



Australian Museum's Meltwater Story

Executive Summary

A leading cultural attraction located in the heart of Sydney's Central Business District, the Australian Museum provides visitors with access to more than 16.5 million historical items from Indigenous Australia and the Pacific.

A hub of information, education and research, the Museum houses an invaluable, irreplaceable collection of precious objects. Playing host to a variety of minerals, fossils and meteorites as well as a veritable menagerie of native Australian wildlife, Australian Museum is funded both by the New South Wales government and visitor donations.

Thanks to Meltwater, Australian Museum now benefits from:

- ⦿ Easy-to-use but incredibly powerful monitoring of social media buzz around the Museum's activities
- ⦿ The ability to track the reception to specific events and exhibitions online, identifying key influencers and their views
- ⦿ Tracking the Museum's social media footprint, evaluating reach, volume and impact
- ⦿ The ability to replicate success factors from previous events and apply methodology and rationale to future planning



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"We've been able to really easily track what our visitors are saying online about the exhibitions that we're running, as well as identifying who the key influencers are when it comes to what we say and do. Meltwater Buzz therefore has a big impact on our ability to plan and develop the Museum's activities."

Chris Lang
Audience Researcher/Advocate
Australian Museum

www.australianmuseum.net.au

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History in the Making for Meltwater Buzz at the Australian Museum

The Background

Bringing Australia's rich and diverse history to life is no easy task. From the nation's stunning geography and unique landscape to its prized cultural past and incredibly diverse wildlife, Australia enjoys one of the world's brightest and boldest histories, and capturing it for the enjoyment of all is an understandably huge task.

It's no surprise to find that Australian Museum, situated in Sydney's Central Business District, presents a colourful and rich experience to match. Cataloguing a range of geological, cultural and natural treasures from Australia's and the Pacific's indigenous history, Australian Museum provides visitors with a collection that ranges from Balinese art to birds of paradise, and from meteorites to marine reptiles.

Boasting a collection that is stunning by virtue of its breadth alone, the Museum runs regular events that highlight some of the prizes within its sandstone walls. From 'Surviving Australia', which looks at how some of the country's unique wildlife have crawled, slithered and flown through the evolutionary process, to the 'Museum Mummy', a 6th Century Egyptian mummy excavated from a tomb in Thebes in 1900, Australian Museum's regular events provide visitors with a range of live exhibits that cater to specific audiences from kids to tourists.

Naturally, this wide range of events makes Australian Museum an intrinsically social place. As a cultural hub, the Museum generates a lot of buzz online, with visitors posting updates to Facebook about their trip as well as Tweeting and blogging about what they've seen and enjoyed there.

Michael Hugill is the Museum's Online Producer within its web team. "Our overall approach to social media has changed quite a lot just in the past year or so," he says. "We realised pretty quickly that there was a really big opportunity for us to take the next step and start engaging and interacting with online visitors more consistently."

"We knew that the first step on that journey was being able to track online conversations about us, wherever they were taking place."

Meltwater Buzz is a world-leading social media monitoring platform that helps users track and understand conversations happening across the broadest spectrum of social channels. Providing insight that helps brands to develop new strategies, engage new customers and drive success, Meltwater Buzz searches over 200 million online sources to provide an all-in-one view of what influencers are saying about a brand online.



Buzz At The Click Of A Button

As with many users of Meltwater Buzz, Australian Museum's journey began with Meltwater's powerful daily report. With key words and channels easily established using the online dashboard, users receive a succinct, accessible, but in-depth summary of comments, posts and more, delivered straight to their inbox.

"One of our big objectives as part of this social media project was to promote the Museum's official channels; our Twitter feed, Facebook page and our various blogs. While we had rudimentary information on those - followers, likes and readers - for instance, we didn't necessarily have a strategic understanding of how we could drive those channels."



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Night At The Museum

For a venue that is partially reliant on visitor funding, the natural objective for Australian Museum has been to drive footfall through its social media activities. "While we aim to provide a great online experience for everyone near and far, we also want to get as many people through the door as possible," explains Michael.

One of the primary ways in which the Museum has been attracting new visitors is through its late night events. A series of events run after normal closing hours, the Museum's late night programme helps encourage people through the door by offering a range of activities that would normally be associated with music or art events.

One such event, Jurassic Lounge, brings DJs, live music, talks, film screenings and traditional and performance art to Australian Museum for all to enjoy. The programme, now in its second season due to its huge popularity, proved to be an immediate hit for Australian Museum. Promoting it online was key to that.

Delivering The Results

For Chris, Meltwater Buzz serves as an ever-more important third string to a monitoring bow that includes print and online media. "It gives us a really good comparison in terms of how we're directly engaging our online influencers against what benefits print and online marketing and comms bring us. We're able to see everything from retweets to reach, quickly and clearly."

"That's probably where we've used Meltwater Buzz most on a specific basis. We're able to look at how much social conversation events like Jurassic Lounge are generating and provide reports back to our marketing department. Meltwater helps us to easily monitor blogs and networks for any reference to events, so we're able to get a handle on who's saying what."

That is helping the Museum to refine its customer profiling strategy. "We want to be able to get a good level of insight into things like followers and influence levels of the people who are talking about the Museum online," Chris continues. "So we're already looking at the 'Engage' module for Meltwater Buzz, which would help us do that in a more sophisticated way."

In both Chris and Michael's eyes, that will help the Museum to do everything from target very influential online commentators with specific events to – eventually – being able to offer targeted online communications, such as shop discounts, to a selected audience. "We're not there yet, and we know it's a long journey, but we're making great strides," says Michael.

"We're moving confidently from monitoring to engaging, and Meltwater is helping us to do that."