

Contemporary Social Media and Creative Practice 2018

Hosted by
the Social Media Narratives Class
Art and Technology Studies
School of the Art Institute of Chicago

Twitter , November 1 - 6, 2018

Transcript: Juana Guzman



In this era, when ethical issues with contemporary social media platforms, raise concerns about social media, it is important to talk with arts advocates about the role that social media plays in their communities. The following informal and unedited conversation took place on Twitter in November 2018 as a part of the *Contemporary Social Media and Creative Practice 2018* online panel. In addition to Juana Guzman, who is a National Arts Consultant and arts advocate and former Vice-President of the National Museum of Mexican Art, SAIC ATS student Sora Candelario and I took part in the conversation – Judy Malloy



Juana Guzman

@JuanaKnow



Hello everyone at [#socmedianar18](#) I'm joining the panel today to talk about Issues in Social Media for Arts Organizations.
You can find my words at narrabase.net/juana.html
Your responses are welcome!

5:05 PM · 1 Nov 2018

2 Retweets 4 Likes



5



2



4





Judy Malloy @JudyMalloy · 1 Nov 2018



Replying to @IJuanaKnow

Hi Juana! Your SAIC ARTTECH Student guide is Sora Candelario @Butterflyfilth



Judy Malloy @JudyMalloy · 2 Nov 2018



Replying to @IJuanaKnow

Great to be back in touch @IJuanaKnow ! You have worked with community-based arts organizations for many years, can you give us some specific examples of how arts organizations in the Chicago era have effectively used social media?



Juana Guzman @IJuanaKnow · 2 Nov 2018



Immediately I think of YouTube and Facebook. These are the top social media services utilized by art groups in presenting and promoting their services. An example is the National Museum of Mexican Art's Day of the Death events which draws thousands of people to Pilsen each year.





SoraCandelario @Butterflyfilth · Nov 2

Replying to @JuanaKnow

Hi Juana! Im Sora Candelario your student guide. Im a student at SAIC Arts and Technologies Studies department. How are you?



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Juana Guzman @JuanaKnow · 23h

Hi Sora! Wonderful to meet you. Thank you so much for serving as my student guide. I look forward to participating in this discussion and engaging those who may have questions for me.



SoraCandelario @Butterflyfilth · 16h

Replying to @JuanaKnow

Hi Juana.

Im Sora Candelario a BFA candidate in the Art and Technologies Studies department at SAIC. I also have a brief background in arts administration.

Im having a hard time getting around twitter word limit. I have attached my thoughts here.

docs.google.com/document/d/12r...



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Juana Guzman @JuanaKnow · 15h

Hi Sora: Yes Twitter does force one to condensed their writing. I like the challenge. Will look at your attachment.



Judy Malloy @JudyMalloy · 4 Nov 2018

Issues with Facebook are a big concern, but -- because there are currently few social media platforms with the reach & ease of use of Twitter and FB -- I'm also worried about the impact that deleting FB would have on arts organizations. Do you have any thoughts about this?



Juana Guzman @JuanaKnow · 6 Nov 2018

At this time, arts organizations who are rooted in communities still benefit from Facebook, which also owns Whatapps and Instagram. I firmly believe the public must continue to put pressure on these social media services to operate in a ethical manner.



SoraCandelario @SoraMCandelario · 8 Nov 2018

I see the monetization of social media as contribute our worries. Often small communitis who expand exponentially tend to lose touch. Resources are then given towards generating clicks which has risks of undermining the ethical.



SoraCandelario @SoraMCandelario · 8 Nov 2018



Replying to @JuanaKnow @JudyMalloy

From my experience art communities use social media to expand their reach as well as for event planning and organizing. I agree with your cause for putting pressure on social media platforms. I am however a bit unsure as to what that actually entails.



Juana Guzman @JuanaKnow · 15 Nov 2018



Replying to @SoraMCandelario @JudyMalloy

Public investigations focusing on Facebook practices who not have come to light without social media advocates and articles such as the current 11/13/2018 New York Times article Facebook's scandal. Social Media Users need to be just as involved in protecting their information.





Judy Malloy

@JudyMalloy



Replying to @JuanaKnow

Thanks, @JuanaKnow ! Your call for a more ethical social networking infosphere is significant! And it's important to hear -- from someone with your experience -- how vital contemporary social media platforms are for community-based arts organizations. Onward!

