



# SMA Day Toolkit

September is the month when we celebrate state museum associations. Our theme for 2023 is SUPER, as in SUPERheroes and SUPERpowers. What is your SMA's SUPERpower? Let's raise awareness of the SUPERheroes who lead our SMAs and the SUPERpowers used to serve members!

The COSMA Communications Committee has devised this toolkit to make it easy for your SMA to participate. During the month of September, tell your story by sharing the good work and special people who make your SMA SUPER.

[#COSMAConnects](#) and [#SupportYourSMA](#)

**WELCOME** to the SMA Day/Month toolkit. This toolkit 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.

## How Your SMA Can Participate

COSMA has developed three 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](http://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](mailto:ourcosma@gmail.com)  
Thank you for your participation, it is going to be rewarding and fun.

# Three 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 2023 is SUPER, as in SUPERheroes and SUPERpowers. Among the SUPERpowers that SMAs demonstrate are efficient member services, solid leadership, creative communications, and advocacy on behalf of our member museums that support our communities!

## 2. Social Media Awareness Campaign

Use your SMA's Facebook page, Instagram and other social media platforms to generate buzz about the importance of your SMA and tell your story. Promote the aspects of what you do, share facts/figures of your success, leaning on how you are SUPERhero and your organization's SUPERpowers. Remember to use the following hashtags with your posts, [#COSMAConnects](#) and [#SupportYourSMA](#).

### Post the week of September 11-

Sample text:

\_\_\_\_\_ (name of your SMA) is proud to offer \_\_\_\_\_ (insert services/things you're proud of) to our \_\_\_\_\_ (insert number of members) across the state to better serve their communities! As one of 45 state museum associations across the country, we collectively celebrate our service and value on SMA Day on Sept. 29!



SMA DAY 2023 PRESENTED BY 

Download graphic [here](#)

**Post on September 29-**

Sample text:

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](#)

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

SMAs 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 SUPERpower is....."

Then, have your members and board members take a photo with their completed frame and post it on September 29 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 SUPERpower is) offering learning opportunities for museum professionals
- (My SMA's SUPERpower is) connecting members to each other
- (My SMA's SUPERpower is) guiding professional development for museums in our state
- (My SMA's SUPERpower 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 link and/or graphic below.

Download frame [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 their post settings are public.

## COSMA Promotional Graphics

You may use these graphics at any time 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](#)



High-resolution PNG [here](#)

High-resolution JPG [here](#)

Low-resolution PNG [here](#)

Low-resolution JPG [here](#)

## 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 5<sup>th</sup> 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](#).

## Contact COSMA

[ourcosma@gmail.com](mailto:ourcosma@gmail.com) | 682-219-9599

[statemuseumassociations.org](http://statemuseumassociations.org)