

CECA REPORT 2019 / 2020

Social Media

Nelly Abboud

Regional Coordinator Middle East & Maghreb
Coordinator Social Media

1. **SOCIAL MEDIA**

Facebook: <https://www.facebook.com/icomceca/>

Twitter: @icom_ceca (I suspended the other twitter account, @icom-ceca inactive since 2015)

Instagram: @icomceca network.icom.museum/ceca/L/1/

- Communicating regularly with followers on Instagram.
- Including news from other members and museum professionals from all over the globe and posting it as a story or a post on CECA Instagram account.
- Ensuring a regular posting on all 3 social media platforms: Facebook, Twitter and Instagram.
- Promoting CECA, its projects and its team members.
- Ensuring that posting is done by ICOM 3 official languages: EN, FR, SP.
- Promoting CECA GA 2020 on all social media platforms.
- Maintaining a regular communication with CECA followers on all social media platforms.
- Response rate on Facebook: 60% response rate - maximum 7 hours' response time.
- Promoting other CECA committee's events by adding weekly different stories on CECA Instagram account.
- Posting 3 types of news: General ICOM|CECA information (definitions, board members, ...), yearly event news (BP, ICOM & CECA GA, Young Grants, ICOM General Conferences, ...), and special events news (webinars, conferences, museums news, ...)

- Creating an identity for the social media pages using a design that focuses on CECA main colors.
- Create a campaign for the 'Special Interest Group' with different designs for each group.
- Ensure that social media pages are accessible to all members, especially Latin America audience.
- Creating a page for CECA Middle East & Maghreb, posting mainly in Arabic, in order to communicate with the audience of this region using their own language: <https://www.facebook.com/cecamena/>.
- Retrieving CECA Youtube Channel, **icomceca**, and Uploading new videos related to CECA news and member's participation.

2. **CECA GENERAL ASSEMBLY 2020**

- Assist in the registration procedure by creating an online registration form in 3 languages.
- Promoting it on all social media platforms.
- Follow-up and communication with the registered.

3. **DOCUMENTATION**

ICOM Education 29 'Market of Ideas'
Project Title "Doors.Please Touch".

4. **MORE ...**

Member of the Special Interest Group - SIG2 Professional Development of Museum Educators | Coordinator: Wencke Maderbacher – CECA Europe Regional Coordinator.

5. **Regional Coordinator | Middle East & Maghreb**

Several countries in the Middle East and Maghreb area do not have any ICOM National Committees and therefore the number of ICOM and CECA members in these countries is low.

For the upcoming year, I will be focusing more on the following to ensure that ICOM is well represented in these countries and that CECA gains more members. I already created a CECA Middle East & Maghreb Facebook page to communicate with museum professionals located in this area: <https://www.facebook.com/cecamena/>.

Posting is done in ICOM 3 official languages with a special focus on Arabic in order to engage Arabic speaking members.

The next step would be updating the member's database and to communicate with the museum professionals all over the region.

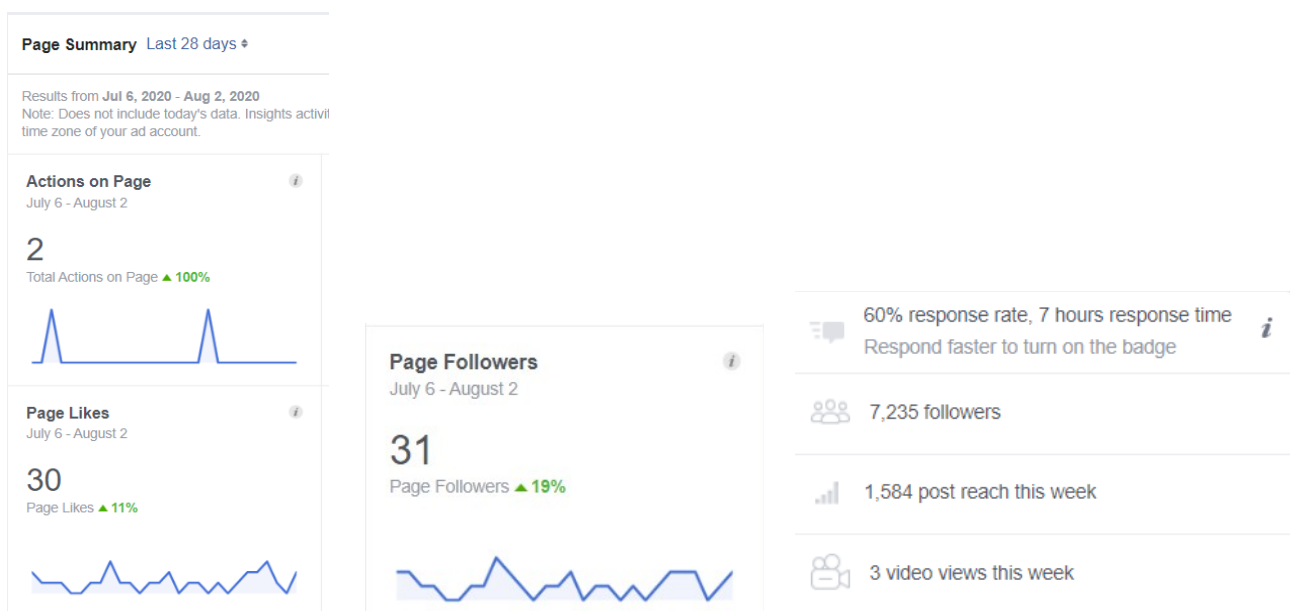
At last, I will help as much as possible to create ICOM National committees in countries where there is none.

PICTURES of activities

Or in the attachment, but please write a short description & caption of the pictures in here.

Capture 1: Facebook Page Statistics
Capture2: Post Prototype from Twitter Account
Capture 3: Post Prototype from Instagram Account: General Info and Members Events
Capture 4: Special Interest Groups
Capture 5:CECA General Assembly Form
Capture 6: Post from Facebook Page CECA Middle East and Maghreb
Capture 7: CECA Youtube Channel Screenshot

Capture 1:Facebook Page



Capture 2: Post Prototype from Twitter Account

 **ICOM CECA** @icom_ceca · Aug 12

CECA General Assembly will take place online on the 17th of October 2020 at 3:00 pm (Paris, GMT+2).
Register by filling out the Google Form no later than September 5, 2020:
[docs.google.com.../1FAIpQLSeBZiieJW1P9y_5u.../viewform...](https://docs.google.com/forms/d/1FAIpQLSeBZiieJW1P9y_5u.../viewform...)

Check the thread for French and Spanish 🗣️



ICOM CECA
GENERAL ASSEMBLY
ASSEMBLÉE GÉNÉRALE
ASAMBLEA GENERAL

17th of October 2020
3:00 pm (Paris, GMT+2)

Registration Deadline
no later than September 5, 2020

icomceca@gmail.com
Subject "CECA GA"

2 8 8

 **icomceca**



WHAT IS CECA?
One of the oldest and largest ICOM committees!
Main aim is the promotion and the development of Museum Education and Cultural Action

FIGURES
+ 1500 members
85 countries

COMMITTEE for EDUCATION and CULTURAL ACTION

ACTIVITIES
Regional Workshops
Annual Conference
ICOM Education Journal
Collette Dufresne Tassé Research Award
Best Practice Award

How to join CECA ?
Access your ICOM account on Icommunity and choose your International Committee from the dashboard
Find out more : <http://network.icom.museum/ceca>

 **icomceca**



MUSEOS EN CUARENTENA



@femada.mas

Confinados, pero activos

Educación y museos

más allá de la institución.

Fernanda Venegas Adríazola · Chile
Educatora en museos / Coordinadora de CECA Chile

Capture 4: Special Interest Groups

CECA "Special Interest Groups"

Cultural tourism
Professional Development of Museum Educators
Surveying Audience Reception of Educational and Cultural Programme
New Technologies Applied to Museums

If you are interested in joining one of the existing groups or creating a new group, please follow the link
<http://ceca.mini.icom.museum/what-are-special-interests-groups/>

CECA Special Interest Group
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NEW TECHNOLOGIES APPLIED TO MUSEUMS

Join the group by contacting
Areti Damali
aretidamali@gmail.com
<http://ceca.mini.icom.museum/what-are-special-interests-groups/>

CECA Special Interest Group
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SURVEYING AUDIENCE RECEPTION OF EDUCATIONAL AND CULTURAL PROGRAM

Join the group by contacting
Anne Juchery: anne.juchery@culture.gouv.fr
Raffaella Russo Ricci: raffaella.ricci@unidj.org
Marie-pierre Bera Delaporte: marie-pierre.delaporte@mahj.org
<http://ceca.mini.icom.museum/what-are-special-interests-groups/>

CECA

CECA Special Interest Group 6

DISCUSSING DIFFICULT ISSUES
Serving Complex Communities

PRÉSENTER DES SUJETS DIFFICILES
Travailler avec des Communautés Complexes

DISCUTIENDO TEMAS DIFICILES
Sirviendo a Comunidades Complejas

Coordinators | Coordinateurs | Coordonadores
Adam Duckworth: Adam.Duckworth@liverpoolmuseums.org.uk
<http://ceca.mini.icom.museum/what-are-special-interests-groups/>

CECA

CECA Special Interest Group 5

ACCESSIBILITÉ UNIVERSELLE
Musée Inclusif

GLOBAL ACCESSIBILITY
Inclusive Museum

ACCESIBILIDAD UNIVERSAL
Museo Inclusivo

Coordinateurs | Coordinators | Coordonadores
Raffaella Russo Ricci: r.russo.ricci@orange.fr
Paolo Cuiça: paulocuica@egeac.pt
<http://ceca.mini.icom.museum/what-are-special-interests-groups/>

CECA Special Interest Group
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PROFESSIONAL DEVELOPMENT OF MUSEUM EDUCATORS

Join the group by contacting
Wencke Maderbacher
wencke.maderbacher@yahoo.de
<http://ceca.mini.icom.museum/what-are-special-interests-groups/>

CECA Special Interest Group
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CULTURAL TOURISM

Join the group by contacting
Frederike van Ouwkerk
ouwerkerk.f@nhtv.nl or Ouwkerk.F@buas.nl
<http://ceca.mini.icom.museum/what-are-special-interests-groups/>

CECA Special Interest Groups
Cultural Tourism
Professional Development of Museum Educators
Surveying Audience Reception of the Educational and Cultural Program
New Technologies Applied to Museums

SUGGEST A NEW THEME

Contact
Marie-Clarté O'Neill: oneillmarieclarte@gmail.com

CECA

Capture 5: CECA General Assembly Form

La Asamblea General de la CECA Formulario de Inscripción

Estimados miembros del CECA,

El Consejo Directivo del CECA invita a los miembros actuales a registrarse rellenando el formulario de Google a más tardar el 5, de septiembre de 2020. Si tiene alguna pregunta, por favor envíenos un correo electrónico a icomceca@gmail.com con el asunto "CECA GA".

Atentamente,

Jeanine Pollard y Nelly Abboud
Consejo Directivo - CECA

Nombre

Your answer

Apellido

Your answer

Capture 6: Post from Facebook Page CECA Middle East and Maghreb



لجنة التعليم والعمل الثقافي - الشرق الأوسط والمغرب
July 27 · 🌐

CECA also speak ARABIC!

لجنة التعليم والعمل الثقافي التابعة للمجلس العالمي للمتاحف تنطق أيضا بالعربية !

هو منظمة غير المجلس الدولي للمتاحف حكومية مؤلفة من مهنيي المتاحف تهدف الى تبادل المعلومات العلمية على المستوى الدولي ، تطوير المعايير المهنية ، اعتماد القواعد والتوصيات ، وتنفيذ المشاريع التعاونية.

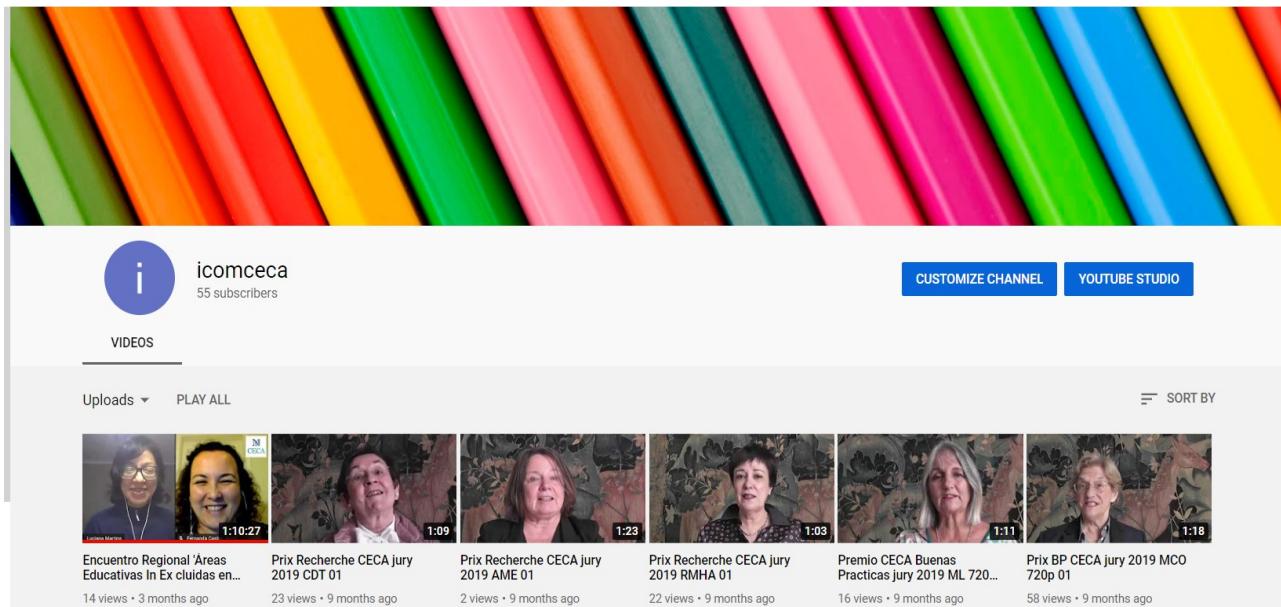
تأسست في عام 1946 ، وتضم حوالي 30,000 عضو من 137 دولة ، بما في ذلك 117 لجنة وطنية و 31 لجنة دولية. كل لجنة دولية مكرسة لدراسة نوع معين من المتاحف أو اختصاص متحف معيّن.

لجنة التعليم ، CECA - Committee for Education and Cultural Action ، إحدى هذه اللجان الدولية هي ولجنة التعليم ، مع أكثر من 1500 عضو من حوالي 85 واحدة من أكبر اللجان في أيكوم. CECA دولة ، تعد أعضاؤها هم مهنيون يعملون في قطاعات مختلفة من مجال المتاحف أو في المؤسسات ذات الصلة بهذا المجال من المهتمين بالبحث والممارسة في مجال التربية المتحفية ، والدعم العام ، والمشاركة.

لكل منطقة، لجنة اقليمية منبثقة عن هذه اللجنة العالمية. هذه الصفحة مخصصة ل لجنة منطقة الشرق الأوسط والمغرب.

إذا كنت عضو في المنظمة العالمية للمتاحف، تسكن أو تعمل في إحدى دول هذه المنطقة، وترغب بالانضمام لهذه اللجنة، الرجاء التواصل معنا على العنوان التالي:

Capture 7: CECA Youtube Channel Screenshot



The screenshot shows the YouTube channel page for 'icomceca', which has 55 subscribers. The channel banner features a background of colorful pencils. Below the banner, there are two buttons: 'CUSTOMIZE CHANNEL' and 'YOUTUBE STUDIO'. The 'VIDEOS' tab is selected, showing a list of uploads. The first video is 'Encuentro Regional Áreas Educativas In Ex cluidas en...', with 14 views and uploaded 3 months ago. The following six videos are 'Prix Recherche CECA jury' entries for various categories (CDT 01, AME 01, RMHA 01, ML 720..., MCO 720p 01, BP CECA), each with 23, 2, 22, 16, and 58 views respectively, and all uploaded 9 months ago.

Video Title	Views	Upload Date
Encuentro Regional Áreas Educativas In Ex cluidas en...	14 views	3 months ago
Prix Recherche CECA jury 2019 CDT 01	23 views	9 months ago
Prix Recherche CECA jury 2019 AME 01	2 views	9 months ago
Prix Recherche CECA jury 2019 RMHA 01	22 views	9 months ago
Premio CECA Buenas Practicas jury 2019 ML 720...	16 views	9 months ago
Prix BP CECA jury 2019 MCO 720p 01	58 views	9 months ago