

QUESTIONNAIRE RESULTS



Project: PICCOLI MUSEI IN VIAGGIO-SMALL MUSEUMS ON THE GO

Programme: Erasmus+

Action Type: KA210-VET – Small-scale partnerships in vocational education and training **Project**

Reference: 2022-1-IT01-KA210-VET-000081592

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PROJECT SUMMARY

The project will be an Erasmus Plus KA210-VET – Small-scale partnerships according to Erasmus Plus Programme rules.

The aim of the project is to support and help small museums to enhance their strengths.

The specific objectives are:

- to improve digital, marketing and communication skills in the museum sector;
- sharing good practices among partners and increasing the international dimension

of museums.

The planned activities concern specific training courses and cooperation between partners thanks to which participants will learn how to use different digital promotion tools.

The planned activities concern:

- the collection of information on all the advertising tools that the EU and the projects financed by it make available to museums;
- the inclusion of the Museums participating in the project on these platforms / webapp;
- specific training in the field of museum digitization also using the results of the Erasmus “Museum Sector Alliance” (Mu.Sa) project;
- the production of a practical guide “Small museums on the go” that can make other museums grow.

The expected results will be:

the inclusion of the Museums participating in the project on all the identified tools (platforms and various apps);

the definition of a long-term digital strategy;

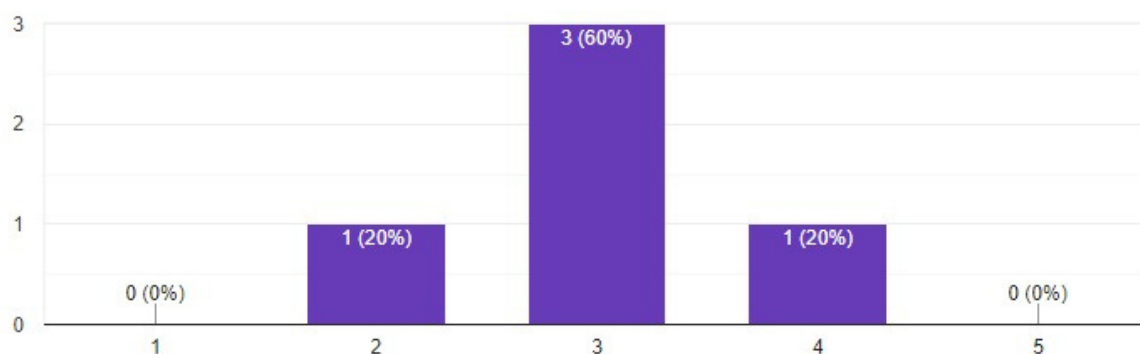
the preparation and dissemination of a practical guide for small museums; the increase in the number of face-to-face and online visits for the museums involved;

at least one school in the territory of each partner will be able to discover very distant museums and small, often hidden treasures.

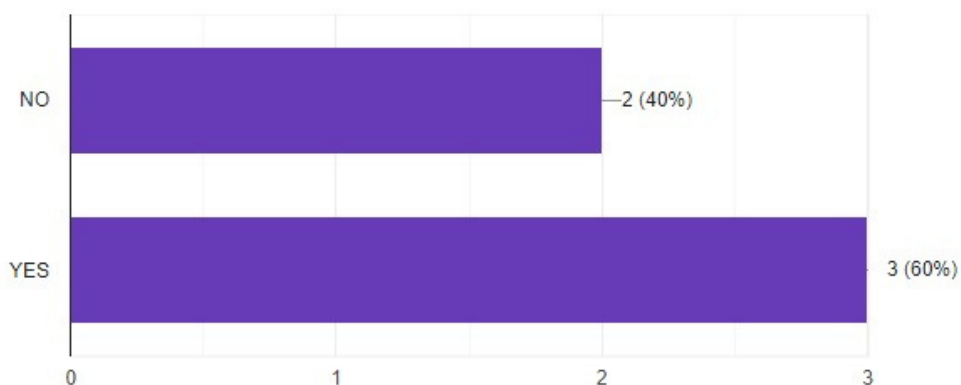
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During the kick off meeting, partners were given a questionnaire, to better identify the specific needs in the area of digitization and museum marketing and to understand which analogue and digital programs they already use. These are the results of the questionnaire.

define the level of digitalization of your museum



Does your museum use digital tools for the preservation and cataloguing of works?



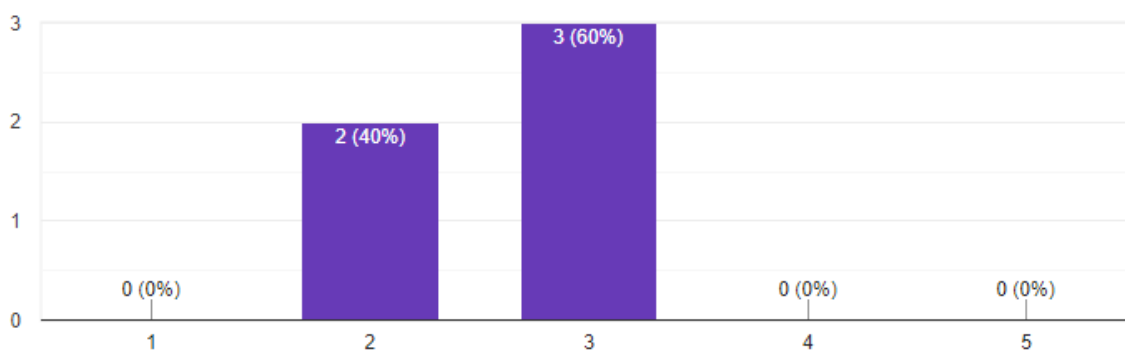
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If your museum uses digital tools for the cataloging and conservation of works, list which tools:

Primus, Askeladden, Digitalt museum

Facebook,instagram

How do you define your museum's marketing plan?



List the digital tools you use to advertise your museum (for example facebook, instagram,blog)

Facebook, webpage

Website, Facebook, Instagram

Facebook, Instagram, webside, Digitaltmuseum.no, youtube

Facebook, Instagram, own websites, Youtube,

Facebook instagram

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What digital skills would you like to improve in your museum?

Promotion, transfer of information

Better way to communicate and promote

Production of digital content, reach target groups relevant to the museum nationally and internationally, optimizing search engines

Production, content, moviemaking, relevant target course, optimizing tools

Marketing