

Approaching the Powers That Be: SMAs and Advocacy

Speak Up for Ohio Museums Day

Ohio Museums Association - Johnna McEntee
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Advocacy at OMA



Museums Advocacy Day Supporters



Why virtual?



MUSEUMS
MATTER

OHIO MUSEUMS DAY



Why virtual?



Speak Up For Ohio Museums Day

OMA's Seventh Annual

Speak Up For Ohio Museums Day

October 1, 2018

Join the conversation!

#SpeakUpOhio



www.ohiomuseums.org



**THIS IS THE
ONLY WAY!**



The benefits of virtual...

- Have a broad reach
- “Meet people where they are” – literally and figuratively
- Allow the resources to be accessible and searchable after the event
- Do it all with little to no overhead cost to OMA



Speak Up For Ohio Museums Day

- Held the first Monday in October
- Social media blitz!
All platforms – all day
- It's all about the hashtag - #SpeakUpOhio
- Statewide Roundtable issue list
- Photo Story with images and anecdotes from member museums



Annual Photo Story

Since 1964, COSI has engaged with over 34 million people from all 50 states and around the world, both on-site and through its award-winning outreach programs.

Last year alone, COSI's science education resources impacted 948,728 people, including 283,885 children and adults who experienced COSI's traveling education programs.



COSI - Columbus



CMA offers experiences that illuminate the relevance of art in today's global society, providing a platform for learning and engagement.

Cleveland Museum of Art - Cleveland



Holding a piece of history gives you a personal connection to another person, time and place like nothing else can. At the Hayes Presidential Library & Museums, hands-on artifact activities are regularly offered to visitors.

Rutherford B. Hayes Presidential Library & Museums - Fremont



The nitty-gritty

- Promotional build-up
- Research and gather resources and post materials
- Get ready to post! (And cross post. And customize.)

Scheduling is key!

- Monitor the posts and hashtag, and boost user activity



Lessons Learned

- Preparation is key
- Participation will vary from year to year
But make sure to use analytics and evaluate!
- Be ready to adapt – remember, it's the internet!
- Get your key players involved early and often
- Just like any advocacy activity, this is a long game



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