



## EDUCATION BLOG

**Audience:** educators, docents, faculty  
**Purpose:** provide educator resources, event, artist, and temp. exhibition info  
**Tone:** informal, not comprehensive  
**Content:** links, short articles  
**Features:** focused on collection, exhibitions, and events



## SOCIAL MEDIA



**Audience:** general public, online community  
**Purpose:** build awareness, engage audience, reflect personality  
**Tone:** informal, spontaneous  
**Content:** images, short videos, user-generated content  
**Features:** engages with trends and cultural zeitgeist



## YOUTUBE

**Audience:** general public, college community  
**Purpose:** share educational video content, highlight collaborations  
**Tone:** formal  
**Content:** video recordings of lectures, artist talks  
**Features:** Hosted on JCCC Video account

## MUSEUM WEBSITE

**Audience:** general public, community, donors  
**Purpose:** context of collection, awareness, entry point to other platforms  
**Tone:** polished and formal  
**Content:** photos, highlights, event calendar  
**Features:** serves as museum's umbrella platform, minimal design



## DIGITAL GUIDE

**Audience:** museum visitors  
**Purpose:** curated guide for exhibitions and collections, wayfinding  
**Tone:** informative, accessible  
**Content:** audio/video, maps, location-based info, museum-produced content  
**Features:** accessible through mobile app or web browser



Nerman Museum of Contemporary Art

## DIGITAL TOOLS GUIDE

Find these resources online at  
[linktr.ee/nermanmuseum](http://linktr.ee/nermanmuseum)



## DIGITAL COLLECTION

**Audience:** researchers, academics, public  
**Purpose:** searchable complete collection for academic research, provides encyclopedic info  
**Tone:** formal, reference  
**Content:** perm. coll. database entries, gallery label texts, location data  
**Features:** web and mobile-friendly