



**American
Alliance of
Museums**

Yes You Can Speak Up for Museums!

#AAM2016

Ember Farber • Director, Advocacy
American Alliance of Museums



Alliance President & CEO Laura Lott



- Advocacy is a continued focus of the Alliance 2016-2020 strategic plan
- Laura actively represents museums on Capitol Hill (follow her @LottLaura on Twitter)
- The Alliance provides key tools for year-round advocacy, such as #InviteCongress and Museums Advocacy Day



Alliance Advocacy & Collaboration

- Represents museums of all types and sizes, including zoos, botanical gardens, historic houses, libraries, archives, universities and other collecting institutions.
- Current strategic plan built around four key areas: excellence, advocacy, sustainability and alignment.
- Annual Museums Advocacy Day effort with broad coalition of national, state and regional museum organizations.
- Coordinated August “Invite Congress to Visit Your Museum” effort.
- Testimony and other collaborations with related fields (i.e. arts, humanities, history, archives, education, science, nonprofit, etc.).
- Broad legislative agenda of federal policy and funding issues (and state-level threats when appropriate).



Advocates as Voters...

Museums and nonprofits are *allowed* and *encouraged* to engage in nonpartisan voter activity!

See our Voter Resources page for:

- Full AAM Guide to Election Year Advocacy
- Easy-to-read Fact Sheets
- Online Guide to Nonprofit Voter Engagement
- Legislators, polling places, state/local election offices, registering

www.aam-us.org/advocacy/resources/voter-resources

Advocacy Principles & Resources



Advocacy Principles:

- Advocacy is a job for **everyone**
- **Every** advocacy activity makes a difference
- Speaking with **one strong voice** is powerful
- *What do elected officials think of museums?*
 - That's **up** to us as advocates
 - We are **all** advocates



The Current Situation

- Cultural agencies continue to be targeted
- ***Tough*** budget climate is the new norm
- Tax, immigration and education reform all pending
- Charitable giving incentives and tax-exempt status
- And, it's an election year!

The bottom line:

If museums are not ***AT*** the table we could be ***ON*** the table.



What AAM Does

- Monitors legislation affecting museums
- Direct outreach with Capitol Hill
- Relationships with Federal Agencies
- Collaborates with Affiliates, Regions and States and broader community
- Promotes field-wide standards/positions
- Empowers you to get involved

AAM makes the case for all museums, of all types and sizes—there is a place for you!



- Join the organizations that represent your organization.
- Learn about the issues, take advantage of advocacy resources, plan to attend Museums Advocacy Day.
- Find and learn about your legislators, and let your members of Congress know when you receive federal funding (IMLS, NEA, NEH, NSF, NARA grants).



Advocacy Resources & Opportunities

[Legislative
Agenda/Issues](#)

[Contact
Congress](#)

[Invite Congress
to Visit Your
Museum](#)

[Economic
Impact
Statement](#)

[Educational
Impact
Statement](#)

[Speak Up for
Museums](#)



Advocacy Resources & Opportunities

[Advocacy Alerts](#)

[Advocacy Resources](#)

[Online Advocacy Programs](#)

[75 Advocacy Ideas in 75 Minutes](#)

[Communicating with Legislators](#)

[Getting to Know Legislators](#)



Some “Golden Rules”

- **Never** make assumptions about legislators’ positions.
- **Respect the staff**, they are your internal advocates.
- **Always** prepare for visits, and be prepared to be flexible.
- **Don’t** traffic in acronyms, name your issue.
- **Always** make an “ask”– hard or soft!
- **Build** rapport, look for a personal connection.



Do you know what you would say in 60-90 seconds?
(Who you are, what you do, your museum)

- For advocacy, funding, community engagement
- Different versions for different audiences (legislators, funders, press, etc.)
- Practice, practice, practice!

Using Social Media Effectively for Advocacy



Basics

Tweeting, retweeting, MT, HT, sharing
and quoting...oh my!

- Lots of options to employ
- Right option at right time
- Tell followers what to do
- Hook to timely events



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#Protips

- Practice “social listening”
- Like/Follow strategically
- Social is the new website
- Consistency=conversion
- Keep your bio/profile updated
- Trust your gut, practice whimsy



Posting Practices

Lead with
content

90/10 or 80/20
ratio of content to
marketing posts

Our activity
generates
follower
activity and
increases
visibility

Post different
messages on
different
channels...

Mix of original and
well-curated content

Many items that
are worth
posting, are
worth posting
more than once,
or over a series
of posts

Social
listening: craft
posts for the
different
audiences of
your different
channels

Tag and
#hashtag
effectively
to
maximize
reach

...But all Alliance
channels should
reinforce &
promote each
other

Post across
days and
times to stay
present!



Content Generation

- “Tweet the lead, tag the mag.”
- Your quote is the sound-bite to post.
- Quotes/data to generate multiple posts.
- Google, Feedly searches to pull stories.
- Tag speakers, partner orgs, agencies, etc.
- Monitor platform updates & changes.
- Share additional info in comments.
- Tag accurately!



Some Free Social Resources

Images/Tracking	Twitter Chats	Social Trends
<ul style="list-style-type: none">▪ Bitly▪ TweetArchivist▪ TweetReach▪ Twitterfeed▪ PicktoChart▪ PicMonkey▪ Infogr.am▪ Canva	<ul style="list-style-type: none">▪ #MuseumEd▪ #EduTuesday▪ #OHMMuseumChat▪ #IAMakerChat▪ #TwitterBetter▪ #ChatSnap▪ And more!	<ul style="list-style-type: none">▪ NPTG, NTEN▪ Media Shift▪ Elegant Themes▪ Simply Measured▪ NPR Social Media Desk▪ Facebook for Nonprofits▪ CharityHowTo



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Follow the Alliance!

- twitter.com/aamers
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- twitter.com/futureofmuseums
- www.facebook.com/museumsconnect
- www.facebook.com/futureofmuseums
- www.pinterest.com/futureofmuseums/
- www.facebook.com/americanmuseums
- www.linkedin.com/groups?mostPopular=&gid=2965314

Advocacy in Action







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#InviteCongress

Rep. Ted Yoho and Doug Jones at the
Florida Museum of Natural History.



Congressman Joe Kennedy at the
Museum of Science, Boston.



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#InviteCongress

Senator Burr at the North Carolina
Museum of Natural Sciences.



Congressman Price at the North
Carolina Museum of Natural Sciences.



Congressman Bob Gibbs' staff at Massillon Museum



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