

<b>Public Culture Institution at a Glance</b>	
<b>Institution</b>	<b>The Palace Museum</b>
<b>Type</b>	<b>Public Space, Public Memory, Public Art</b>
<b>Social Media Platforms</b>	<b>Official Website</b>
	<b>Weibo</b>
	<b>WeChat (Official Account and Mini Program)</b>
	<b>Douyin (TikTok Chinese Version)</b>
	<b>Bilibili (Chinese Video Platform)</b>
<b>Best Practices</b>	<p>One of their best practices is the online livestream which allows far more people to participate in the tour than could ever sign up for an in-person tour.</p> <p>Another best practice is the digital Palace Museum launched on WeChat Mini Program which allows visitor learn about the Palace Museum through social media platform.</p>
<b>Content: Synchronous or Asynchronous</b>	<b>Both Synchronous and Asynchronous</b>
<b>Digital Media Activity</b>	The Palace Museum has set several media activity through different media platforms such as online live stream, shows and documentaries create many-to-many communication for the audience.
<b>Who is the audience?</b>	The Palace Museum currently focuses on Chinese audience on various Chinese social media platforms. Only their official website has English language version.
<b>Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community?</b>	Although the Palace Museum is currently focusing on Chinese social media platforms, according to the popularity of their documentaries and variety shows on YouTube, the Palace Museum is also striving to create a larger, more intercultural, community.