

# Chapter 30

## Effective Cultural Communication via Information and Communication Technologies and Social Media Use

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### **ABSTRACT**

*Cultural organizations need to adopt contemporary methods and ways of communication for heritage management. Raising people's interest for cultural heritage may take place via the implementation of innovative communication tools that allow for engagement to take place. Research though has shown that cultural organizations are more reluctant than firms are to implement a two-way communication process with new technologies and social media. Do cultural organizations employ information and communication technologies (ICTs) and social media in an interactive approach? This chapter aims to illustrate the significance that should be attributed to innovation through the use of technology for communication purposes by cultural organizations. The way communication trends take place in the field of cultural management and communication is presented, along with an overview of the technological outlook that can be invaluable. The use of innovative communication tools that are employed by cultural organizations for their communication strategies has been little researched as a topic. This study aims to add to the literature on the use of social media, mobile devices, and ICTs by cultural organizations.*

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## INTRODUCTION

Cultural organizations need to adopt contemporary methods and ways of communication for heritage management. Raising people's interest for cultural heritage may take place via the implementation of innovative communication tools that allow for engagement to take place. Research though has shown that cultural organizations are more reluctant than firms are to implement a two-way communication process with new technologies and social media. Do cultural organizations employ Information and Communication Technologies (ICTs) and social media in an interactive approach? This chapter aims to illustrate the significance that should be attributed to innovation through the use of technology for communication purposes by cultural organizations. The way communication trends take place in the field of cultural management and communication is presented, along with an overview of the technological outlook that can be invaluable. The use of innovative communication tools that are employed by cultural organizations for their communication strategies has been little researched as a topic. This study aims to add to the literature on the use of social media, mobile devices and ICTs by cultural organizations.

Technological advances have enabled a dynamic and effective communication of cultural organizations with their audiences and made more attractive. ICTs are used to enrich, transform and enhance the cultural experience. They can become a powerful communication channel that may be a virtual 'direct' experience. They can disrupt linear sequences and provide usable and accessible in technology, content, navigation solutions for all people, irrespective of their age or abilities. Furthermore, the ICTs may permit exploration of cultural information, learning-by- doing in game-like environments that foster creativity and innovation.

The motivation for this chapter was the examination of the reasons why cultural organizations should use ICTs and social media in the cultural communication process with their public. The aim of this chapter to present the most popular communicative media that can be used by cultural managers to promote their cultural activities and organizations. The implementation of innovative and emerging technologies by cultural organizations has a role to play at their management and communication level of the organization. The chapter describes new applications employed by cultural managers that take into account the needs, preferences and expectations of the public and encourage them to interact with the cultural content and context. This may allow a more holistic approach to take place in regard to the trends and future outlook on the adoption of ICTs.

The adoption and implementation of innovative communication technologies may bring the visitor closer and connect him/her with the cultural organization. Curators and professionals who are in charge of media communication strategies in cultural organizations may also find this study useful, because it illustrates innovative ways to incorporate web technologies in the promotion of the organizations and in the identification of visitors' needs and preferences.

However, the cultural messages shall use the appropriate medium and communication models to be transmitted via contemporary communication models. The use of innovative communication tools that are employed by cultural organizations for their communication strategies has been little researched as a topic (Padilla-Melendez & del Aguilla-Obra, 2013) where geographical and temporal boundaries are minimized (Bilton, 2015; Jeffres, 2015) and the co-creation of information via social media allows people to create content and post information online to like minded people.

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