



**GŴYL AMGUEDDFEYDD CYMRU
WELSH MUSEUMS FESTIVAL**

Staff Social Media Pack

24th October – 1st November 2015

Key Accounts / Hashtags

Welsh Museums Festival

Twitter **@WelshMuseums**

Facebook **/amgueddfeyddcymruwelshmuseums**

Hashtags **#WelshMuseumsFest / #GwylAmgueddfeydd**

#BeAmazed / #Rhyfeddwch

Natural Science Collections in Wales

Twitter **@LinkinCollWales**

Museums at Night

Twitter **@MuseumsAtNight**

Hashtag **#MatN2015**

Sign up today!

Let us know you will be taking part on social media by tweeting the following:

**We will be taking part in #WelshMuseumsFest October 24 – November 1
Byddwn yn cymryd rhan yn #GwylAmgueddfeydd 24 Hydref – 1 Tachwedd**

Thunderclap

A Thunderclap will be set up and will be live from **24th September 2015**. This year the Thunderclap will be bilingual and all museums/individual accounts will be encouraged to sign up.

A Thunderclap allows a single message to be mass heard. Once you sign up to it, Thunderclap will post the Welsh Museums Festivals message out from your account at the same time on the same day as every other person who has signed up. This will mean that the message has a greater impact and could mean that on the launch day the hashtags might be trending! The message that will be sent out will be:

**#GwylAmgueddfeydd yn dechrau heddiw! #WelshMuseumsFest starts today!
(WEBSITE LINK)**

As soon as the Thunderclap is live we will send the link and information around to our contact lists and will also promote on our social media channels. So, please look out for the information and share far and wide with all of your contacts!

Support each other

Take a look at our Twitter page and you will see a list that we have created of museums in Wales. Take a look through the list – follow and support your fellow museums in Wales whenever you can. An extra like or share here and there can make all the difference and may result in more public engagement.

Follow the link to find the list:

<https://twitter.com/WelshMuseums/lists/welsh-museums>

Use hashtags and posters!

Wherever possible, please use the festival hashtags in your tweets and Facebook posts.

#WelshMuseumsFest / #GwylAmgueddfeydd

We also have selfie posters that can be used by visitors or key influencers to your museum. These selfie posters can be found on the Welsh Museums Federation website: <http://welshmuseumsfederation.org/en/news-archive/resources-landing/marketing/welsh-museums-festival.html>

Themes

To help you to create fun and engaging content in the lead up to and during the Welsh Museums Festival 2015 we have created some themes and suggested tweets/photographs to help you to plan your content. Please remember to add the festival hashtag to any tweets or Facebook posts.

Suggested themes...

★ Events / Exhibitions

Take photographs of visitors in your museum, looking at exhibitions, taking part in events and encourage them to take selfies and use the festival hashtag on social media.

Use quotes that you gather in visitor comments books and turn them into images for use on Facebook and Twitter using online free tools such as quozio.com, picmonkey.com and canva.com Examples from last year...



★ Star Objects

Have you got some weird and wonderful objects that you could take photos of and post onto social media? Why don't you encourage people to come and see your exhibitions by using a different photograph each day as a star object? You could focus on the history and stories behind that object. You could ask staff/volunteers to choose their own star object and then they could write a short social media post about why they love that item.

Encourage visitors to choose their favourite objects and take photos at the museum. Ask on Facebook/Twitter what visitors feel is their star object at the museum to encourage engagement.

You could also take close-up photographs of some objects and ask people to guess what the object is, like in the example below...



★ Halloween / Museums at Night

Do you have any scary objects or collections that could be posted for Halloween? Take photos of any staff members that are dressed up for the occasion or photos of any Halloween themed events that you may be holding. You could also do some short videos or films of your museum at night to post on social media.

★ Natural Science Collections in Wales

Are you involved in the Natural Science Collections project? The exhibition is being launched the same day as the Welsh Museums Festival at Powysland Museum on 20th October 2015. Take this opportunity to show your followers that you are involved with the project and post photos and information about your objects.



★ Archive Pictures / Nostalgia

Old photographs go down really well on social media. Why don't you try a 'guess where this photograph was taken?', 'Can you remember when the high street looked like this?' or 'Do you know which building in this is?' These sorts of questions encourage your followers to engage with your page and can create discussions around different topics.



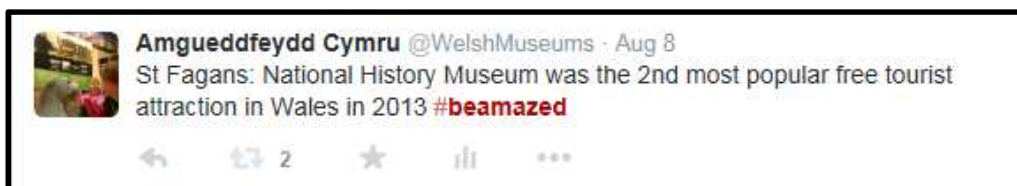
★ Staff and Volunteers

Staff and volunteers are the face of your museum. Personalise your social media accounts by sharing photographs of your staff. Encourage staff/volunteers to write a little bit about themselves, why they love working at the museum and what their favourite object or exhibition is.



★ Be Amazed

Use the hashtag #BeAmazed or #Rhyfeddwch to highlight some interesting facts about collections, the history of the museum building as well as some 'did you know' statistics relating to visitor numbers and the number of objects in certain collections.



★ Behind the Scenes / Conservation

People love to see behind the scenes photographs and 'hidden gems' from museums. Take photos of how objects are stored, the conservation process and of course the 'faces' of staff behind the scenes as well. You will be surprised how well these shots will go down, especially as they are things that you don't see every day!



Just remember – have fun!