

Pillar 4: Communications - Standards Questions

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

Email:

Name of museum:

1. Submit the museum's marketing strategy. It should include:

Please check the boxes below if the corresponding information is included in your submission.

- Engagement analysis, including target audience, local demographics, visitor statistics, and recognizing who is not engaging
- Products (e.g., events, programs, retail offerings, workshops, publications, etc.)
- Promotion of museum and community activities that is shared in accessible formats and on a variety of platforms, and includes demonstration of allyship with equity-deserving groups and broader community needs
- On- and off-site signage that is accessible, and easy to read and understand from a distance (placement, branding, and style guide)
- Individual/committee and their responsibilities
- Social media plan, reviewed to reflect current trends, scheduled posts, and responding to engagement

2. Submit the link to the museum's website. The website should include:

Please check the box below if the corresponding information is included on the museum's website.

Website URL:

- About the Museum (e.g., purpose statement, values, governing body, history of organization, etc.)
- Land acknowledgement
- Contact information (including off-season, if applicable)
- Membership and support (e.g., member benefits, volunteer opportunities, how to donate, etc.)
- Visits (e.g., hours of operation, directions, admissions, accessibility, etc.)
- Collections (information about and links to the museum's collections online)
- Exhibits (information about current and upcoming exhibits, and links to online exhibits)
- Education (information about and links to programs and resources for learners and educators)
- Events (e.g., registration information, dates, locations, etc.)
- Store (information about or online access to gift shop, donations, tickets, events, services, etc.)