

Museum followers' Profiles			
	Instagram users	Facebook users	Twitter users
Participants	40	14	12
Female	80%	71.4%	66.7%
Male	20%	28.6%	33.3%
Ages 18-24	30%	14.3%	8.3%
25-34	35%	7.1%	25%
35-44	17.5%	42.9%	25%
45-54	12.5%	21.4%	25%
55-64	2.5%	0.0%	8%
65+	2.5%	14.3%	8%
High school/Secondary	12.5%	7.1%	0%
University graduate	42.5%	50.0%	33.3%
Postgraduate	45%	28.6%	66.7%
Not disclosed	0%	14.3%	0%
Europe	42.5%	71.4%	66.7%
The Americas	37.5%	21.4%	33.3%
Australia & Oceania	10%	0%	0%
Asia	10%	7.1%	0%
Heritage/ Creative			
Professional	52.5%	35.7%	50%
Other	47.5%	50.0%	50%
Not disclosed	0%	14.3%	0%