

Yes You Can Speak Up for Museums! #AAM2016

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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 <u>Museums Advocacy Day</u> effort with broad coalition of national, state and regional museum organizations.
- Coordinated August "<u>Invite Congress to Visit Your Museum</u>" effort.
- Testimony and other collaborations with related fields (i.e. arts, humanities, history, archives, education, science, nonprofit, etc.).
- Broad <u>legislative agenda</u> 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!



Your Role

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



Advocacy Resources & Opportunities

<u>Legislative</u> <u>Agenda/Issues</u> 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



#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
 Bitly TweetArchivist TweetReach Twitterfeed PicktoChart PicMonkey Infogr.am Canva 	 #MuseumEd #EduTuesday #OHMuseumChat #IAMakerChat #TwitterBetter #ChatSnap And more! 	 NPTG, NTEN Media Shift Elegant Themes Simply Measured NPR Social Media Desk Facebook for Nonprofits CharityHowTo



Follow the Alliance!

- twitter.com/aamers
- twitter.com/LottLaura
- 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







#InviteCongress

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



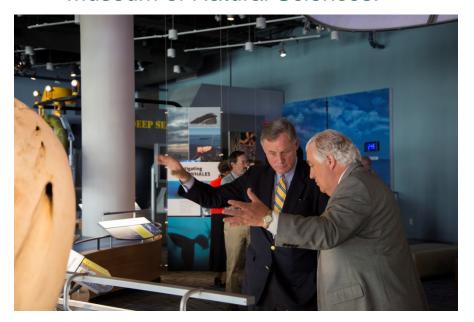


Congressman Joe Kennedy at the Museum of Science, Boston.



#InviteCongress

Senator Burr at the North Carolina Museum of Natural Sciences.





Congressman Price at the North Carolina Museum of Natural Sciences.



#InviteCongress





Congressman Bob Gibbs' staff at Massillon Museum

