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### Research Reports

- Culture Track 2011
- McKinsey Quarterly – The Power of Storytelling: What non-profits can teach the private sector
- NEA – Audience 2.0: how technology influences arts participation
- NEA – Beyond Attendance: a multi-modal understanding of arts participation
- NEA – Arts Learning: What the declines mean for arts participation
- The New York Times – #NYTMuseums Archived Conversation from March 17, 2011 Twitter Chat on Social Media

### Reading List

- The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change, by Jennifer Aaker, Andy Smith, Dan Ariely and Chip Heath
- Groundswell: Winning in a World Transformed by Social Technologies, by Charlene Li and Josh Bernoff
- Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series), by Jim Sterne and David Meerman Scott

### Relevant Links and Social Media Resources

- 41 Ways Museums Are Merging Social and Tech to Engage Audiences
  - <http://colleendilen.com/2010/10/18/41-ways-museums-are-merging-social-and-tech-to-engage-audiences/>
- ArtsTechNews
  - <http://artstechnews.com/>
- The Artful Manager
  - <http://www.artsjournal.com/artfulmanager/>
- BoingBoing
  - <http://www.boingboing.net/>
- Brooklyn Museum Blog
  - <http://www.brooklynmuseum.org/community/blogosphere/>
  - <http://www.brooklynmuseum.org/community/blogosphere/2008/11/24/utilizing-youtube-quick-capture-for-community-voices/>
- The J. Paul Getty Museum
  - [http://www.getty.edu/art/exhibitions/north\\_pavilion/cabinet/index.html](http://www.getty.edu/art/exhibitions/north_pavilion/cabinet/index.html)
- Mashable
  - <http://mashable.com/social-media/>
- Museum 2.0
  - <http://museumtwo.blogspot.com/>
- MuseumMobile Wiki (#mtogo on Twitter)
  - <http://wiki.museummobile.info/conversations/twitter-archive>
- MuseumNext Conference Blog
  - <http://www.museumnext.org/2010/blog>
- New York Times – Museums Section Special on Social Media – March 17, 2011
  - <http://www.nytimes.com/2011/03/17/arts/design/museums-pursue-engagement-with-social-media.html?ref=artsspecial>
- Steve.Museum
  - <http://steve.museum/>