

How can teenagers takeover our Twitter feed?

KIDS IN MUSEUMS FACT SHEET



Inviting young people to tweet on behalf of your organisation is a great way to involve them in your work. It's fun for you and your young people, entertaining for your audiences and lets people know that your museum, gallery, arts organisation, heritage site or visitor attraction welcomes and involves young people.

Use our TweetSheet (<https://www.keepandshare.com/doc/7383268/kim-tweetsheet-pdf-190k?da=y>) to help guide responses. Its 140 boxes will keep you on message!

Want to know how to do it? Here's our step by step plan:

Before you begin:

If possible, change your organisation's Twitter Bio to add the young person's name (first name only), age and a little about themselves. It's very quick and simple to change it back after the day. Include a link to www.kidsinmuseums.org.uk/takeoverday

Have a think what the young people can tweet about before the day. Here are some suggestions:

- Get your young people to interview each other and report the highlights
- Go 'behind the scenes'
- Get live responses and feedback from youth projects, workshops, events and exhibitions taking place on site
- Give young people a chance to promote their own personal work, such as their art or volunteering
- Write out some tweets on the TweetSheet before the day

During Twitter Takeover:

Style tips for your teenage tweeters

- Make it short and snappy but try not to use text speak. It's a challenge with Twitter but avoid 'u' for you or 'r' for are
- Don't spam – sending the same thing out lots of times
- Emoticons are annoying but photos and videos are good – include at least one every two tweets
- Be chatty but don't say anything you wouldn't be happy for your gran or the curator to read
- If someone says something negative, don't respond
- If you're unsure of an answer, ask your mentor or just say *'I don't know but I'll see what I can find out'*

Some practical things to remember

- Check links before sharing. This includes when retweeting
- Remember to use hashtags and tag other Twitter handles. It's the way people will be following the conversation nationally. Our hashtag is #TakeoverDay

Lost for words?

There might be a time when the Twitter tag goes quiet. Instead of waiting for the conversation to come to you, why not share and see if you get a response? Here are some ideas for your young people:

- Right now, we are _____ (share what you're doing)
- I am watching _____ (share what you are observing)
- Did you know _____ (share something you learned)
- Describe your Takeover Day or Takeover Arts experience – where have you taken over and what did you do? What were the highlights?
- Ask questions – Have you ever thought of a career in the Arts? Has anything surprised you about a museum?
- Check the hashtag to see what others are sharing
- Tweet to @takeovermuseums and @kidsinmuseums

Say Goodbye

Your young people can tell followers they're going to stop tweeting and thank them for listening. Remember to change back your Twitter profile and remove the young person's name.

Beyond Twitter Takeover

- Make the day live on by your regular tweeters thanking the young people the following day and picking up on their best tweets
- Get the young people to blog about taking over your Twitter feed
- Ask young people to take over your Twitter feed on a regular basis – putting their voice at the heart of your organisation

The best thing about today is knowing that we are being trusted by the museum. Cos I know the museum staff are happy that I will do a good job it gives me confidence to do things which I am nervous or scared about. Then when I do the thing I realise I am quite good at it and the museum is right to trust me.

Teenage tweeter at Ancient House Museum

We're handing back control, thank you for having us. Saw the museum in a new light! Bye #takeoverday @kidsinmuseums

Young people tweeting at Galleries of Justice Museum

@takeovermuseums Amazing work by all the #teensinmuseums today. Great to get a different perspective.

Tweet from Mary Rose Museum