

 **Museums Advocacy Day 2017**

**Social Media Information**

Social media is a fun and effective way to reinforce our advocacy messages with legislators and engage in Museums Advocacy Day. We have compiled the information, tips, resources, links and images below for your use before, during and following Museums Advocacy Day 2017.

Follow AAM on [Facebook](https://www.facebook.com/americanmuseums) & [Twitter](https://twitter.com/aamers) and see [social media from past Museums Advocacy Days](https://storify.com/AAMers/museums-advocacy-day-2016).

**Museums Advocacy Day Hashtags:**

* #museumsadvocacy
* #museumsadvocacy2017

**Sample Tweets and Posts:**

* Now is the time to make the case and speak up for #museums. I join the 375+ advocates in Washington, D.C. Feb. 27-28 for Museums Advocacy Day 2017 in advocating for museums. #museumsadvocacy2017 <http://bit.ly/AdvAnywhere>
* Have you seen AAM’s new state-by-state snapshots of NEA, NEH and IMLS funding for museums in your state? Download yours and share it with your legislators and over social media today! <http://bit.ly/statesnapshots> #museumsadvocacy2017
* You don't have to be in Washington, D.C. for Museums Advocacy Day 2017 to make the case for museums. The stakes have never been higher and every voice matters. You can #JointheCause and communicate with your legislators in support of #museums. Contact Congress: <http://bit.ly/AAMContactCong> #museumsadvocacy
* So many ways to advocate for #museums during #museumsadvocacy2017! #JointheCause & Advocate from Anywhere: <http://bit.ly/AdvAnywhere>
* CreateEconomic & Educational Impact Statements 4 your #museum: <http://bit.ly/AAMEconImpact> & <http://bit.ly/AAMEdImpact> #museumsadvocacy
* The stakes have never been higher & every voice matters. #JointheCause & Contact Congress: <http://bit.ly/AAMContactCong> #museumsadvocacy

**#ProTips:**

* **“Like” and “follow” your legislators** on social media (Facebook, Twitter, You Tube and Instagram). You can learn a lot about someone’s priorities and interests by connecting with their social media. Use our [Legislator Lookup](http://www.congressweb.com/AAM/Legislators/Main) to find your federal and state legislators and their Facebook, Twitter and You Tube information (where available). Remember to post positive messages about your interactions with legislators and public figures, and tag them accurately in your posts.
* You are encouraged to **take pictures during Museums Advocacy Day**, including before and after your Congressional visits with your members of Congress and/or Congressional staff. Always ask first, but most offices will be very happy to take pictures with you. Be sure to **tag the offic**e and @AAMers in your pictures whenever possible!
* Get a **group picture** with your state’s and region’s advocates! Be sure to tag @AAMers if you post these pictures. Also let us know if we can have permission to use these photos in our communications following Museums Advocacy Day. ☺
* If your organization has social media feeds and staff or volunteers populating them, be sure to **share this information** with them and encourage them to engage those feeds on social media throughout Museums Advocacy Day.
* **Facebook or Twitter video** can be a fun way to capture your Museums Advocacy Day experience as you travel to and from Washington, D.C. and **between** programs and visits. **\**No live recording during Monday programming or Congressional Visits***

**Additional tools, resources, information and links to quote and share:**

* AAM Advocacy Resources: <http://bit.ly/AAMAdvResources>
* Advocate from Anywhere: <http://bit.ly/AdvAnywhere>
* Publicity Tools: <http://bit.ly/AAMPubTools>
* Economic & Educational Impact Statements: <http://bit.ly/AAMEconImpact> and <http://bit.ly/AAMEdImpact>
* Advocate Materials: <http://bit.ly/AdvMaterials>
* **NEW** State-by-State Snapshots of IMLS, NEA and NEH funding to museums: <http://bit.ly/statesnapshots>
* Contact Congress email templates: <http://bit.ly/AAMContactCong>
* 2017 Supporters & Sponsors: <http://bit.ly/2017Supporters>

**Use the images below to show your support & spread the word on social media:**



