



ALASKA MUSEUM WEEK



JUNE 2-8, 2019

#AKmuseums #AKmuseumweek #AKmuseumsmatter

ALASKA MUSEUM WEEK

Social Media Plan

Note: you can place a heavier focus on your activities during your work week, such as Monday- Friday.

Alaska Museum Week is a celebration of Alaska museums. The purpose is to raise awareness of Alaska museums as centers of education, community anchors, economic engines, employers, stewards of culture and history, and more!

We encourage you to use this week in a way that works best for you, your organization, and your community. We hope you'll get creative. Here are some ideas to get you started:

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 2 - Kids Day - Growing a new generation of museum fans

The children of today will be running the museums of tomorrow. Share stories of your exhibits, programs, and events that focus on children and highlight their energetic, inquisitive and adaptable nature. #AKmuseumweek

MON | June 3 - “What’s a museum?”

Museums Alaska will highlight the different types of organizations that encompass the “museum” and share some factoids on social media.

MA members can use the “MA Museum” Facebook profile frame or graphic on your organization's social media pages and website. Share a reason why you belong to the state’s (best) museum association. Use it with the hashtag #AKmuseummembers

TUES | June 4 - Indigenous

Showcase your local indigenous communities by featuring objects in your collection that representing a local cultural group, collaborations you have made with local Tribes, or share some of the good works that your local Tribes are doing that make an impact on your museum. #AKmuseums

WED | June 5 - Volunteer Appreciation – Thank your volunteers in some way!

Get your volunteers to show their museum pride by sharing something about their volunteer service with the hashtags #AKmuseumvolunteer #museumvolunteer #museumvolunteers. Send them instructions on how to find the “MA Museum” Facebook profile frame, and/or email out the graphic file.

THURS | June 6 - Throwback Thursday - Replay your greatest hits!

Share your greatest achievements from 2018 or beyond. This is a great opportunity for you to illustrate your growth as an organization. #AKmuseums

FRI | June 7 - Impact

YOU : Flaunt all those juicy museum and industry economic and sociological factoids, ‘cuz it’s #AKmuseumsmatter.

SAT | June 8 - Share the Love

Be brave, highlight the strengths of another Alaska museum. Share what you appreciate about Alaska’s museum community, your partners, and collaborators. Activate your own members/fans by encouraging them to post why they love your museum. #AKmuseums

Museum Week activity recommendations:

- Show your enthusiasm. Make more than one post a day or host a special event!
- Create a “small museum” in an unexpected place in your community.
- Highlight one or more of your current exhibits.
- Highlight one of your community programs (include its impact).
- Host a museum week poster campaign in your local community.
- Post a picture and description of your News of the Weird (oddities in your institution’s collections).
- Best email Subject Line “ex: Crickets in the Elevator.”
- Visitor, Donor, member Spotlight.