



So postale kovidne objave zgolj digitalni okruški?

mag. Gregor Ilaš (Slovenski etnografski muzej)

Epidemija COVID-19

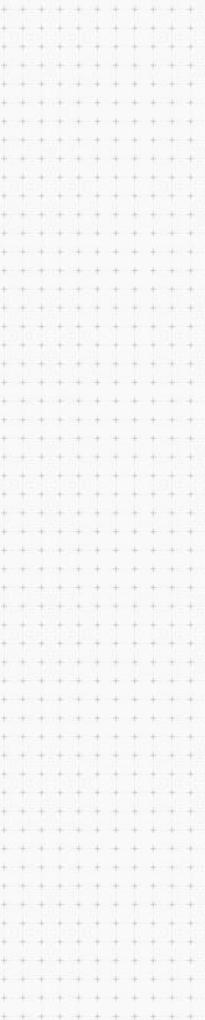
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How to reach your public remotely



The ongoing outbreak of COVID-19 is causing widespread anxiety and quarantine measures in different countries around the World. People are staying home to limit the spread of the illness, and venues that normally draw large crowds, including museums, have shut their doors.

Although this forced isolation limits the opportunities for museums to reach their audiences, several institutions around the world are showing great creativity and resilience by harnessing the power of social media. We prepared a list of case studies and best practices in digital outreach that can inspire museums to deal with this situation. **Here's what you can do to reach – and engage – your public remotely:**

Epidemija COVID-19

Summary of Survey Findings

1. **The majority of museums in Europe and around the globe are closed.** A survey of NEMO shows that many museums in Europe are opening their doors to the public again in May/June 2020³. Museum operations as we used to know them, however, will not be the same for a long time.
2. **3 out of 5 museums reported losing an average of €20,300 a week due to closure and travel halt.** While some museums have found their budget minimally impacted as of yet, many museums reported a considerable loss of income of 75-80%, with larger museums and the museums in touristic areas reporting weekly losses adding up to hundreds of thousands of Euros.
3. The majority of museums in Europe have **not had to lay-off staff yet. However, 3 out of 10 museums have put on hold contracts with freelance workers and 3 out of 5 museums have stopped entirely their volunteer programmes.**
4. Relying on a diversified spectrum of income sources makes museums agile and resilient. However, private income sources are more susceptible to market changes. **The survey showed that museums relying mostly on private funding reported greater vulnerability in the past weeks.**
5. Museums are **directly and heavily impacted by the global decrease of tourism, beyond the immediate crisis.** OECD has predicted a 50-70% decrease in global tourism activities.⁴ Considering that cultural tourism accounts for 40% of all European tourism and 4 out of 10 tourists choosing their destination based on its cultural offering⁵, a long-term dramatic decrease of income through museum tickets, shops and cafes is expected to last until the end of 2020.
6. **4 out of 5 museums have increased their digital services** to reach their audiences, often by having staff take over new tasks to cope with the circumstances. Almost half of the respondents stated that their museum is now providing one or more new online services.
7. **2 out of 5 museums reported an increase in online visits, ranging between 10 to 150%** during the reporting time.
8. Without additional input, there is no increase in output: Our survey has shown that the **museums that were able to change staff tasks and/or add resources were also able to increase their digital services and observed an increase in their online visits.**
9. People seek museums because of their education and collections related content. Museums reported that next to social media, both **educational and collections related materials**, including video and film content, **were most popular** with online audiences.
10. This survey has evidenced that museums online are important extensions and complements of physical museums, but that a **sound metric to benchmark online visits is missing.**

Recommendations

The implications of the “new normal” will occupy museums and museum professionals for months to come and will touch nearly every aspect of museum work. Current discussions include identifying elements from the current experience that can be beneficial and help to transform museums into agile responsive members of their communities. The changing context calls for stronger investments and revised measures of success.

Economic support for museum operations

- **NEMO asks for adequate support provided by European, national, regional and local bodies to mitigate losses of museums all over Europe,** to guarantee salaries of staff members, to ensure the maintenance of quality core activities through projects and continuous investment in additional actions of museums to connect people to their collections.
- Museums will suffer from income losses and changed visitor behaviour related to the pandemic even after the first immediate crisis is over, due to the considerable decrease in global tourism and new health security measures representing considerable additional costs. **NEMO urges governments at all levels to support museums and close the gap of income losses, enabling them to keep their staff and structures alive during these challenging times.** In addition, governments must support ongoing adaptation of museums by providing the resources required by a new post-pandemic environment.

Slovenski etnografski muzej

SEM od doma

Slovenski etnografski muzej je zaradi COVID-19 pandemije zaprl vrata razstavne hiše, a je hkrati na široko odprl vrata muzeja na spletu pod naslovom SEM OD DOMA.

Ta spletna stran omogoča obisk muzeja tudi od doma, zato živi naprej. Na ta način vam je na voljo več kot 25.000 digitalnih vsebin – spletnne razstave, zvoke iz razstav, zgodbe o predmetih, koronski humor ter bogat izbor drugega gradiva, kar prinaša nova védenja o etnološki dediščini ter vas hkrati vabi na ogled muzeja, ki je od maja ponovno odprt.



SEM z zgodbami predmetov



Vstopite skozi spletna vrata Slovenskega etnografskega muzeja. Približajte se predmetom z vtisnjenimi slednimi dotikov, ki so jih na njih pustili ljudje. Prisluhnите zgodbam o življenjskih mejnikih in obdobjih, o šegah letnega cikla, o prostem času in o načinih preživljavanja, o odnosu do preteklosti in o pripadnosti ljubljenim ljudem, skupnostim in prostorom. Naj nas povezujejo niti dediščine tudi ko smo doma.

mag. Polona Sketelj

[SEM z zgodbami predmetov](#)

Projekt Koronski humor

**Before
2020**

what doesn't
kill you
makes
you stronger

WHAT DOESN'T
KILL YOU
MUTATES AND
TRIES AGAIN

made with memegen

Snoopy,
I'm afraid of
Corona!

Then have a
Budweiser!

Zoom meeting,
audio only



Zoom meeting
with video



This happens..... when the
museums are closed 😊

Hire. Write. Talent

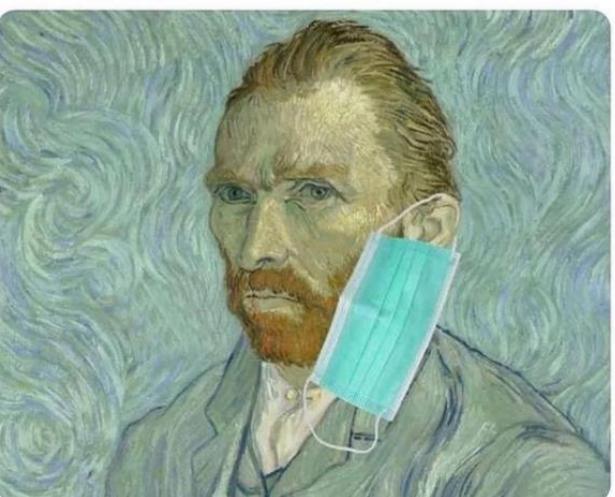
Don't travel, don't socialise, stay inside:
coronavirus lockdown rules



DIDN'T SEE ANYONE COMPLAINING
ABOUT A LACK OF 10 YEARS
OF CLINICAL TRIALS



BEFORE THEY WERE WILLING TO
PUT ONE OF THESE
IN THEIR BODY... 🥑



Predigra 2021

Povečan obisk spletnne strani

Analytics All accounts > http://200.gvs.arnes.si http://www.etno-muzej.si Try searching for "audience overview"

1 Home Customization REPORTS Realtime Audience Overview Active Users Lifetime Value BETA Cohort Analysis BETA Audiences User Explorer Demographics Interests Geo Behavior Technology Mobile Cross Device BETA Attribution BETA Discover Admin

Users vs. Select a metric Mar 1, 2020 - May 31, 2020: Users Mar 1, 2019 - May 31, 2019: Users

Hourly Day Week Month

April 2020 May 2020

Users: 149.15% (88,727 vs 35,612) New Users: 162.29% (87,261 vs 33,269) Sessions: 198.77% (139,193 vs 46,588) Number of Sessions per User: 19.92% (1.57 vs 1.31) Pageviews: 154.98% (368,722 vs 144,608) Pages / Session: -14.66% (2.65 vs 3.10)

New Visitor Returning Visitor Mar 1, 2020 - May 31, 2020

Mar 1, 2019 - May 31, 2019

This screenshot shows the Google Analytics Audience Overview report for the website etno-muzej.si. The left sidebar lists various reports and tools. The main dashboard displays a line chart comparing user metrics from March 1, 2020, to May 31, 2020, against the same period in 2019. A major spike in users is visible in April 2020. Below the chart, key performance indicators like user growth, new users, sessions, and pageviews are shown with percentage changes. Two pie charts at the bottom compare the proportion of new versus returning visitors for both the current and previous year periods.

TINA



Kaj se je s temi gradivi zgodilo?



Trije uvidi



Kratka diagnoza današnjega časa bi se lahko glasila: več ko je informacij, manj je vednosti. Seveda vsi podpiramo vsespološno digitalizacijo in dostopnost informacij, ki jo to omogoča, ampak zato, da bi lahko iz množice informacij izluščili in zgradili strukturo vednosti, za to so potrebne knjižnice. V projektu novih knjižnic vidim obrambo dignitete vednosti, ali vsaj enega bistvenih momentov te nujno potrebne obrambe. V času informacijske revolucije so knjižnice zagotovo spremenile svojo funkcijo, čeprav nazadnje vendarle mislim, da je knjiga v svoji fizični obliki nenadomestljiva. Vse dostopne statistike v zadnjih časih to vse bolj dokazujejo. Do vednosti ni nobene bližnjice. Na srečo obstajajo bližnjice do informacij, do vednosti pa jih ni, terja velik individualni napor, a ta mora biti obenem podprt s tem, da je vpisan v kolektivni napor neke skupnosti. Odnos do NUKa 2 je nemara kar najboljši pokazatelj tega, v kakšni skupnosti živimo in kako vidimo njeno prihodnost. Mojemu očetu ni bilo dano, da bi videl stati zidove NUKa 2, kljub desetletju dolgemu čakanju, in močno si želim, da bi bilo dano vsaj meni. Poleg razlogov velike družbene koristi in nujne potrebe vednosti imam pač za to tudi močne osebne razloge. Ampak kazalo bi pohiteti, saj sem že zdaj star nekaj let več, kot je bil moj oče ob upokojitvi.

Napisal: **Mladen Dolar**

Govor na prireditvi Kje so zidovi NUK2, ki smo ga pri reviji Outsider na pobudo revije organizirali skupaj z Nuk in festivalom Fabula (marec 2019)

KNJIŽNIČARJI PRIPOROČAMO: 52 KNJIG, KI JIH MORATE PREBRATI V LETU 2023

Bralni priporočilni seznam 52 knjig, ki jih morate prebrati v letu 2023, smo knjižničarji pripravili za vse bralce in obiskovalce knjižnice. Zakaj ravno 52 naslovov? Ker ima leto 52 tednov. Vsak teden vam bo eden izmed knjižničarjev razkril nov naslov – eno izmed svojih najljubših knjig. Biralni iziv je namenjen spodbujanju branja knjig, ki so kakovosten, a včasih spregledane v vsej poplavi novih izdaj. V Oddelku za odrasle boste knjige našli na posebni polici, kjer bodo nestrpno čakale na vas. Knjige boste prepoznali po nalepkah z logotipom naše bralne akcije:



V tej bralni akciji ni pravil, če želite, lahko preberete vseh 52 knjig, ki vam jih bomo redno priporočali, ali morda le tisto eno, ki vas bo zares pritegnila. Knjižne besere bomo izbirali med leposlovjem iz različnih obdobjij in skrbeli za žanrsko razglganost. Kaj smo za vas izbrali, pa si boste lahko sproti ogledali na naši spletni strani in se sami odločili, katere knjige boste z veseljem vzeli v svoje roke oziroma sledili priporočilu svojega najljubšega knjižničarja.

SEZNAM KNJIG:

Hvala!

gregor.ilas@etno-muzej.si

<https://www.etno-muzej.si>



SLOVENSKI
ETNOGRAFSKI
MUZEJ