

you don't want this



Photo: Jason Mrachina

A social museum systematically engages all its stakeholders with the appropriate strategies, technologies and processes to maximise co-created value.

(Based on Social Business Forum, 2012)

*- why -*

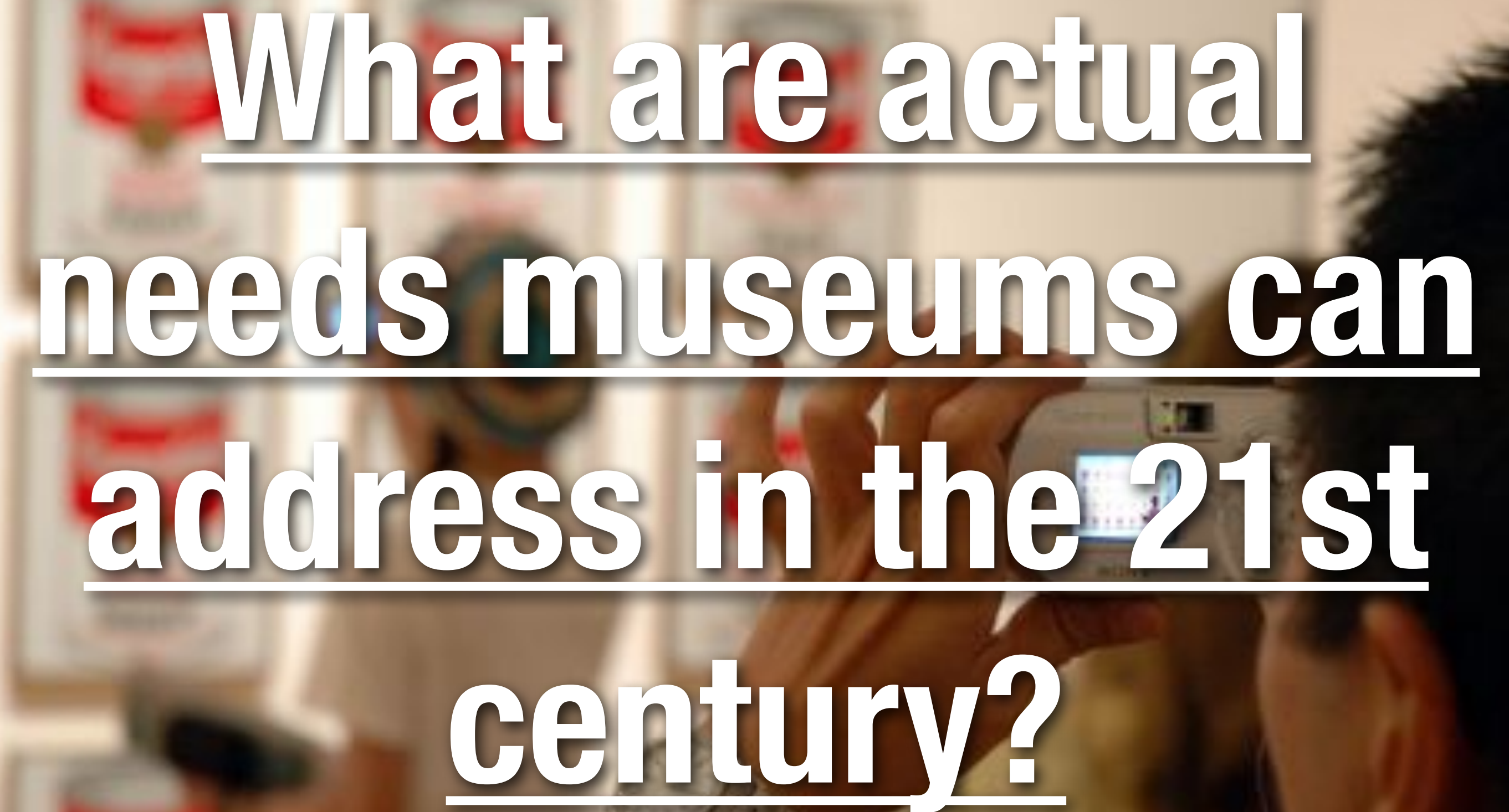
**To maximise**  
**co-created value**



A person is seen from the side, holding a silver digital camera up to their eye to take a photograph. They are wearing a silver metal-link wristwatch on their left wrist. The background is a museum gallery with a grid of framed red and white objects on the wall. The text "Why do people go to museums?" is overlaid in the center in a large, white, sans-serif font, with a thin white underline beneath the words "people" and "museums?".

# Why do people go to museums?

Photo: Gene Han



What are actual  
needs museums can  
address in the 21st  
century?





Photo: Stedelijk Museum Amsterdam



Photo: Fabian K



It's Your  
Story











business

[illegible]

AIR CONDITIONING  
IN  
THE  
SUMMER

PROTECTION  
FOR  
THE  
RAIN

reading learning free toilets  
on curated knowledge dan  
tional education storytelling  
t free wifi social events m  
ng unique experiences dat  
g public space entertainme  
edom self discovery cafe  
ith the family studying frien







Anders

Dear Vah Gogh  
this is ok presentation but its kinda  
I suggest you to create more  
3D paintings - yair honry-! 28m

9/17/12

*- how -*

**Systematically engage**  
**all stakeholders**



# Museum of National History





**Our mission:**  
**To spark historical**  
**imagination.**



(without a building,  
and without a collection)



Target audience:  
everybody

*My CEO at the time:*

“‘Everybody’ is not a target audience. In fact, the target audience is most likely not your target audience.”



A photograph of a traditional Dutch windmill with four sails, situated in a vast field of tulips. The tulips are in various stages of bloom, with many showing red and white variegated patterns. The field stretches towards the horizon under a clear blue sky. The windmill is positioned on the left side of the frame, and the tulips fill the foreground and middle ground.

# Nieuwe groeten uit...

Photo: Matt Stratton









foto tentoonstelling centrum  
nieuwe ansichten in nl



arsman & Anna Woltz  
en voor Nederland







National Vending Machine







Dit doet me denken aan...

*ledoren denkt dat Anton Philips oorspronkelijk uit Eindhoven komt, maar hij is geboren in Zaltbommel. Hier bedacht hij in het schuurke achter zijn huis in de Gaurischestraat de eerste plannen voor zijn gloeilampenfabriek.*

**innl** INNOVATIE NEDERLAND NEDERLANDSE INNOVATIE



Dit doet me denken aan...

*Nederlanders zijn kaasliefhebbers en weten kaascheef met wat watrond bij. Leukere dunne zwingel plakjes.*

**innl** INNOVATIE NEDERLAND NEDERLANDSE INNOVATIE



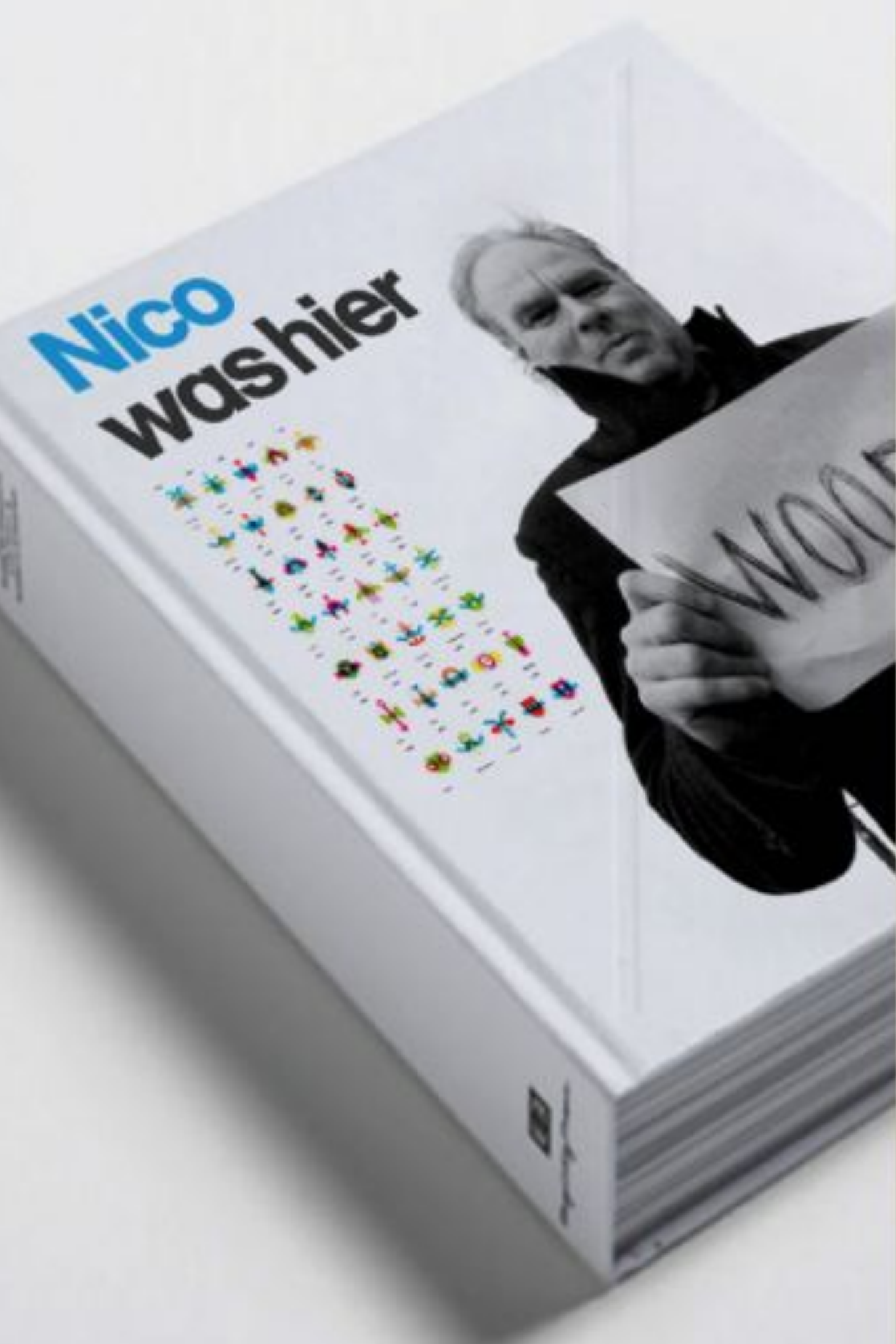


Xwashier













# Nationaal Concert (Arnhem)





Zuiderkerk

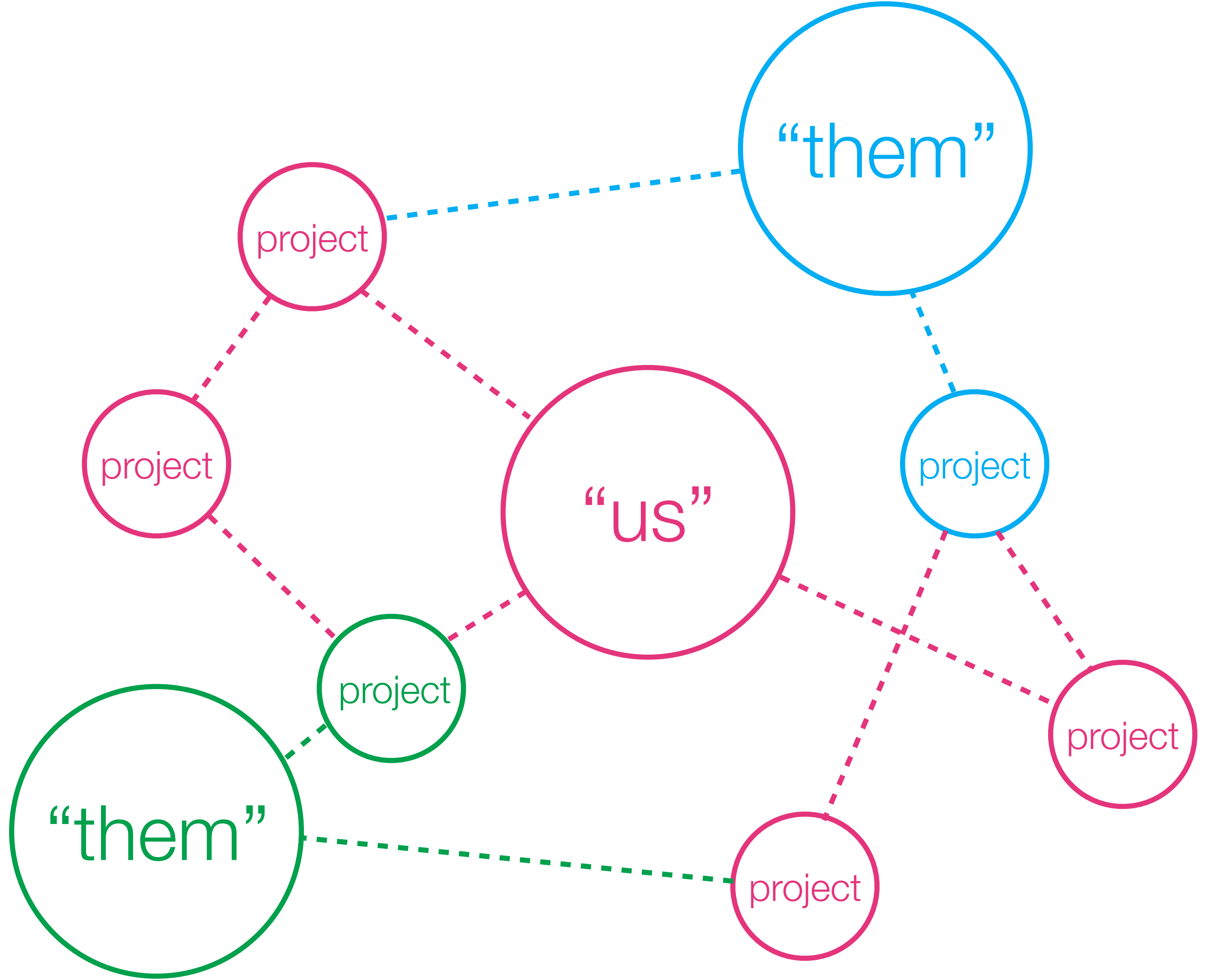




100m2nl









By systematically designing products for each audience and allowing them to contribute, we managed to multiply our reach and engagement.

But what if you  
do have a building,  
and a collection?



# Paleis Het Loo, Apeldoorn



Photo: Hindrik Sijens







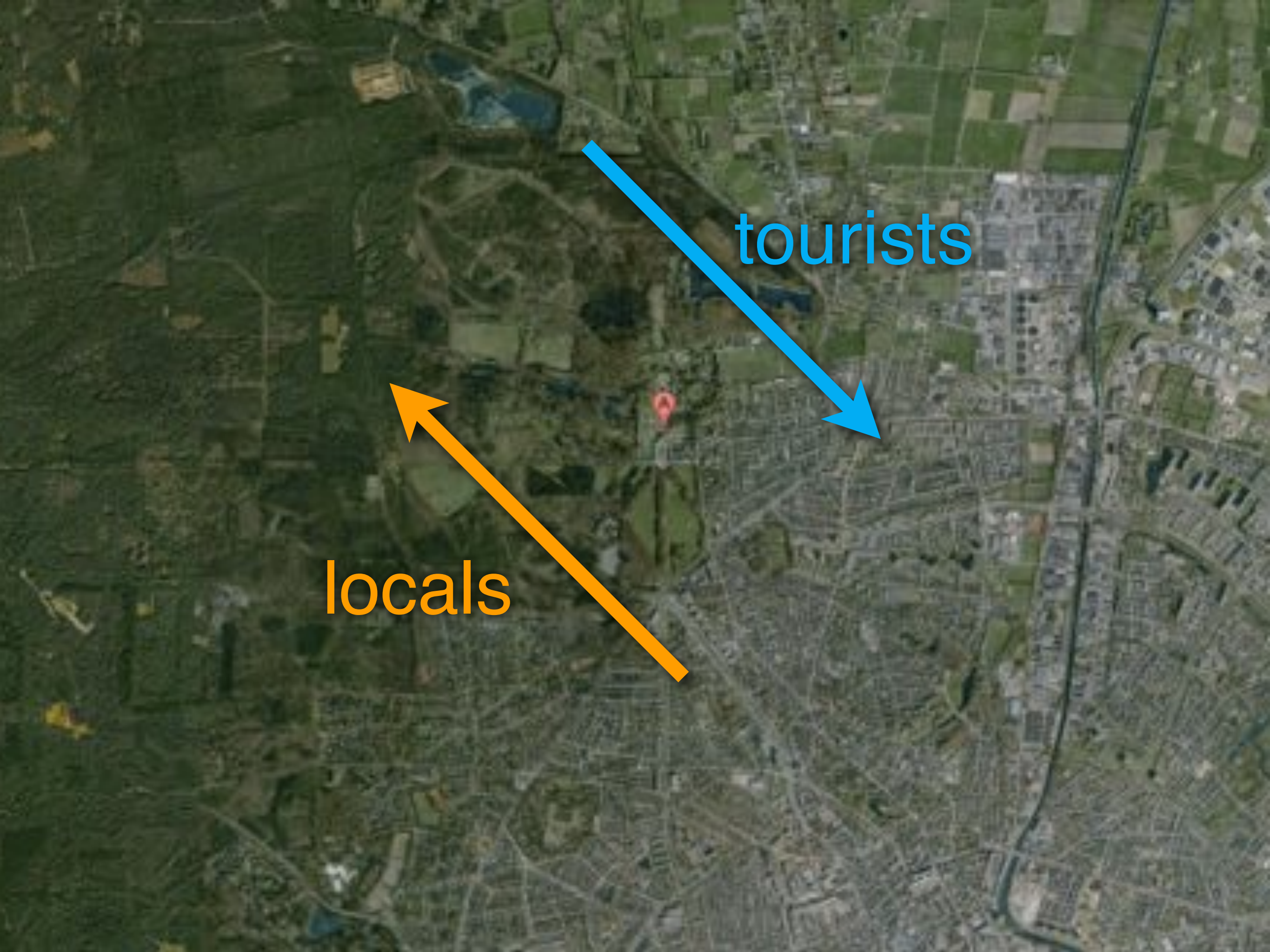






Photo: ANWB Vrijwilligers





tourists

locals





english  
deutsch  
francais

# Paleis Het Loo

Bezoekinformatie, openingstijden en prijzen

Wat is er te zien?

Tentoonstellingen, nieuws en evenementen

Locatieverhuur en Trouwen

Kinderen en onderwijs

Organisatie en sponsors

Vrienden van Paleis Het Loo

Video

E-cards

Koop uw tickets online!



**Herfstvakantie:  
kom naar de  
Prinsessendagen!**

16, 17, 20 en 21 oktober

...lees meer

Tuin van Het Loo op  
**twitter**







PALEIS HET LOO

[HOME](#) [BEZOEKERSINFO](#) [NIEUWS](#) [HET PALEIS](#) [AGENDA](#) [LOCATIEVERHUUR](#) [KIDS](#)

# WELKOM OP PALEIS HET LOO

DINSDAG 16 JULI, PALEIS HET LOO IS GEOPEND VAN 10:00 TOT 17:00 UUR

[KOOP TICKETS](#)

[AGENDA](#)

[NIEUWS](#)

[HET WEER IN APELDOORN](#)









in-gallery

onsite

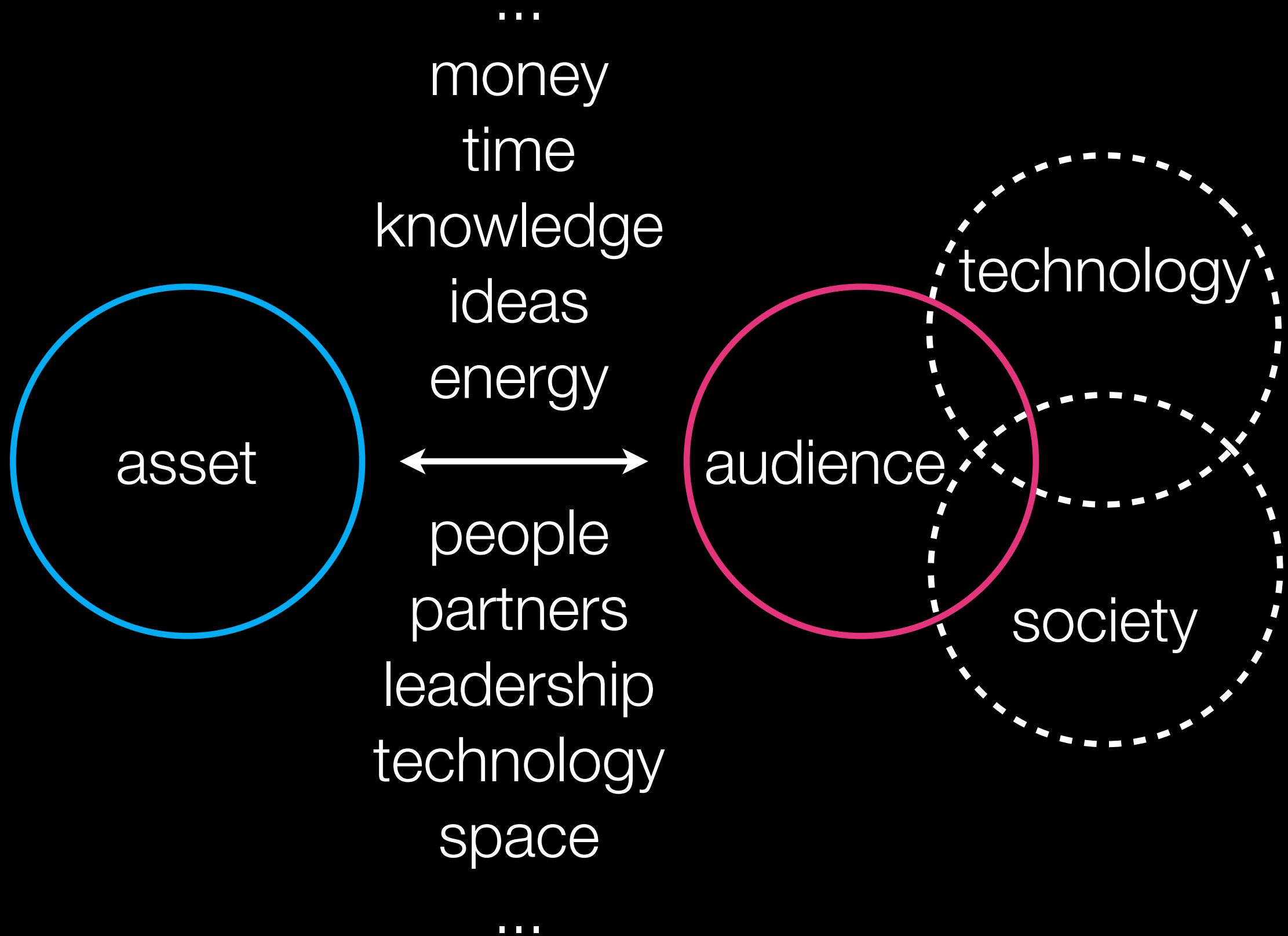
online

The customer journey from online to in-gallery is a continuum, with onsite as an important step in the process. Digital tools link the different activities.



*- what -*

# Strategies, technologies & processes









DE GULLE EKSTER  
INSPIRATIEGRUTTER

CADEAUBON



ZOEKEN

OVER DE GULLE EKSTER



FOTOGRAFIE

DESIGN

BEELDDE KUNST

ILLUSTRATIE

CULINAIR

TECHNOLOGIE

BOEKEN

LOSSE PRODUCTEN

ABONNEMENT  
MARK NETTENBREIJERS  
THE REMAINS OF TIME

DE GULLE EKSTER BEZOECT  
MODE BIENNALE  
ARNHEM  
BLOG

DE GULLE EKSTER BEZOECT  
MOORE IN HET  
RIJKS  
BLOG

SPECIALE EDITIE

DIRK KOME - SPRUITEN

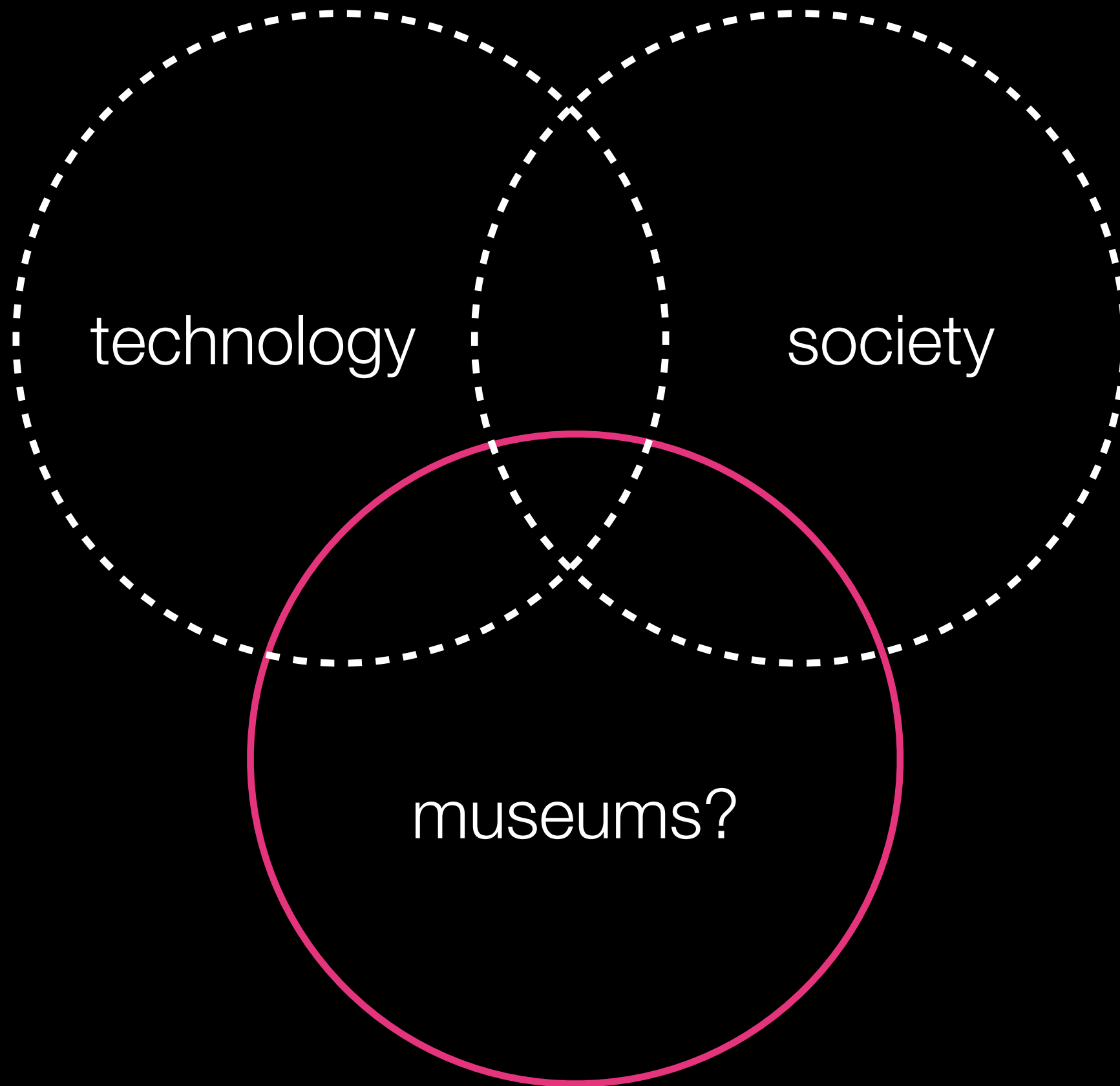
UITGELICHT

CHRISTIEN MEINDERTSMA  
AAN TAFEL MET BOER VAN DONGEN

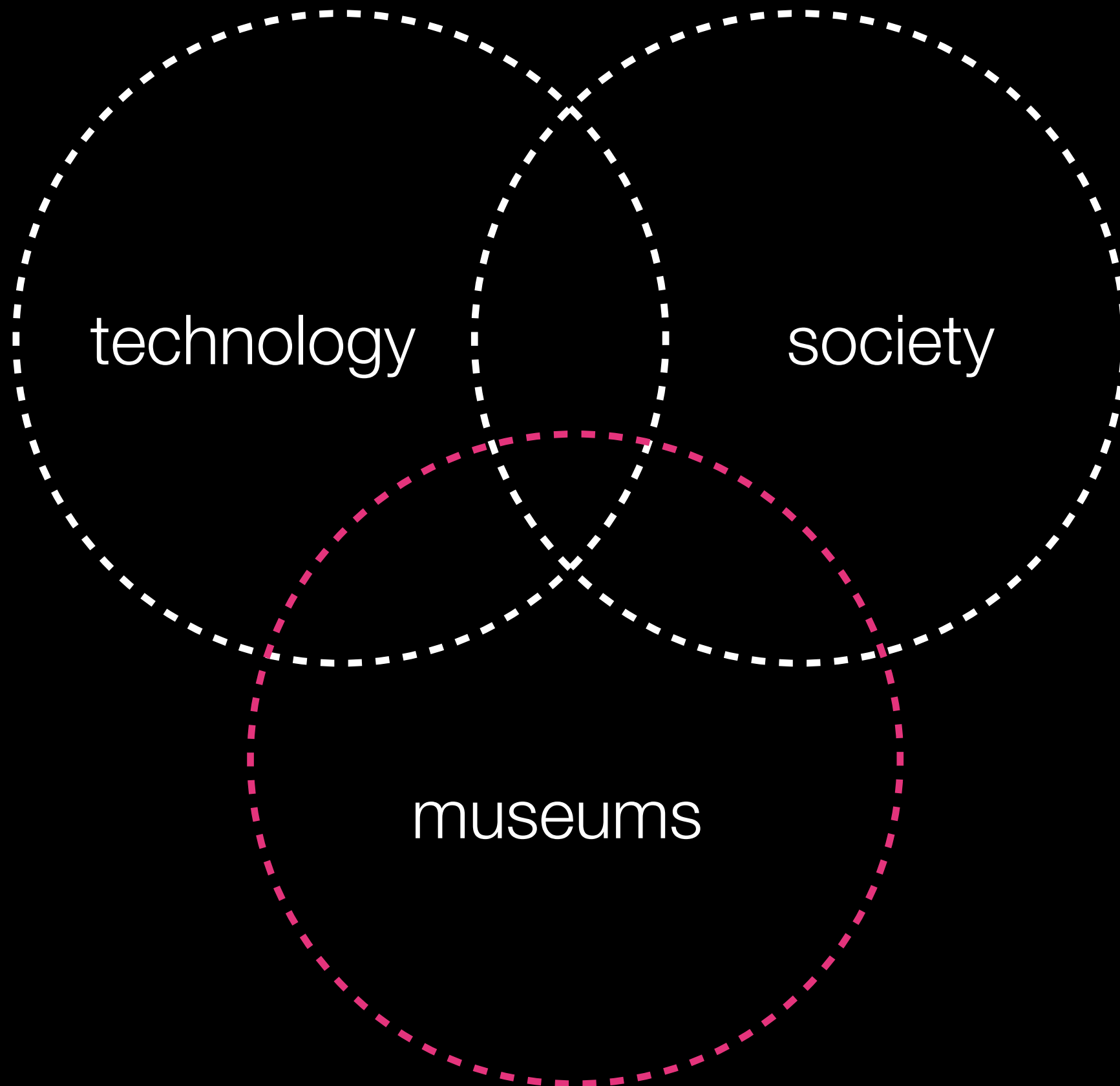




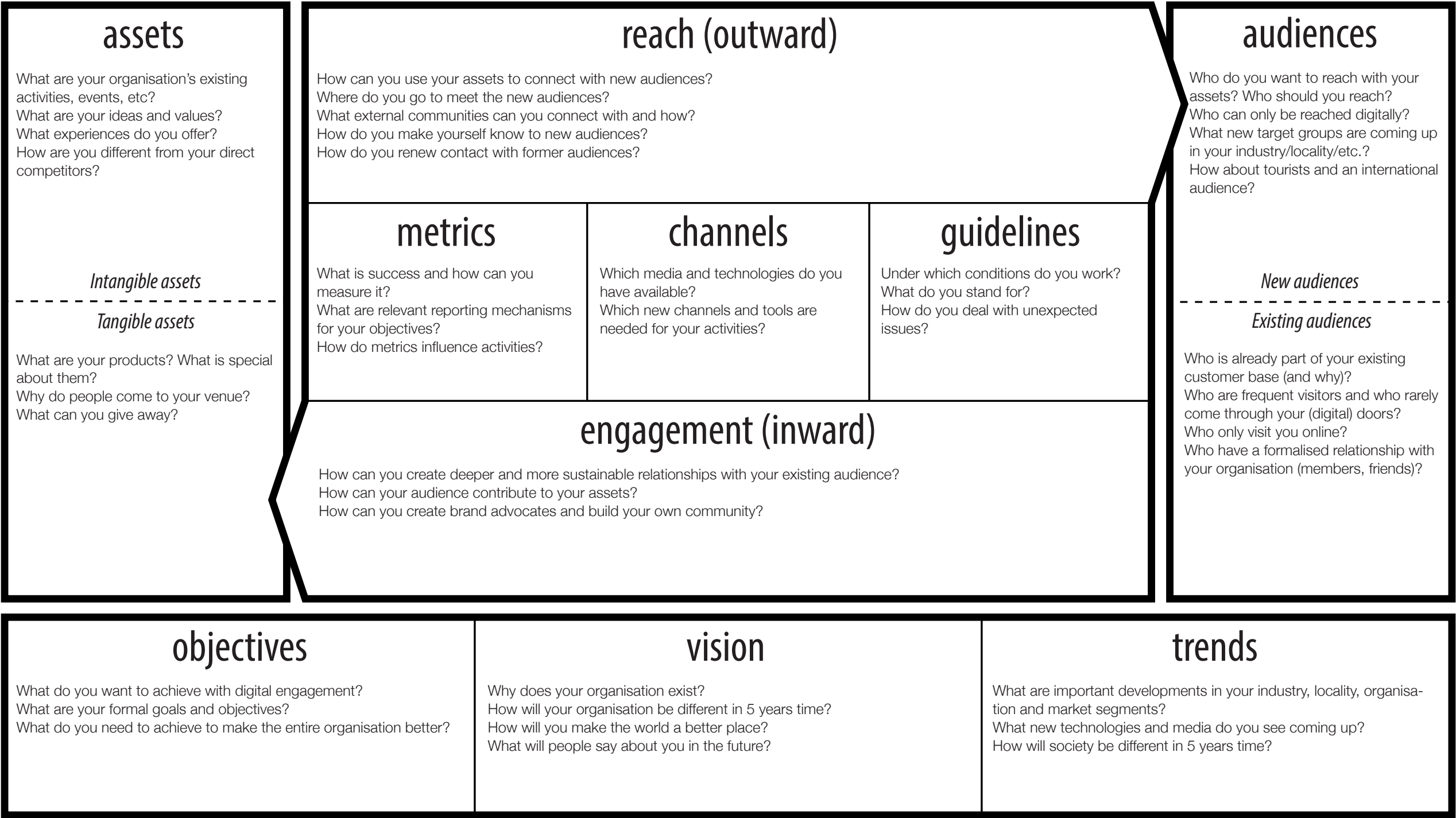
[degulleekster.nl](http://degulleekster.nl)







# digital engagement framework version 2.0





bit.ly/

DEFFbooklet

(Free PDF with work sheets, tips and tricks.)

ISSUES

OUTREACH

AUDIENCES

ENVIRONMENT

ACTIONS

PLATFORMS

ENGAGEMENT

AMBITION

GOALS

VALUES

Multiple copies of a form titled "Audience" are pinned to the right side of the board. Each form contains a grid of boxes for organizing information, likely related to different audience segments or outreach efforts.



A social museum systematically engages all its stakeholders with the appropriate strategies, technologies and processes to maximise co-created value.



Thanks!  
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[@jaspervisser](#)