

Pillar 4: Communications - Needs Assessment

To what extent is the museum sharing and promoting its programs, services, and activities?

Email:

Name of museum:

1. Consider the museum's advocacy efforts.

As part of your analysis, some questions to consider are...

- *Are politicians and community leaders provided with updates and/or invited to the museum for events and activities?*
- *Does the board send thank you letters to supporters and share how resources were used?*
- *Does the board participate in group or regional advocacy initiatives?*

Please note: *It is not necessary to answer each of the above prompts individually, rather to consider their relevance when formulating a response to the question above.*

- Yes, we engage in advocacy, and we are confident in our efforts.
- Yes, we engage in advocacy, but efforts could be improved. ANSM could help us by providing training on...
- No, we don't engage in advocacy. ANSM could help us by providing training on...
- No, we don't engage in advocacy, and don't need to because...

Comments:

2. Consider the museum's marketing efforts.

As part of your analysis, some questions to consider are...

- *What marketing channels does the museum currently use (e.g., print, digital, social media, outdoor advertising, etc.)? Do these have a clear and consistent visual identity and voice (e.g., logo, colour scheme, font, etc.)?*
- *Is the museum's branding and messaging effective in conveying its purpose, collections, and programs to its target audiences?*
- *Are marketing materials accessible and inclusive (e.g., clearly written text, captions on multimedia content, high resolution images, downloadable/printable resources, etc.)?*
- *Is key information up-to-date and accurate (e.g., contact information, hours of operation, events, etc.)?*
- *Does the museum engage in community outreach and partnerships to expand its reach and impact?*
- *What metrics does the museum use to measure the success of its marketing efforts (e.g., website traffic, attendance, ticket sales, social media engagement, etc.)?*

Please note: *It is not necessary to answer each of the above prompts individually, rather to consider their relevance when formulating a response to the question above.*

- Yes, we market the museum, and our efforts are meeting our needs as is.
- Yes, we market the museum, but our efforts require work. ANSM could help us by providing training on...
- No, we don't market the museum. ANSM could help us by providing training on...
- No, we don't market the museum, and don't need to because...

Comments:

3. Consider the museum's online presence.

As part of your analysis, some questions to consider are...

- *What is the museum sharing online (e.g., collections information, events and programs, educational resources, job postings, and other opportunities for engagement)?*
- *Is the museum's online presence (e.g., website, social media platforms, etc.) monitored for engagement and relevance to its target audiences, and is information accurate and up-to-date? Are comments and questions addressed in a timely manner?*
- *Is the museum regularly creating its own content, sharing others' content, and encouraging visitor participation online?*
- *How does the museum handle any negative feedback, disrespectful conduct, or spam? Is there a process for managing such situations?*
- *Does the museum have plans or strategies to enhance accessibility and inclusivity of its online presence?*

Please note: *It is not necessary to answer each of the above prompts individually, rather to consider their relevance when formulating a response to the question above.*

- Yes, we are active online, and have good engagement as is.
- Yes, we are active online, but this requires work. ANSM could help us improve by providing training on...
- No, we are not active online. ANSM could help us by providing training on...
- No, we are not active online, and don't need to be because...

Comments:

4. What is the museum's top communications-related goal for the next four years? (i.e., advocacy, social media, marketing, etc.)