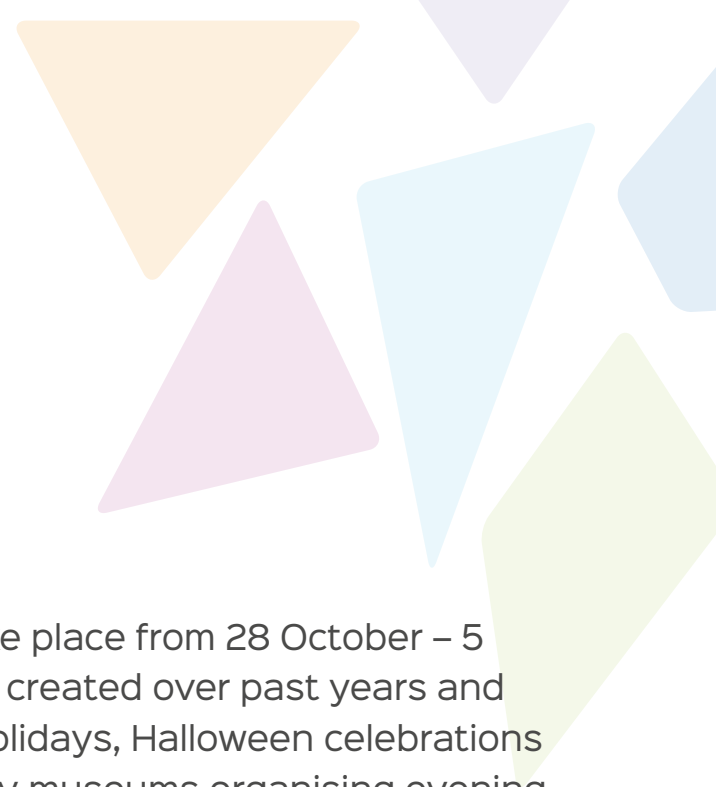




GŴYL AMGUEDDFEYDD CYMRU  
WELSH MUSEUMS FESTIVAL

# Campaign Toolkit 2017





This year's Welsh Museums Festival will take place from 28 October – 5 November 2017. This will build on the brand created over past years and take advantage of the schools' half term holidays, Halloween celebrations and Museums at Night 26 – 28 October. Any museums organising evening events on these two days will be able to take advantage of the extra publicity.

The Festival is a bilingual campaign and includes museums run by local authorities, independent museums (including universities and museums run as part of the National Trust in Wales) and the seven sites run by National Museum Wales. The campaign predominately focuses on Accredited (or working towards) museums in Wales.

The Festival is co-ordinated by a working group consisting of members of The Federation of Museums and Art Galleries Wales (FMAGW), National Museum Wales, National Trust, MALD and other museum professionals. FMAGW is leading on the advocacy element of the festival and Four Cymru is also working with us to help promote this year's events.

## Aims

The aims of the Welsh Museums Festival are:

- To raise the profile of Welsh Museums to visitors, stakeholders and the media
- To offer a variety of day and night events to suit different ages / interests with a specific focus on families
- To demonstrate that museums are fun places to visit all year round whatever the weather
- To highlight the positive impacts that museums make to the citizens of Wales
- To highlight the Museums at Night October Festival
- To increase media and digital engagement (local and national)
- To build marketing skills and confidence in the sector
- To evaluate the Festival effectively to prove its sustainability and value for money

## Key Objectives

- To increase the number of visitors to museums across Wales
- To increase the number of followers on social media
- To increase traffic to the museums.wales website

## Key Messages

There are two sets of key messages – one for visitors and the existing advocacy messages currently used by the Federation of Museums and Art Galleries Wales.

### Visitors

- Interesting and exciting day and night events for all the family
- Museums are inspiring places to visit all year round, whatever the weather
- Collections help you understand where you live and how your community has developed

### Stakeholders

- Museums empower people through learning, participation and inspiration
- Museums and their collections strengthen community identity
- Museums make a significant economic contribution through tourism and regeneration

## Communication

### Press

A proactive press campaign will be driven by pictures, events, features and spokespeople representing the diverse museum sector in Wales.

A bilingual template press release will be made available for museums to add local information to and will be available to download from the website.

### Photography

Having strong, good quality images (300dpi or above) from your Festival event is a great way to secure coverage in local newspapers. Everyone who is photographed needs to have filled out a photography consent form. If you do not have consent forms for your local museum you can download the Welsh Museums Festival photography consent form from the website.

### Selfie Frame

Due to their continued success the downloadable artwork for selfie frames will be available again. Museums staff will be encouraged to produce one of these locally and get staff and visitors to have their photographs taken using it – these photos can then be posted on your own and the Welsh Museums social media pages using the hashtag, generating some great shareable content which is easy to track via the hashtags.

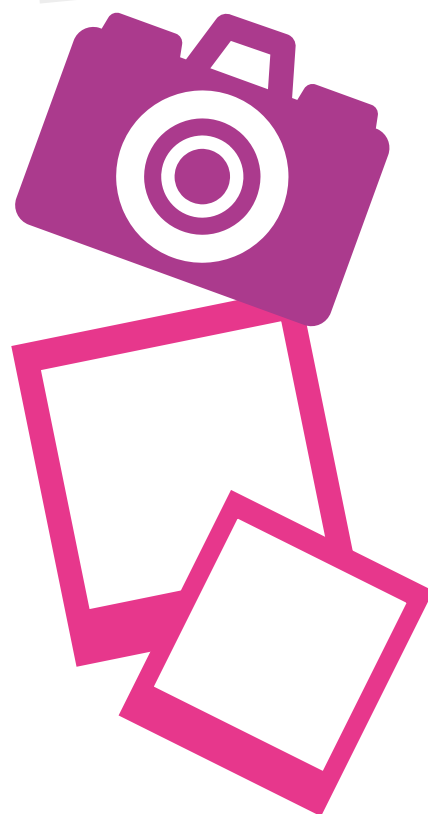
If you don't feel confident in producing this yourself and you have the luxury of an in-house print room or designer then you could ask them to print it out, mount it on foam board and then cut out the middle bit.

## Artwork & Promotional Materials

A suite of bilingual artwork is available on the website – including logos, web banners and posters.

An infographic is currently being developed and this will also be available as a download from the website.

Some promotional materials including posters, bunting and stickers are available – if you require these please get in touch with [MuseumsFestival@four.cymru](mailto:MuseumsFestival@four.cymru)



## Social Media

### Key Accounts / Hashtags

Twitter @WelshMuseums

Facebook /amgueddfeyddcymruwelshmuseums

Hashtags #WelshMuseumsFest / #GwylAmgueddfeydd  
#BeAmazed / #Rhyfeddwch

### Museums at Night

Twitter @MuseumsAtNight

Hashtag #MuseumsAtNight

## 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**  
28 October – 5 November

Byddwn yn  
cymryd rhan yn  
**#GwylAmgueddfeydd**  
28 Hydref – 5 Tachwedd

## A bilingual Thunderclap has been set up and will be live for you to sign up for it from 16th October 2017.

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 (9am 28 October 2017) 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 with links to the website will be:

**#GwylAmgueddfeydd yn dechrau heddiw!**

**#WelshMuseumsFest starts today!**

Sign up to the Thunderclap here: <http://thndr.me/ICfaP9>

## Themes

To help you to create fun and engaging content in the lead up to and during the Welsh Museums Festival 2017 we have created some suggested themes for certain days during the festival. You may also wish to consider Wales Year of Legends as your overarching theme for your general activities. Please remember to add the festival hashtag to any tweets or Facebook posts.

### 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!

### Halloween

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.

### Exhibition Highlights

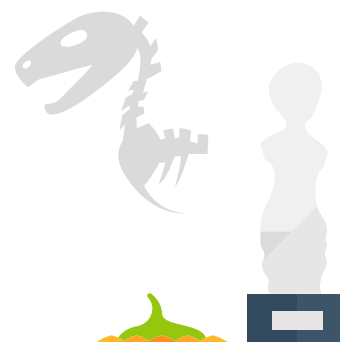
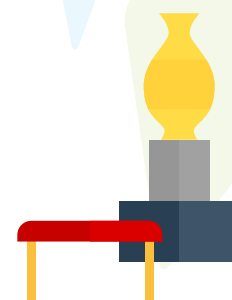
Share photographs of current or future exhibitions at our exhibitions at your museum to encourage visitors. You could also highlight some of your collections in photo albums on Facebook to encourage discussions from your followers.

### 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 / 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.



## Website and Events

Take a look at the Welsh Museums Festival website: [museums.wales](https://museums.wales)

### Evaluation

We will produce feedback/evaluation forms for all museums who take part in the festival. It is important that you complete as many of these as possible so we all have good evidence about the benefits of the Festival. We will use this data to evaluate the Festival effectively.

For more information on gathering feedback check out the document on the website which gives some hints and tips.

### Keep in Touch!

You can contact us via email or social media – don't forget the hashtags!

Twitter      @WelshMuseums

Facebook    /amgueddfeyddcymruwelshmuseums

Hashtags    #WelshMuseumsFest / #GwylAmgueddfeydd  
#BeAmazed / #Rhyfeddwch

Email        MuseumsFestival@four.cymru





