

Public Culture Institution at a Glance	
Institution	Art Gallery of Greater Victoria
Type	Public Art
Social Media Platforms	Website
	Facebook: 10,140 followers
	Instagram: 7,397 followers
	Twitter: 5,842
Best Practices	Field Art Trip is one of the best practices used by the gallery to connect with art lovers.
Content: Synchronous or Asynchronous	They contents are synchronous(Family Sunday programme) and asynchronous (Art classes, online and in-person lectures).
Digital Media Activity	They used the one-way and two-way form of communication on their platforms.
Who is the audience?	Their audience includes the local artist, tourist and art lovers and artist all over Canada.
Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community?	They encourage international and intercultural conversation through by using of the google translator app and also featuring the Asian art collection.

