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ROLE OF THE SOCIAL NETWORK FACEBOOK IN COMMUNICATION WITH MUSEUM VISITORS (ON THE EXAMPLE OF NATIONAL MUSEUM ZADAR)

Abstract

Museums become active participants of the network society with development of internet. In fact, social networks are already an important platform of the museum in communication with users, thus the National Museum Zadar offers all the information crucial for its work through the social network Facebook. The aim of this paper is to examine the role, scope and significance of Facebook in communication of National Museum Zadar with its visitors. Questionnaire research method was conducted on the sample of 123 visitors of National Museum Zadar during July and August, 2015. The main research results point to the conclusion that social network Facebook is a very important communication channel, but not the most significant source of information in relation to other mass media. Research results represent potential guidelines for designing communication strategy of the Museum in social media.

Key words: museum, museum communication, social networks, Facebook