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, ...)

Nelly Abboud, Regional coordinator for Middle East and Maghreb, and Coordinator Social Media
• 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.

<table>
<thead>
<tr>
<th>Capture 1: Facebook Page Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capture 2: Post Prototype from Twitter Account</td>
</tr>
<tr>
<td>Capture 3: Post Prototype from Instagram Account: General Info and Members Events</td>
</tr>
<tr>
<td>Capture 4: Special Interest Groups</td>
</tr>
<tr>
<td>Capture 5: CECA General Assembly Form</td>
</tr>
<tr>
<td>Capture 6: Post from Facebook Page CECA Middle East and Maghreb</td>
</tr>
<tr>
<td>Capture 7: CECA Youtube Channel Screenshot</td>
</tr>
</tbody>
</table>

**Capture 1:Facebook Page**
Nelly Abboud, Regional coordinator for Middle East and Maghreb, and Coordinator Social Media
Capture 4: Special Interest Groups

CECA “Special Interest Groups”

If you are interested in joining one of the existing groups or creating a new group, please follow the link below:
http://ceca.mni.im.com/museum/what-are-special-interest-groups/

CECA Special Interest Group

NEW TECHNOLOGIES APPLIED TO MUSEUMS

http://ceca.mni.im.com/museum/what-are-special-interest-groups/

CECA Special Interest Group 6

DISCUSSING DIFFICULT ISSUES
Serving Complex Communities

PRÉSENTER DES SUJETS DIFFICILES
Travailler avec des Communautés Complexes

DISCUTIENDO TEMAS DIFÍCILES
Sirviendo a Comunidades Complejas

Coordinators | Coordinateurs | Coordinadores
Adria Duckworth: adria.duckworth@liverpoolmuseums.org.uk

http://ceca.mni.im.com/museum/what-are-special-interest-groups/

CECA Special Interest Group 5

ACCESSIBILITÉ UNIVERSELLE
Musée Inclusif

GLOBAL ACCESSIBILITY
Inclusive Museum

ACCESIBILIDAD UNIVERSAL
Museo Inclusivo

Coordinators | Coordinateurs | Coordinadores
Raffaella Russo Ricci: r.russo.ricci@orange.fr
Paolo Coˆte: paolocouta@egeac.pt

http://ceca.mni.im.com/museum/what-are-special-interest-groups/

CECA Special Interest Group 2

PROFESSIONAL DEVELOPMENT OF MUSEUM EDUCATORS

Join the group by contacting
Vesper Madsen
vesper.madsen@nhm.ac.uk

http://ceca.mni.im.com/museum/what-are-special-interest-groups/

CECA Special Interest Group 1

CULTURAL TOURISM

Join the group by contacting
Evelinde van der Hersty
ouwerck@smtp.ax.nl or Ouwerckt@gms.ubns.nl

http://ceca.mni.im.com/museum/what-are-special-interest-groups/

Nelly Abboud, Regional coordinator for Middle East and Maghreb, and Coordinator Social Media
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

---

Nelly Abboud, Regional coordinator for Middle East and Maghreb, and Coordinator Social Media
Capture 7: CECA Youtube Channel Screenshot