

| Public Culture Institution at a Glance | |
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| Institution | The Diefenbunker: Canada's Cold War Museum |
| Type | Public Memory |
| Social Media Platforms | Instagram- 2.2k |
| | Twitter- 4.6k |
| | Facebook-6.2k |
| | Pinterest-2.5k |
| | YouTube-100 |
| | SoundCloud-20 |
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| Best Practices | Introducing virtual tours Providing downloadable audio guides Providing games for different age groups |
| Content: Synchronous or Asynchronous | A combination of synchronous and asynchronous content by posting pictures and then hosting live interviews and exhibitions. |
| Digital Media Activity | The museum engaged in one-way, two-way, and many-to-many communication. |
| Who is the audience? | The museum communicates in English and in French but during the pandemic they introduced audio guided tours in eight languages. English, French, Arabic, German, Chinese, Russian, Spanish and Inuktitut. |
| Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community? | With a mandate to increase throughout Canada and the world an understanding of the Cold War, the Diefenbunker's activities create a larger and more representative community. |

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