

Recommended Heritage Social Media Case Studies

Museums, archaeological missions & cultural institutions demonstrating good practice in digital communication

How to Use These Case Studies

These examples were selected because they reflect principles discussed throughout the course

Visual consistency, strong storytelling, educational clarity, responsible communication, audience engagement, and coherent institutional identity are all present in different combinations across these accounts. They are organised into four thematic groups to highlight specific communicative strengths.

1. Museums with Strong Digital Identity

Institutions that have built recognisable, authoritative, and visually coherent presences across platforms — with high production standards and strong institutional tone of voice.

2. Archaeological Missions & Excavation Projects

Field-based operations that demonstrate responsible discovery communication, transparent process documentation, and effective community engagement in real-time conditions.

3. Institutions Strong in Educational Content

Accounts that prioritise clear educational purpose — accessible language, strong narrative structure, and consistent commitment to public knowledge without oversimplification.

4. Short-Form Video Communication

Institutions that have successfully adapted their communication to the specific logics and formats of TikTok, Reels, and YouTube Shorts without losing scholarly credibility.

These examples should not be copied mechanically — they should be studied as communication models to learn from, not templates to replicate.

1. Museums with Strong Digital Identity

Three institutions demonstrating visual consistency, scholarly authority, and effective multi-platform presence

The British Museum

Instagram

Facebook

Why it works:

- Strong visual consistency across all content types
- Short educational captions that balance accessibility and scholarly authority
- Effective use of Reels and object storytelling
- Consistent tone of voice across platforms

The Metropolitan Museum of Art

Instagram

Facebook

Why it works:

- Sophisticated visual identity aligned with institutional character
- Excellent integration between physical exhibitions and digital communication
- Strong educational storytelling — depth without inaccessibility
- Consistent institutional tone across all channels

Museo Egizio di Torino

Instagram

Facebook

Why it works:

- Strong bilingual communication — Italian and English audiences served equally
- Effective use of short-form educational content and object narratives
- Good integration between active research and public outreach
- Excellent community engagement and audience responsiveness

2. Archaeological Missions & Excavation Projects

Three field-based projects demonstrating responsible discovery communication and authentic process documentation

Çatalhöyük Research Project

[Instagram](#)

[Website](#)

Why it works:

- Excellent fieldwork storytelling with strong process focus
- Transparent discussion of archaeological method and uncertainty
- Strong educational focus — audiences understand how knowledge is produced
- Responsible communication of discoveries — evidence separated from interpretation

Pompeii Archaeological Park

[Instagram](#)

[Facebook](#)

Why it works:

- High-quality visual communication aligned with the site's iconic status
- Strong integration between ongoing conservation and public storytelling
- Effective multilingual communication for international audiences
- Excellent balance between heritage tourism and scholarly communication

3. Institutions Strong in Educational Content

Three institutions prioritising clear educational purpose, accessible language, and consistent commitment to public knowledge

Smithsonian Institution

Instagram

Facebook

Why it works:

- Extremely strong educational clarity across all content types
- Accessible language without oversimplification — a difficult balance to maintain
- Excellent visual and editorial consistency across an exceptionally large institution
- Strong multi-platform strategy — each channel serves a distinct communicative purpose

UNESCO World Heritage

Instagram

Facebook

Why it works:

- Clear institutional identity visible in every post — purpose always legible
- Excellent geographic and cultural diversity — heritage presented as global, not Western
- Effective awareness campaigns that connect individual sites to broader significance
- Strong integration between heritage advocacy and public education

The Getty Museum

Instagram

Facebook

Why it works:

- Creative use of trends and platform culture without losing institutional seriousness
- Excellent visual design — widely cited as a model of digital aesthetic identity
- Strong audience interaction — the account is responsive and genuinely participatory
- Highly recognisable digital identity that audiences associate with quality and wit

4. Good Examples of Short-Form Video Communication

Three accounts demonstrating effective adaptation to TikTok, Reels, and short-form video formats without loss of scholarly credibility

National Museum of Scotland

Instagram

TikTok

Why it works:

- Excellent use of Reels and short videos — format mastery is evident
- Strong educational micro-storytelling — one clear idea per video
- Effective adaptation to platform language — content feels native, not broadcast
- Good accessibility practices — subtitles, clear audio, concise scripting

The Louvre

Instagram

TikTok

Why it works:

- Exceptional visual production quality — cinematic approach to object presentation
- Strong institutional branding consistently visible across all short-form content
- Good use of cinematic storytelling that exploits the museum's physical grandeur
- Effective audience engagement — platform conventions used with confidence and wit

National Geographic — Archaeology

Instagram

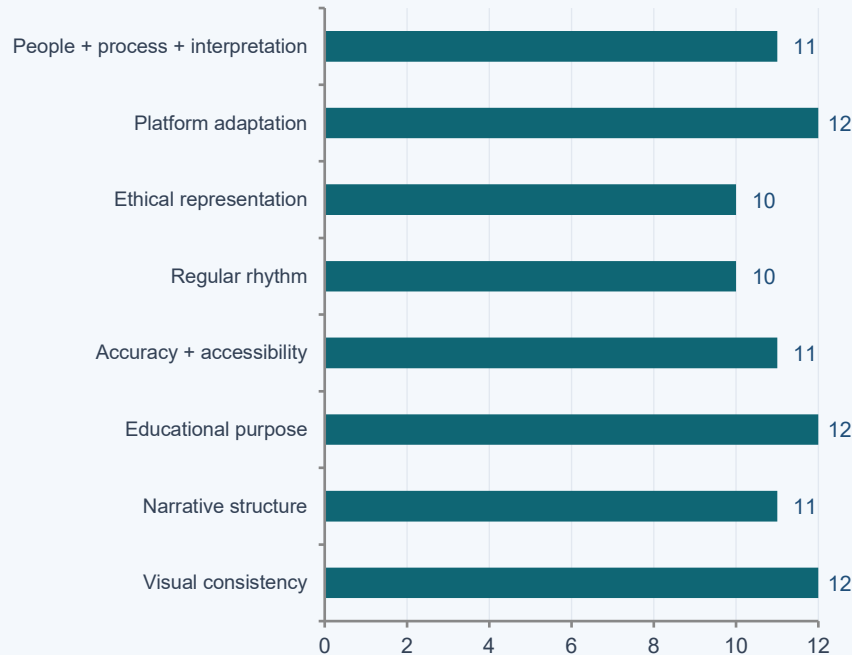
Facebook

Why it works:

- Extremely strong narrative structure — every video has a beginning, tension, and resolution
- High-quality photography and video that sets a benchmark for visual standards
- Excellent balance between emotional engagement and accurate information
- Strong documentary storytelling tradition adapted for short-form digital audiences

Key Patterns Across Successful Heritage Accounts

Frequency across 12 reviewed accounts (max = 12)



1. Visual & verbal consistency

Recognisable identity accumulates trust. Every account studied maintains coherent colour, typography, and tone across all platforms — applied to every post, not just flagship content.

3. Clear educational purpose

Every account knows what it is trying to teach. Posts are not produced to fill a schedule — they are produced to build audience knowledge over time.

5. Regular publication rhythm

Consistency of rhythm matters as much as quality of individual posts. Audiences build habits around accounts that publish regularly and predictably.

7. Platform-specific adaptation

The best accounts do not cross-post identically. Content is rethought for each platform's grammar, audience, and attention pattern — adapted, not replicated.

2. Narrative structure

Information is organised as story, not list. Each post has a beginning, a question or tension, and a resolution — even in a 30-second video or a 150-word caption.

4. Accuracy + accessibility

None of the accounts studied sacrifice accuracy for engagement. They find language that is both clear and honest — hedged claims presented as intellectual integrity, not weakness.

6. Ethical representation

Communities, people, and sensitive materials are handled with care and respect across all accounts. This is not a constraint — it is a visible marker of institutional credibility.

8. People, process, and interpretation

The most engaging accounts make the human dimension of heritage visible — the team, the method, the questions, the uncertainty — not just the polished output.