



# **R7.1 REPORT**

## **PROJECT WEBSITE**



Co-funded by the  
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## Table of Contents

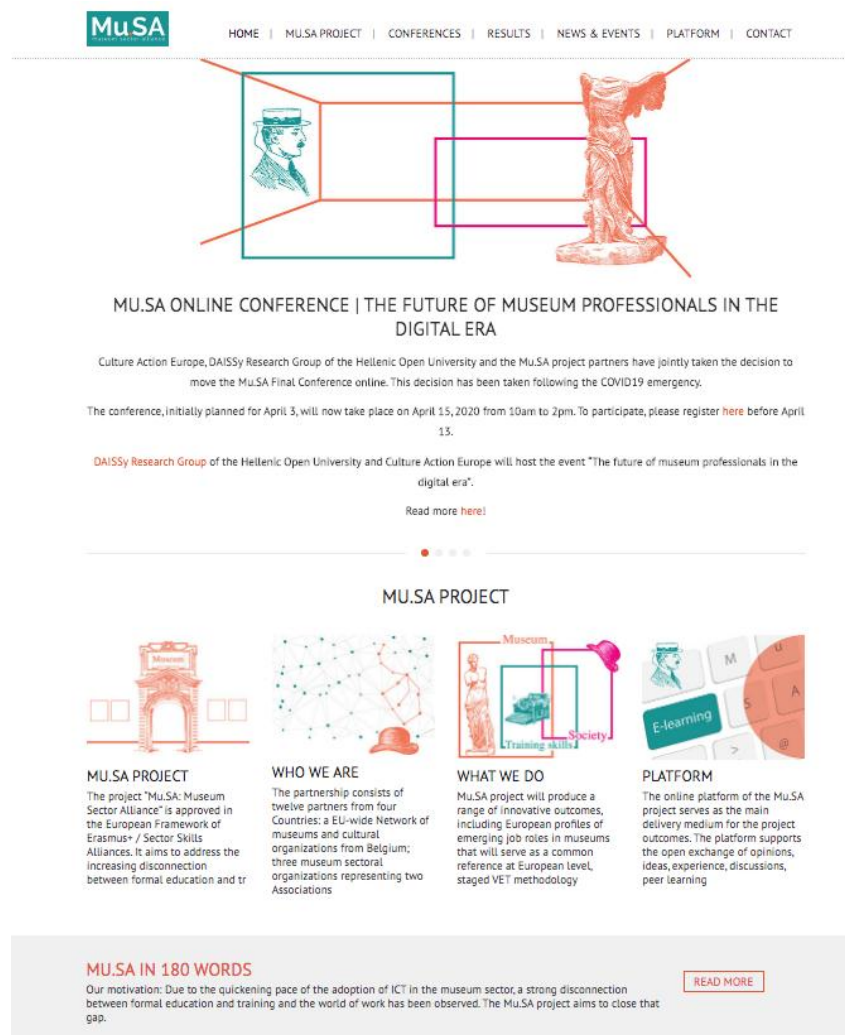
1. Project website .....	3
2. Mu.SA Social Media channels .....	8
Facebook Page .....	8
3. Mu.SA graphic identity .....	9



## 1. Project website

The Mu.Sa website has been developed in the early stage of the project and since then has been used as the main point of reference and document repository for the project.

The website has different sections, explaining the project (who we are, what we do), announcing the events where the Mu.SA project has been presented (news and events) and presents outcomes of the project (publications, OERs, newsletters).



## OERS

[Home](#) | [Results](#) | [oers](#)

### WELCOME TO THE MU.SA ONLINE COURSE!

During the past period, the Mu.SA project partners designed and developed online educational material for the Museum Professionals.

In this page, you will see listed twenty (20) transferable and twenty two (22) digital competences, developed for both the MOOC and the Specialisation courses, one course per Role Profile.

In each Competence you will find relevant information and selected Open Educational Resources, such as videos with subtitles in all 4 languages (English, Greek, Italian, Portuguese) and transcript in English and/or power point presentations in pdf.

Based on your needs and your preferences, you may access and download freely the relevant material in order to advance your skills in the 21st century, by clicking the Competences below. We hope you are enjoying learning with us!


On behalf of the Mu.SA team

Transferable Competences	Digital Competences
<ul style="list-style-type: none"> <li>▼ 1. ACTIVE LISTENING SKILLS</li> <li>▼ 2. ANALYZE AND SYNTHESIZE INFORMATION</li> <li>▼ 3. COMMUNICATION SKILLS</li> <li>▼ 4. CREATIVE THINKING SKILLS</li> <li>▼ 5. DECISION MAKING</li> <li>▼ 6. FACT-DRIVEN</li> <li>▼ 7. INFLUENCE/ PERSUASION SKILLS</li> <li>▼ 8. INTEGRITY / ETHICAL</li> <li>▼ 9. INTERPERSONAL SKILLS</li> <li>▼ 10. LEADERSHIP AND CHANGE FACILITATOR</li> <li>▼ 11. MANAGEMENT SKILLS</li> <li>▼ 12. MEDIATION SKILLS</li> <li>▼ 13. MENTORING/ COACHING SKILLS</li> <li>▼ 14. NEGOTIATION SKILLS</li> <li>▼ 15. NETWORKING SKILLS</li> <li>▼ 16. RESILIENCE</li> <li>▼ 17. SENSE OF INITIATIVE AND ENTREPRENEURSHIP</li> <li>▼ 18. STORYTELLING</li> <li>▼ 19. TEAM WORKING</li> <li>▼ 20. TIME MANAGEMENT</li> </ul>	



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CATEGORY: NEWS & EVENTS

Home | archive by category 'news & events'

### ETHICAL CHALLENGES FOR MUSEUMS IN THE DIGITAL ERA

© JUNE 4, 2020

What are the ethical challenges for museums in the digital era? Mu.SA consortium partners from Portugal have put together proposals coming from museum professionals to understand and follow the digital transformation and embrace the opportunities presented by the digital age without compromising on ethics. Watch also testimonials from the Mu.SA learners and what ethics means for them here.

■ News & Events

### DOCKING THE MU.SA SHIP

© MAY 5, 2020

The origins of Mu.SA project can be traced in eCultSkills, a small-scale project that mapped the training needs of museum professionals so that they can benefit and take advantage of IT. The importance of the results we achieved in eCultSkills left us with no other chance but to look for an opportunity to investigate the changes caused in the entire museum sector by the increasing adoption of IT and to create learning pathways for the professional devel...

■ News & Events

### THE MU.SA BOOK IS COMING OUT!

© APRIL 28, 2020

We are glad to inform you that soon we will make available the Mu.SA e-book! You will be able to find and download the Mu.SA book entitled "The future of museum professionals in the digital era - The success story of Mu.SA project" from the Mu.SA website. Stay tuned for the publication!

■ News & Events

### WATCH AGAIN THE WEBINAR OF EADTU ON BLENDED AND ONLINE EDUCATION!

© APRIL 25, 2020

The EMPOWER expert group of EADTU organized a series of webinars of 1hour in the webinar week 7-9 April 2020. In this webinar week, good practices and new developments in the field of blended and online education were explored. You may watch again the recorded lecture on "Developing study skills through online interactive workshops" given by Mrs Karen Foley from the Open University, United Kingdom. And the lecture of Prof. Achilles Kameas, Hellenic Open U...

■ News & Events

#### RECENTS POSTS

- » Ethical challenges for Museums in the Digital Era
- » Docking the Mu.SA Ship
- » The Mu.SA book is coming out!
- » Watch again the webinar of EADTU on Blended and Online Education!
- » Watch again the online final event of Mu.SA!

#### TAG CLOUD

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articlesBrainstorming journey

call for paper

conferenceconferences

DAISSy Research Group

DAISSy research teamDC-Me 2

Digital competencesDigital Strategy

EPALEEurope 2020event

good practiceGreeceICOM-GR

ICOM-PTICTOPinfoday

Mapa Das Ideiasmeeting

MMUSMOOC

Mu.SA MOOCMW2019

newslettersPLUGGY project

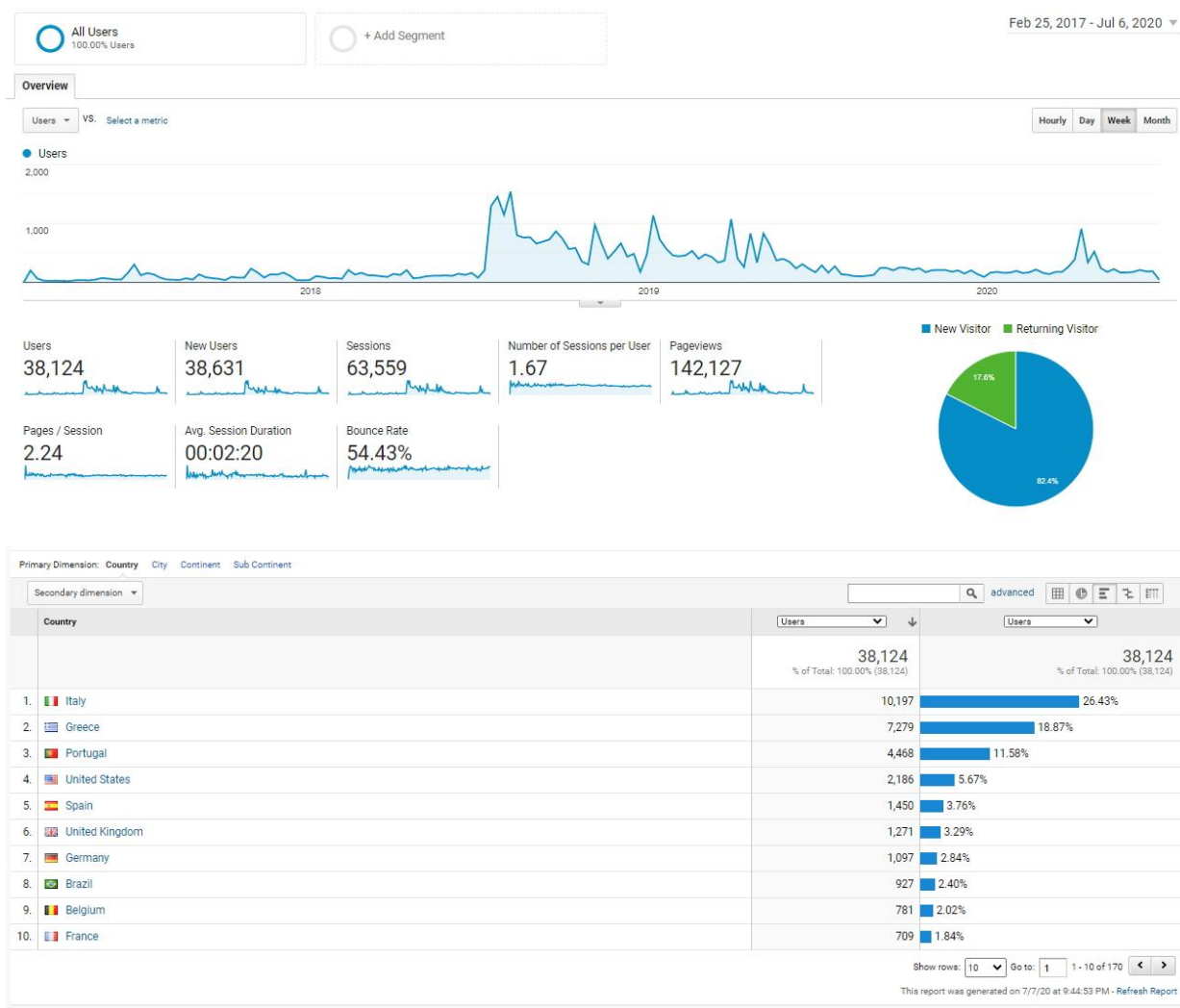
PortoProject meetingpublication

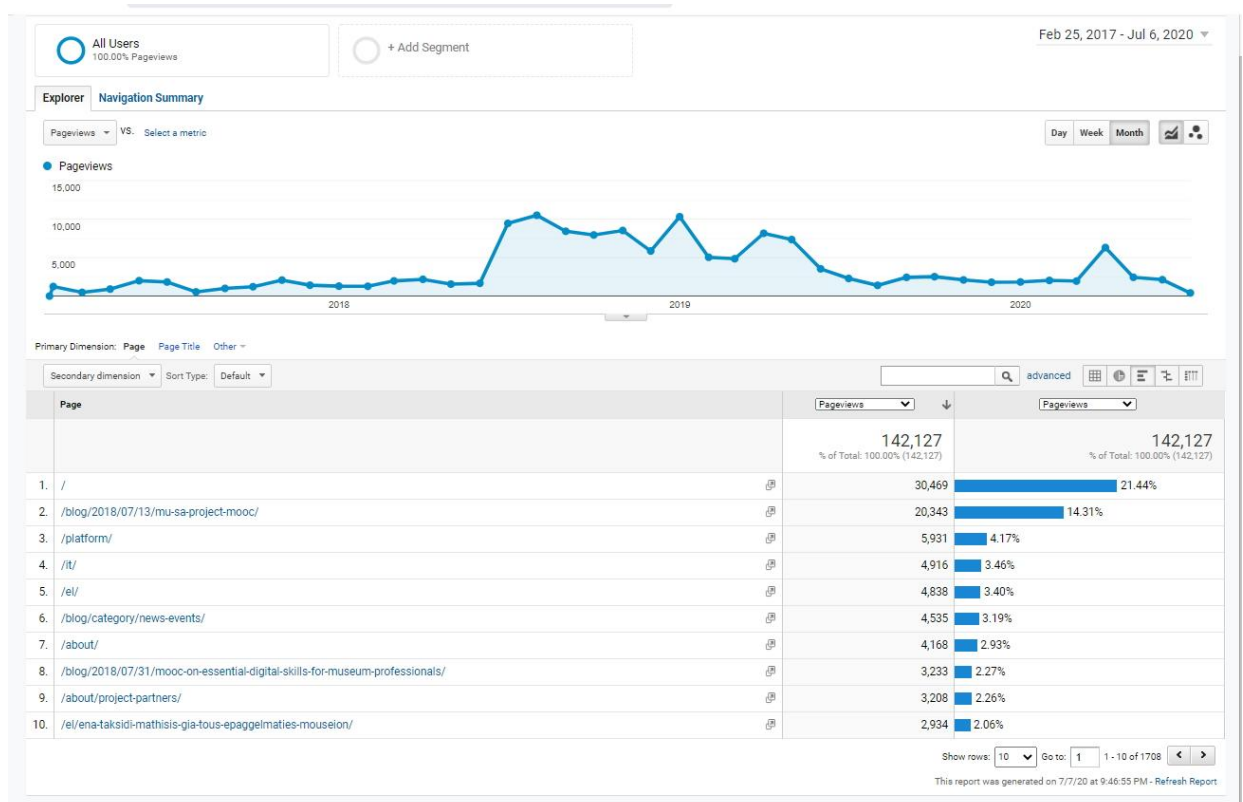
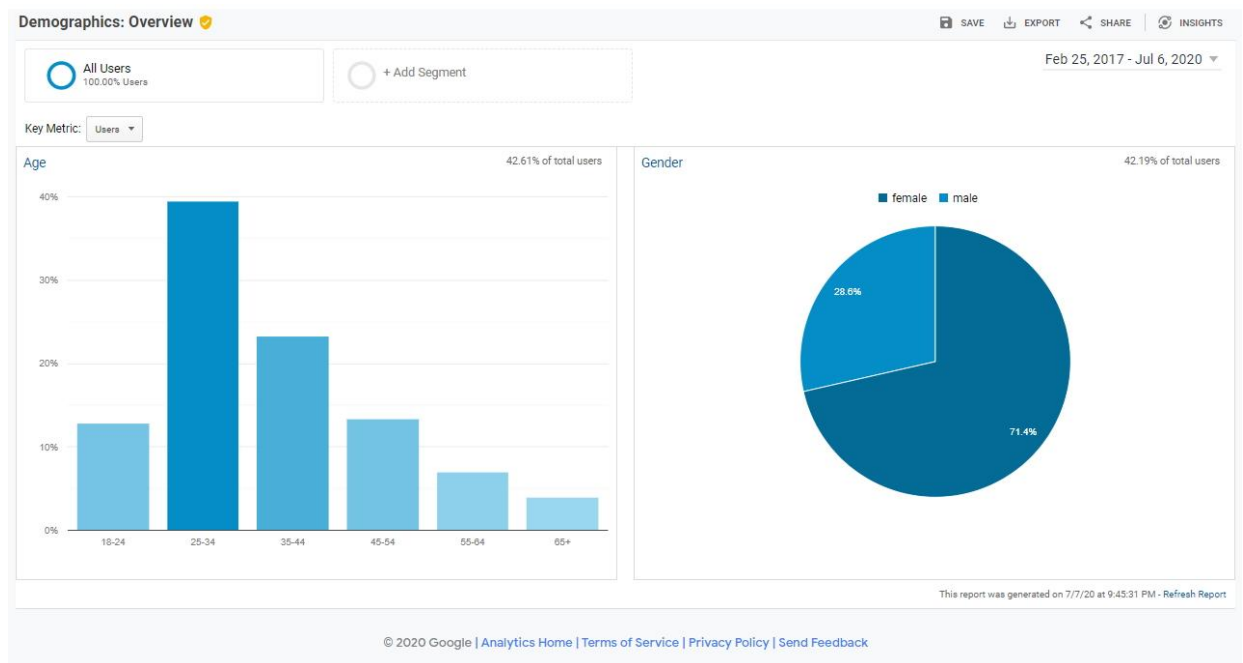
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## STATISTICS

From the start to the end of the project, the Mu.SA website was visited by 38.124 visitors with the average session duration of 2minutes and 20 seconds. 82,4% of the visitors were new, while 17,8 were returning. The higher visits came from the three project countries: Greece: 7279 visits, Italy 10.197 visits, Portugal 4.468 visits. After the home page (30.469 visits) the highest visits came on the MOOC page (20.343).





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It is also worth mentioning that project partners have developed a special section on their own websites, introducing the project. You can find some examples from Culture Action Europe (<https://cultureactioneurope.org/projects/mu-sa-project/>), Daissy research group of HoU (<http://daissy.eap.gr/en/mu-sa/>) or MeltingPro (<https://meltingpro.org/en/progetti-en/european/mu-sa-museum-sector-alliance/>) for your reference.

## 2. Mu.SA Social Media channels

### Facebook Page

The Mu.SA facebook page has been the main social media channel of the project. It has been put in place at the very start of the project in 2016, with all consortium members contributing to the page with Mu.SA related content. It was (and still is) used as a platform to exchange information on the topic of museums and digital transformation. Mu.SA facebook page will remain live and active also after closure of the project, and will be used as an exploitation asset of the project.

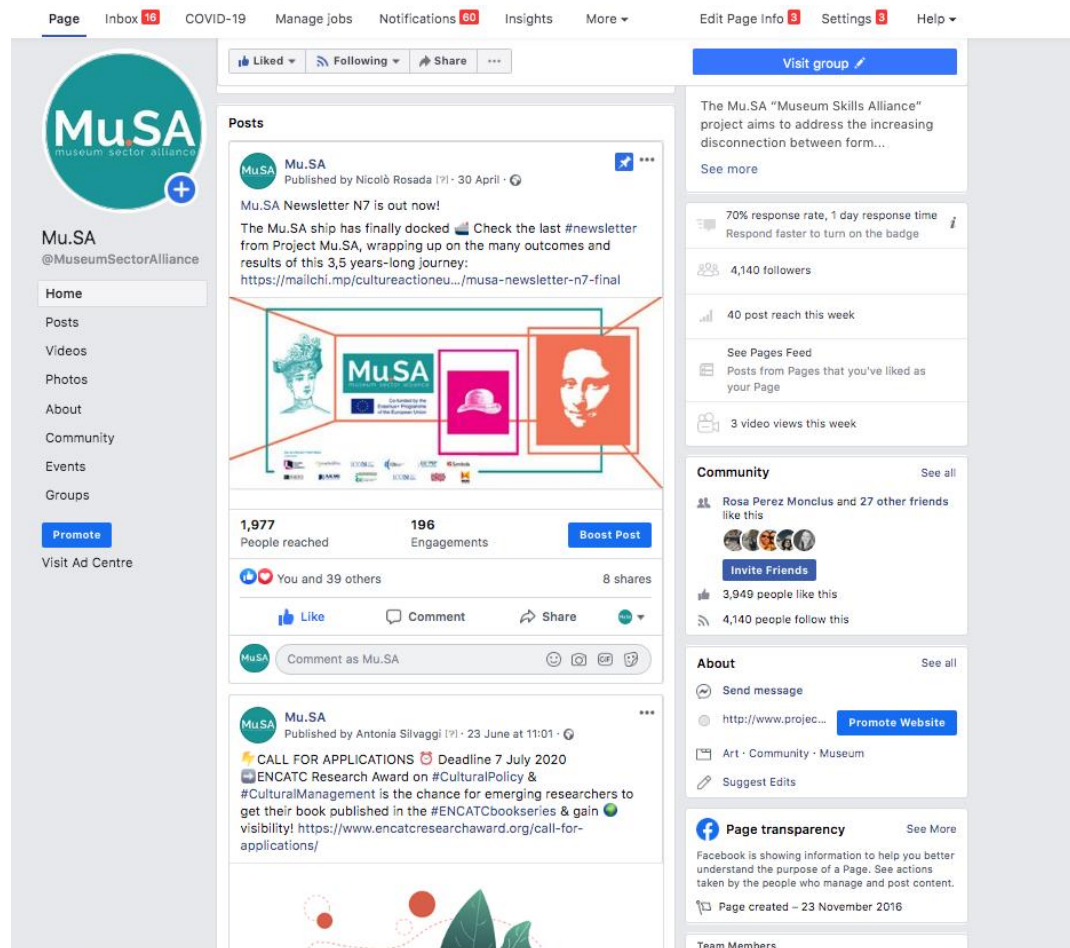
Mu.SA facebook page had 3949 followers by the end of the project, with an average 4 new likes per day. The highest interaction on the Mu.SA facebook page was detected in April 2020, before, during and after the international final conference. The facebook was also used by the consortium partners to livestream some of the dissemination events/conferences, as for example an international conference “Re-designing Museums” in Rome (<https://www.facebook.com/MuseumSectorAlliance/videos/810302415804882/>) or share recorded videos of events, as for example this one in Athens (<https://www.facebook.com/MuseumSectorAlliance/videos/694950454006746/>).

Facebook page was actively used to disseminate all the material, announcement of the events, publication, online dissemination materials.

Facebook page: @MuseumSectorAlliance







### 3. Mu.SA graphic identity

In the start of the project, the consortium developed the graphic identity of the project (corporate identity pack) that was used in designing the website, as well as all the templates of the project (presentations, publications, files etc).