

ALASKA MUSEUM WEEK

Social Media Plan

June 7-13 2020 *Just because we are operating in a unique time does not mean we don't have stories to share.*

Encourage local community to participate! The more you involve your community in this process the more it can serve as a publicity and advocacy tool for your museum.

Comprehensive Hashtags: Help the community keep your news in the now by using the following hashtags when making your social media posts throughout the week
#AKmuseums #AKmuseumweek #AKmuseumsmatter

Theme Days Schedule your posts NOW!

SUN | June 7 - Kids Day - Growing a new generation of museum fans

YOU: The children of today will be running the museums of tomorrow. Invite the children in your community to curate items in their own home through a video. If you have reopened your doors to the public, you can invite them to share what they know about items in your museum's collections. #AKmuseumweek

MON | June 8 – Museums Staying Connected

YOU: Encourage your staff to share stories or photographs of how they are staying connected whether its through a webinar, a Museums Connect or a staff meeting on Zoom. Use it with the hashtag #AKmuseumszoom

TUES | June 9 – Technical Tuesday

YOU: Showcase the museum techniques you use to care for your collections though photographs or a quick video. #AKmuseums

WED | June 10 – War Against COVID-19 – Show us your cleaning skills!

YOU: Show your visitors the steps you are taking to keep your spaces safe, your smartest face masks and how your staff has had to adjust . Be sure to tag your photographs with the hashtag #mycleanAKmuseum

THURS | June 11 - Throwback Thursday - Replay your greatest hits!

YOU: Share your greatest achievements from 2019 or beyond. This is a great opportunity for you to illustrate your growth as an organization. #AKmuseumsmatter

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FRI | June 12 – My Home is Alaska

YOU: Highlight materials in your museum that have an indigenous connection or describe how your institution is working with Alaska Natives to improve your programs and exhibit narratives. #AKmuseums.

SAT | June 13 - Share the Love

YOU: Be brave, highlight the strengths of another Alaska museum. Share what you appreciate about Alaska's museum community, your partners, and collaborators. Let others know how other museums and supporting organizations are being affected by COVID-19 or re-share a post that shows how your colleagues have creatively found ways to continue sharing their collections. #AKmuseums

Museum Week activity recommendations (show your enthusiasm. make more than one post a day or host a special online event!):

- Create a "small museum" in an unexpected place in your community if your doors are still closed to the public
- Highlight one or more of your exhibits through an online tour or photo album
- Highlight one of your community programs (include its impact)
- Share visitor stories from your local community on how your museum has impacted them
- Post a picture and description of your News of the Weird (oddities in your institution's collections)
- Highlight how your staff is working during the COVID-19 restrictions
- Visitor, Donor, member Spotlight