreach	Ensuring interactive and consistent posts on social media to build up a public following – we respond to their messages and reactions too! Reviewing data every few weeks to see if current campaigns need to be tweaked.