

*YOU ARE HERE : HOME > RESEARCH ACTIVITIES > PUBLICATIONS > **ARTICLES***

Instagram, contrasting support for the globalization of museum brands and diplomacy of influence. The cases of the Louvre and the Centre Pompidou. Christophe Alcantara and Nicoles Peyre

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The globalisation of the « Louvre » and « Centre Pompidou » brands is taking place in particular through the creation of the Louvre Abu Dhabi and the Centre Pompidou Málaga. Digital communication and more particularly Instagram are being invested by these French public museums and those created abroad by promoting their brands. We observed and analysed all the publications of these four museums on Instagram between 12 March and 12 August 2020 (n = 418) to ask ourselves the question of how this digital communication method can support the globalisation of museum brands and influence diplomacy.

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