Back to Basics

• Digital Media Landscape:
  It’s changing, keep up.

• Strategy & Audience:
  What’s yours and how are you executing it?

• Tools of the Trade:
  You can’t do it all. Choose the best and go!

• Put it to practice:
  Group think. What’s working for you?
Digital Media Landscape

“You want the way people live their lives to happen in the museum.”

-Carrie Rebora Barratt, Metropolitan Museum of Art
Digital Media Landscape

Storytelling is what we do best.
Digital Media Landscape
Strategy & Audience

Digital Content Strategy

- Mission
- Resources
- Content Review

What is your organization’s mission?

What digital strategies do you use now?
(Think outside of online: In gallery? Education Programs? Special Events?)
Strategy & Audience

San Francisco Museum of Art Mantras to guide storytelling:

• Share your passion with me generously, and with genuine excitement.
• Offer me a voice or experience that I can only get here.
• Give me something I can relate to from my own lived experience.
• Introduce me to artists as the complex, fascinating humans they are.
• Surprise and delight me with unexpected perspectives and experiences.
Tools of the Trade

• website
• email marketing
• social media
• video and motion graphics
• traditional gone digital
• insights and analytics

*These do not stand alone!
Tools of the Trade: Website

- The Mothership!
  - Homepage
  - Main Content Pages
    - Visit Information
    - Exhibits/Education Events
  - Landing Pages

How do you use your website now?
Does it work for you or against you?
Is your website responsive?
Tools of the Trade: Email

• ABC
  • Always. Be. Collecting.
• Content
  • Text emails
  • Mobile friendly
• ANALYTICS

How can you collect more email addresses (legally)!?
What content do you have that people would benefit from?
Tools of the Trade: Email

Love is in the air!

In this issue you will find:
- information about early space exploration
- a fun digital teaching tool
- printable parasite themed Valentine’s Day cards

There is a great inspirational quote included below that you can download and print to display in your classroom!

As a reminder: Don’t hesitate to contact us if you have questions on specific natural history topics or are curious about other museum resources for your classroom.

Space Notes from Mueller Planetarium

International Day of Human Space Flight commemorates the beginning of the space era for mankind. The General Assembly declared April 12 as this important day reaffirming the important contribution of “space science and technology in achieving sustainable development goals and increasing the well-being of States and peoples, as well as ensuring the realization of their aspiration to maintain outer space for peaceful purposes.” In 1961 this day was the date of the first human space flight, carried out by Yuri Gagarin, a Soviet citizen. This event opened the way for space exploration.

Classroom Resources From the Museum

- Space Geologist Museum Kit

Museum Happenings

Sunday with a Junior Scientist, April 2

The University of Nebraska State Museum will host a special FREE admission edition of Sunday with a Scientist in partnership with the Lincoln Public Schools’ Community Learning Centers (CLC) and University of Nebraska Lincoln (UNL) students and faculty on Sunday, April 2 from 1:30-4:30pm.

Middle and elementary school students from Lincoln Public Schools will present their own hands-on activities to museum visitors. The activities will focus on topics of animal behavior including communication, mutualism, mating behavior, natural selection, plus more.

Pop In Storytime: Rain Forests, April 6

Pop into the museum for storytime with Lincoln City Libraries the first Thursday of each month. Through stories, songs and movement we’ll learn more about the natural world.

Everyone is invited to participate, however stories and activities are planned for ages 3-8.

April 6 | 4:30-5:00pm
Topic: Rainforests
(Held near the ‘Galapagos’ exhibit on 3rd floor)

Investigate: Weather on Wheels, April 8

Join us in the science lab Saturday, April 8 from 10:00am-12:00pm as we investigate ‘Weather on Wheels’ through hands-on activities and exploration.
Tools of the Trade: Social Media

• Choose platforms
• Adjust the message to work best on platform
• Paid vs. Organic

How are you using social now?
What stories are you telling in galleries that can be repurposed?
Tools of the Trade: Social Media
Tools of the Trade: Social Media

- Marker Monday
- Timeline Tuesday
- “On this Day…”
- Throwback Thursday #tbt
- Flashback Friday
Tools of the Trade: Video

- In-Gallery
- Production
- Closed Captions

Do you have a cell phone that records video?

What video content do you have now?

How does video fit your strategy?
Tools of the Trade: Video

https://unl.app.box.com/s/elpoa9vz53g4fieh6l3cg5ccds0lgw5s
Tools of the Trade: Traditional

- Print & Digital
- Using short links
  - Trackable!
- News Websites

What do you do now that is ‘traditional media’ that can be translated into a digital format?
Tools of the Trade: Traditional

Member Newsletter - issuu.com
Tools of the Trade: Traditional

MORRILL HALL
EXHIBIT OPENING AND FAMILY EVENT
SATURDAY, FEBRUARY 27 | 10:00am–2:00pm

Join us for a fun family day of activities to celebrate the opening of this amazing new temporary exhibit by National Geographic and Lincoln photographer Joel Sartore.

museum.unl.edu

ENTER TO WIN FREE ADMISSION

National Geographic

PHOTOARK
JOEL SARTORE

COMING TO
MORRILL HALL
FEBRUARY 27

museum.unl.edu
Tools of the Trade: Analytics

- Identify Goal
- Choose KPI
- Measure

What metrics do you NEED vs. WANT?

What information do you want from your audience?
Back to Basics: Resources

- Leverage Free Apps
- Google Grants
- NE Tourism Grants
- Non-Profit Film School
- UNL Raikes School
- Sprout Social and Hootesuite Blogs
Mandy Haase-Thomas
Chief Communications Officer
University of Nebraska State Museum

mhaase2@unl.edu  or  402-472-3779