

## Teen Twitter Takeover as an innovative way to reach new audiences and increase access

Catherine McKeag: Project Manager, [Kids in Museums](#)

Teen Twitter Takeover is a day in August when museums across the UK hand their Twitter accounts over to young people. Museums invite in young people who might not have visited the space before, giving them exclusive access to the collection. Online the young people share digital heritage and their experiences with often new audiences.

We'd like to contribute a paper session that outlines how Teen Twitter Takeover increases access, showcases innovative ideas used by young people and share other key findings from the evaluation which is currently being finalised.



**Horniman Museum and Gardens** @HornimanMuseum · Aug 11  
For all you Targaryens out there, we've got your dragons! #wherearemydragons #GoT #takeoverday

Teen Twitter Takeover will be in its fifth year in 2018 and each year we are reaching more young people. In 2017, over 300 young people took part across the UK, including some international museums. Hundreds of tweets were shared and 321,000 tweeters saw tweets using #takeoverday. Check out our [Moment](#) to see the best bits.