AAM Online Advocacy Training: Social Media as Advocacy Tools

The American Association of Museums’ Online Advocacy Training Series

Have no fear! We’ll explain muting, Q&A and other details when we start.
Topics

- About the Online Training Session
- Who’s Speaking?
- Welcome from American Association of Museums
- The Old Advocacy Model
- The New Web 2.0 Approach
- Three Strategies
- Next Steps
About the Online Training Session

- What’s happening?
- Muting
- Q&A
- Recording and Follow-Up Materials
Who’s Speaking?
Welcome from American Association of Museums

Ford W. Bell, DVM
President, American Association of Museums
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# AAM Online Information Center

## Individual Members

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## Institutional Museum Members

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[www.aam-us.org/infocenter](http://www.aam-us.org/infocenter)
Where are we Starting?

Let’s go to the polls!
The Old Advocacy Model

- Frustration at Lack Of Progress
- Push Messages Out To Elected Officials
- Passive (or no) Listening by Officials
A New “Web 2.0” Approach
What is “Web 2.0”? 

Messages that “Pull”
ENGAGED & ACTIVE
Relevant Expertise
Constituent / Coalition Based
Three Strategies for Advocacy / Web 2.0 Success
Strategy #1: Cultivate the Powerful 1%

- Common myth: “we won’t get any attention unless we have thousands of advocates involved”
- Why advocacy ISN’T a numbers game
- Key Research
  - National Journal
  - CMF Web
- How to do it
  - Find out who is already talking about your museum!
    - Friends groups
    - Trustees
    - Board members
    - Frequent visitors
Strategy #2: Stop Using Carrier Pigeons

Gadget gut check (let’s go to the poll!)
Strategy #2: Stop Using Carrier Pigeons

- Using Blogs for Advocacy
  - Posting advocacy information (consider posting a recap of today’s session!)
  - Connecting legislators and staff (key ask: sign up for our RSS feed)

- Examples
  - ALA District Dispatch *(Q: Does AAM have a blog we can use?)*
  - Exploratorium Explainers
  - Small Museum Association
  - I Heart Art (Portland) (Museum / Friends Collaboration)
Strategy #2: Stop Using Carrier Pigeons (Continued)

- **Twitter**
  - Use existing feeds to deliver advocacy messages (connect to AAM Action Alerts)
  - Sign up for legislators’ Twitter feeds
  - Have a “Tweet” day

- **Examples**
  - Brooklyn Museum
  - Whitney Museum
Strategy #2: Stop Using Carrier Pigeons (Continued)

- **Linked-In** (aka the new way to find grasstops)
  - Excellent resource for conducting research on legislators
  - Find your legislator’s Linked In profile
  - Connect with AAM’s Linked In page

- How to use this **for research** – you’ll be amazed at what you find
Strategy #2: Stop Using Carrier Pigeons (Continued)

- **Facebook**
  - “Like” Legislators (you don’t have to REALLY like them)
  - Connect with AAM’s Facebook page
  - Have a Facebook wall posting day with advocates

- **Examples**
  - Sewell Belmont
  - Chesapeake Bay Maritime Museum
  - Metropolitan Museum of Art
Strategy #2: Stop Using Carrier Pigeons (Continued)

- Video and Pictures
  - You Tube / Flickr
  - Notify legislators / staff of new and relevant postings
  - Consider a “Show Your Museum” day

- What are yours?
Strategy #3: Give Up Control

- Common myth: “policy issues are complicated – our friends, trustees and staff can’t explain them without our exact language”
- The advocacy / conviction connection
- Encourage involvement from the beginning
- Allow advocates to choose their priorities
The Five Minute Action Plan

What will you DO with this information? Let’s go to the poll!
What Other Resources Are Available?

- Attend Museums Advocacy Day 2011 – If you can’t attend, make sure someone from your museum or coalition does!
- Use www.speakupformuseums.org to send letters to your legislators
- Work with your AAM government relations team – they are here to help.
Final Questions or Comments?

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