

Public Culture Institution at a Glance	
Institution	M Woods
Type	Art Museum
Social Media Platforms	One Way: Official Website (English and Chinese)
	One Way: 360-degree virtual exhibition
	Two Way: Twitter
	Two Way: Facebook
	Two Way: YouTube Channel
	Two Way: Virtual Exhibition/presentation: "Art Is Still Here: A Hypothetical Show for a Closed Museum "during the pandemic.
	Two Way: Domestic Weibo Account
	Two Way: Domestic WeChat Account
	Many Way: Instagram
	Many Way: Live streaming: Online course and presentation
	Many Way: Live streaming: charity auction to raise funds to support Wuhan.
Best Practices	<ul style="list-style-type: none"> • Immersive: <ul style="list-style-type: none"> ○ 360-degree virtual exhibition ○ Official websites are in both Chinese and English and designed in dynamic web pages about its recent exhibitions. • Giving strong ideology: <ul style="list-style-type: none"> ○ Love: <ul style="list-style-type: none"> ▪ Giving meanings to attract "outsiders" into their community, such as held the charity auctions and provided free online art courses and discounts of the actual museum tickets for front-line medical staffs during the pandemic. ○ Interest: <ul style="list-style-type: none"> ▪ Art exhibition/gallery: "Art Is Still Here: A Hypothetical Show for a Closed Museum" during the pandemic. ○ Creativity <ul style="list-style-type: none"> ▪ Transmedia storytelling: Create a virtual museum on the "Animal Crossing" and actively update images on their domestic and overseas official accounts. • From Museum 1.0 to 3.0 <ul style="list-style-type: none"> ○ 1.0: Original and new buildings and their official website. ○ 2.0: M Woods' official accounts management and development staff are trying to make a new lifestyle with strong meanings, which launched their online exhibitions and innovates two-way to many to many ways communications with

	<p>lifestyle with strong meanings, which launched their online exhibitions and innovates two-way to many-to-many ways communications with audiences.</p> <ul style="list-style-type: none"> ○ 3.0: They will develop their online pages and accounts to support and reach museum 3.0, which will be based on "visitor-centric" by encouraging conversations to attracts more audiences to getting known and voluntarily join in their (online) urban complex, through its online stores, live broadcast, online education programs as well as other areas of cultural consumption.
Content: Synchronous or Asynchronous	<ul style="list-style-type: none"> • Synchronous of their domestics' accounts. • Almost synchronous with its overseas accounts, but in order to target International audiences, they have some asynchronous posting.
Digital Media Activity	<ul style="list-style-type: none"> • Virtual Exhibition/presentation: " Art Is Still Here: A Hypothetical Show for a Closed Museum " during the pandemic. (And related events, presentation, and live streaming) • Transmedia storytelling • Charity auctions
Who is the audience?	<ul style="list-style-type: none"> • Domestics and Overseas audiences • Students • "outsiders" • Young people
Do activities encourage international/ intercultural conversations? Or create a new, larger, more representative community?	<p>From an art Institution to a global community (from Museum 1.0 to Museum 3.0)</p>