

Non-museum followers' Profiles		
	Facebook users	Twitter users
Participants	4	3
Female	50% (2)	67% (2)
Male	50% (2)	33% (1)
Ages 18-24	0	0
25-34	0	0
35-44	50% (2)	33% (1)
45-54	50% (2)	33% (1)
55-64	0	0
65+	0	33% (1)
High school/Secondary	0	0
University graduate	25% (1)	67% (2)
Postgraduate	75% (3)	33% (1)
Europe	75% (3)	67% (2)
The Americas	0	0
Australia & Oceania	0	33% (1)
Asia	25% (1)	0
Heritage/ Creative Professional	0	33% (1)
Other	100% (4)	67% (2)