

Public Culture Institution at a Glance	
Institution	The National Gallery, London
Type	Public Art
Social Media Platforms	Facebook - 1,080,275 followers
	Twitter - 892.4K Followers
	YouTube - 122k subscribers
	Instagram - 1.8m followers
	Website
Best Practices	<ul style="list-style-type: none"> • The Outreach programmes, which is organised for people of all types who are from different cultural backgrounds. • Virtual tours, • Courses for family, children, teachers and schools • Events for blind and partially impaired
Content: Synchronous or Asynchronous	Both synchronous and asynchronous. some events are live and occur at a particular time while others are recorded for broader public which is available at viewer's convenience
Digital Media Activity	Audio Visual Sound Text Graphics
Who is the audience?	National and international, lovers of art, people of all types and ages.
Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community?	The Gallery is open for both international and intercultural because the online activities give opportunity for people of diverse cultures to access the various events.

representative community?	
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