

COMMUNICATING THE MUSEUM 20

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YOUNG VOICES OF THE LOUVRE

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The Musée du Louvre's "Les Jeunes ont la Parole" events are special late night openings for 300+ students to express their creativity and knowledge using social media to take over the museum, promoting it in the process.

The "Les Jeunes ont la Parole" project, in which students guide the visitors, is designed to spark personal connections with the museum and its collections.

Challenges

- You may think "You're the Louvre, it's easy for you, you just ask, and you have what you want!" Of course, it's not that simple!
- 2000 staff (1200 guards, guides, etc + 800 office workers). it's difficult to be heard in this huge museum, people are fighting all the time to defend their point of view. There's an organization chart, long process, different logics, heavy paperwork...
- New digital strategy under construction (there are 15 social media accounts to keep track of!); current website difficult to publish to and communicate through.
- This particular project is headed by one person plus a trainee. How do we communicate it?

Implementing changes

- New visual identity.
- Without a concrete strategy to rely on, how do we communicate the programme in the meantime? Fortunately, the Education and Digital Communication teams get along and talk often – we created a Facebook page.
- Thanks to collaboration with a trainee, we created a Webteam with students. She gathered 40 persons to post before and during the event, on Twitter, Instagram and Facebook. #JOPLouvre shot into the top 10 trends in France!

Student content

- Editing and publishing student's content is important
 - To show support and confirmation of their interactions and feelings
 - To renew and refresh the museum's public identity and organically reach out
- Key takeaway: Young visitors found out about the event through their peers, not through the museum. → next step is to transform the project to go all year long.

Key learnings

- Trust your public to be your best ambassador.
- Encourage audiences to really express themselves in the museum.
- Let young people speak to and for young people: they know better than you how to address their peers.
- If you're on a low budget you can have good ideas.
- Discussion: how can you use your visitors' energy to change your museum image?