



SMA Day Toolkit

September is the month when we celebrate state museum associations. Our theme for 2022 is SUPER, as in SUPER-heroes and SUPER-powers. What is your SMA's SUPER-power? Let's raise awareness of the SUPER-heroes who lead our SMAs and the SUPER-powers we use to serve our members. COSMA Communications Committee has devised a Tool Kit to make it easy for your SMA to participate. During the month of September, Join your COSMA colleagues in spotlighting the good work and special people who make your SMA SUPER.

#COSMAConnects and #SupportYourSMA

Welcome to the SMA Day/Month toolkit. COSMA will highlight our SUPER SMAs throughout the month of September with suggested weekly social media activity. SMA Month ends with a nationwide celebration of SMA Day via zoom on September 30, 2022, at 8:30 am AKST/ 9:30am PST/ 10:30am MST/ 11:30am CST/ 12:30pm EST.

This tool kit is designed to make it easy for you to promote your SMA. The goal of SMA Day/Month is to demonstrate the presence and importance of the nation's 45 SMAs. It is also an opportunity to demonstrate the value of COSMA. More information about COSMA is available at the end of this material and at the COSMA website statemuseumassociations.org.

How Your SMA Can Participate

COSMA has developed four simple ways your state museum association can participate. We recommend you share this information with your SMA leadership – staff, volunteers, and your board of directors. Everything is designed with ease of use in mind. COSMA knows you are busy! You can easily insert the following into your social media channels. The following graphics may be downloaded directly from the COSMA website statemuseumassociations.org.

Throughout SMA Month, please use the following hashtags with your relevant social media posts: #COSMAConnects and #SupportYourSMA

Questions? Please contact COSMA at 682-219-9599 or ourcosma@gmail.com
Thank you for your participation, it is going to be rewarding and fun.

Four Ways to Participate

1. Write about SMA Day/Month in your SMA newsletter

Include a note about COSMA and SMA Day/Month in your newsletter. Let your members know what to watch for and how they can participate. Use any of the SUPER graphics and remember to include the hashtags [#COSMAConnects](#) and [#SupportYourSMA](#).

Sample text:

_____ (name of your SMA) is one of 45 state museum associations (SMAs) across the country – and a proud member of COSMA, the Coalition of State Museum Associations. During the month of September, considered SMA month, COSMA encourages SMAs to highlight their essential contributions that strengthen the museum field. The theme for SMA Day/Month in 2022 is SUPER, as in SUPER-heroes and SUPER-powers. Among the SUPER-powers that SMAs demonstrate are efficient member services, solid leadership, creative communications, and advocacy on behalf of their member museums. Watch for weekly social media activity! Plan to join colleagues from the national network of SMAs in a celebration of SMA Day via Zoom on September 30, 2022, at 8:30 am AKST/ 9:30am PST/ 10:30am MST/ 11:30am CST/ 12:30pm EST.

2. Social Media Awareness Campaign Leading Up to SMA Day

Each Wednesday in September, use your SMA Facebook page, Instagram, and other social media to generate buzz about the importance of your SMA. Each week is an opportunity to promote one aspect of what you do, perhaps a SUPER-hero or a SUPER-power. Remember to use the following hashtags with your posts, [#COSMAConnects](#) and [#SupportYourSMA](#).

Sample text:

One of my SMA's SUPER-powers is offering professional development workshops for its members. [#COSMAConnects](#) [#SupportYourSMA](#)



Post September 7 – Download graphic [here](#)



Post September 14 – Download graphic [here](#)

Post September 21 – Download graphic [here](#)



Post September 28 – Download graphic [here](#)



Post September 29 – Download graphic [here](#)



3. Frame your SUPER-power! Invite your members and board members to fill in a frame, then take a photo with it.

SMA's should encourage their members and board members to download the SMA Day frame, print it, and complete the following sentence in the frame: "My SMA's SUPER-power is....."

Then, have your members and board members take a photo with their completed frame and post it on September 30 in celebration of SMA Day. Ask them to use the hashtags [#COSMAConnects](#) and [#SupportYourSMA](#) in their posts.

Suggestions

Pre-fill some sample frames with phrases like:

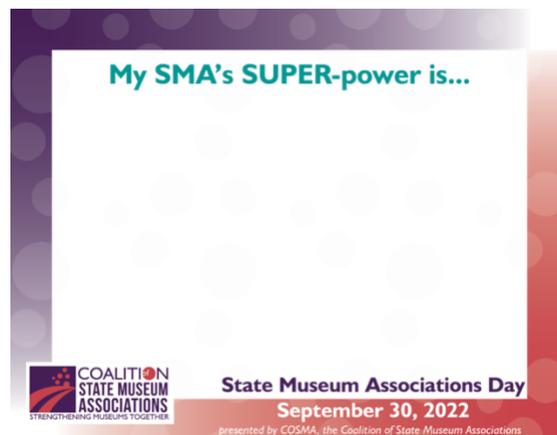
- (My SMA's SUPER-power is) offering learning opportunities for museum professionals
- (My SMA's SUPER-power is) connecting members to each other
- (My SMA's SUPER-power is) guiding professional development for museums in our state
- (My SMA's SUPER-power is) advocating for museums

Be sure you recruit a few of your members and board members with a direct request and share with them the links below.

Download frame [here](#)



Download frame [here](#)



4. SMA Day Zoom Event on September 30, 2022 including prizes! Event is scheduled at 8:30 am AKST/ 9:30am PST/ 10:30am MST/ 11:30am CST/ 12:30pm EST. The day has finally arrived!

- On September 30, post the following message and graphic to your SMA social media: Today, the [\[your state museum association\]](#) joins with SMAs across the nation to celebrate the importance of what we do for our museum communities. Please join us in recognizing an SMA's service and value. [#COSMAConnects](#) [#SupportYourSMA](#)



Download the graphic [here](#)

It will be a time to network, celebrate SMAs, and win some prizes. Register for the Zoom Event [here](#).

- Encourage your members and board members to post their image with the SMA Day frames. They can post in two ways:

Option 1 - preferred

They can post their photo in the comments to your SMA Day Facebook post.

Option 2

They can post the image to their own social media with [#COSMAConnects](#) and [#SupportYourSMA](#) and tag your state museum association. Be sure your post settings are public.

Get to know COSMA

Who is COSMA? The Coalition of State Museum Associations (COSMA) is the only national nonprofit organization whose priority is to serve the needs and aspirations of state museum associations (SMAs). Through COSMA, all SMAs have access to resources they need to strengthen museums across their state. Because strong state museum associations lead to stronger museums, one of COSMA's primary goals is to help every SMA achieve its highest potential.

Long before COSMA was established in 2018, leaders of SMAs had been working together informally to bolster the national network of SMAs. The goals of this group over the years have remained much the same—to increase the capacity, communication, professionalism, and stability of SMAs so that they may more effectively serve the museums and museum professionals that make up their membership. Read more about COSMA history [here](#).

COSMA operates on the strength of active and enthusiastic volunteers and two part-time contract employees. The work of COSMA is conducted by numerous committees with representatives from 19 states. Membership in COSMA is limited to SMAs and COSMA is moving into its 4th year of 100% membership retention. The COSMA and COSMA Foundation Board of Directors list can be found [here](#).

How can my state museum association be a member of COSMA? Good news, membership in COSMA is open to ALL state museum associations. Your membership provides one full year of COSMA benefits and dues are based on a sliding scale. There is even a pay what you can option. COSMA benefits state museum associations (SMAs) by:

- Building the capacity of SMAs to better serve museums and museum professionals
- Centralizing communication and collaboration between SMAs
- Strengthening advocacy efforts for the museum field, at both national and state level

You can find more information about COSMA membership [here](#).

COSMA Promotional Graphics

You may use these graphics for your publications to advertise or familiarize your board and members with COSMA.



High-resolution PNG [here](#)

High-resolution JPG [here](#)

Low-resolution PNG [here](#)

Low-resolution JPG [here](#)



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Low-resolution PNG [here](#)

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How do I contact COSMA?

ourcosma@gmail.com | 682-219-9599

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