



**SYNOPSIS**

Storytelling and Fundraising for  
Cultural Heritage professionals

## Module: Digital Skills

### Evaluating the social media of cultural institutions

This activity is about observing, evaluating, and judging the social media posted by cultural institutions.

The following two posts are examples of postings made in various social media from different cultural organisations, and for each one, you should aim to answer the following questions:

Is the content unique and interesting?

Is the grammar and spelling, correct?

Is it appropriate to the social medium it uses?

Does it have the potential and has it created sufficient engagement?

Does it have a “call to action”?

How can it be made better?

#### Post 1: [The Metropolitan Museum of Art, New York](#)

This week, we welcomed two new visitors to greet you in The Great Hall. ✨

On long-term loan from the Republic of Guatemala, these two 8th-century Maya stone monuments, known as stelae, feature life-sized representations of the influential Indigenous American rulers king K'inich Yo'nal Ahk II and queen Ix Wak Jalam Chan, also known as Lady Six Sky—one of the most powerful ancient American women known by name.



These magnificent works, on view through to 2024, are the first in a series of special exhibitions and installations throughout the Museum that will present the art of the ancient Americas, sub-Saharan Africa, and Oceania while the Michael C. Rockefeller Wing is closed for renovation.

Learn more: [met.org/3kUgwRw](https://met.org/3kUgwRw)



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### Post 2: [Musée du Louvre](#)

#### Artwork of the week ✨

🌳 The conception and execution of *The Pastoral Concert* (c.1509) illustrates the youthful style of Titian. Two young men, one dressed in a red costume with bloused sleeves and playing a lute, the other blond, barefoot and simply dressed, are seated in the centre of a picturesque landscape bathed in the light of sunset. There are nude women on either side of them: one stands a little distance away, pouring water into a fountain; the other sits with her back to the viewer and plays the flute. In the background, under a grove of trees, a shepherd tends his sheep.



🎵 The strangeness of the meeting of these two dressed men and two nude female figures suggests a complex meaning. It seems Titian wanted two worlds to confront one another: Venetian aristocracy on the one hand, and nymphs and shepherds on the other. No one speaks: they communicate through music.

📖 This mysterious painting is intended to be an allegory of Poetry, whose symbols - the flute and the pouring water - are shared between two nude women of ideal beauty. These unreal figures exist only in the imaginations of the two men they inspire, according to a taste widespread in Venice at the time for simultaneous depictions of the visible and invisible.