**SHARE Museums East: Marketing and communication for museums staying closed**

16 July 2020, [Christina Lister](http://www.christinalister.co.uk)

AIM’s Success Guide on Marketing. This guide has a framework for you to write a marketing strategy and plan: <https://www.aim-museums.co.uk/wp-content/uploads/2020/06/Marketing-Success-Guide-2020.pdf>

**Audiences:**

* Aim Success Guide on Understanding Your Audiences: <https://www.aim-museums.co.uk/wp-content/uploads/2020/04/Understanding-Your-Audiences-2020-1.pdf>
* MHM Culture Segments: <https://mhminsight.com/articles/culture-segments-and-covid-audience-mindsets-10759>
* Audience Agency free digital audience survey: <https://www.theaudienceagency.org/resources/covid-19-digital-audience-survey>
* Audience Agency guide to evaluating online activity: <https://www.theaudienceagency.org/resources/covid-hub/guide-evaluating-online-activity>
* Audience Agency guide to undertaking safe data collection: <https://www.theaudienceagency.org/asset/2271>

**Inspiration and ideas for digital engagement:**

* Digital engagement: <https://icom.museum/en/news/how-to-reach-and-engage-your-public-remotely/>
* London Museum Development recorded online training: Social Media: What can it do for your museum in lockdown? Lots of inspiration and examples: <https://www.youtube.com/watch?v=IrvfonxUn3I&list=PLs1kVJcIEvfOlx5wwFqx4V5jV2lza-NYX&index=2&t=0s>
* Tips on creating online learning that lasts beyond lockdown: <https://www.theaudienceagency.org/resources/learning-that-lasts-in-lockdown-and-later>
* Hyperlocal engagement during lockdown: [https://www.publicengagement.ac.uk/whats-new/blog/hyperlocal-engagement-during-time-lockdown#](https://www.publicengagement.ac.uk/whats-new/blog/hyperlocal-engagement-during-time-lockdown)
* See responses to this tweet asking what museums are doing for audiences that may not be able to access the Internet: <https://twitter.com/wisestrategic/status/1260345051479076865?s=12>

**Examples of audience engagement during lockdown from museums mentioned:**

* The Fitzwilliam Museum’s Virtual Family First Saturday activity: Watch the story of 'The Horse and Lion': <https://www.youtube.com/watch?v=mkr-Wm_ZRJs&feature=youtu.be&app=desktop> and have a go at the art activity: <https://www.fitzmuseum.cam.ac.uk/work/rocks-port-coton-lion-rock>
* The LAM’s 10 minute art phonecalls: <https://news.artnet.com/exhibitions/lisser-art-museum-phone-call-1837677>
* Taking Ipswich Museums to the community: <https://suffolkmuseums.org/taking-the-museum-to-our-community/>
* Museum of Cambridge’s Arts in Prisons online exhibition: <https://www.museumofcambridge.org.uk/exhibitions/arts-in-prisons/>
* Barnsley Museum’s online puzzles: <https://www.jigsawplanet.com/BarnsleyMuseums?rc=upuzzles>
* Museum of the Home’s Stories of home life under lockdown: <https://www.museumofthehome.org.uk/explore/stay-home-collecting-project/>

**Marketing training and support:**

* Arts Marketing Association’s Digital Heritage Lab (free training for small and medium-sized organisations):<https://www.a-m-a.co.uk/digital-heritage-lab/>
* Audience Agency free 1 hour one-to-one on any digital or resilience-related issue: <https://www.theaudienceagency.org/resources/covid-19-digital-sos>
* A list of a range of free marketing training resources (including podcasts, webinars and communities): <https://christinalister.co.uk/2020/04/08/free-marketing-training-resources/>

**Covid-19 and accessibility**

* The EMBED reopening recommendations considering accessibility for disabled and neurodiverse people: <https://embed.org.uk/covid-19-reopening>
* Vocal Eyes and the #WeShallNotBeRemoved campaign, a UK disability arts alliance formed as an emergency response to the pandemic: <https://vocaleyes.co.uk/we-shall-not-be-removed/>

**Public surveys**

* ALVA Attractions Recovery Tracker: [https://www.aim-museums.co.uk/alva-attractions-recovery-tracker/#:~:text=Attractions%20Recovery%20Tracker-,ALVA%20Attractions%20Recovery%20Tracker,feeling%20about%20returning%20to%20attractions](https://www.aim-museums.co.uk/alva-attractions-recovery-tracker/#:~:text=Attractions%20Recovery%20Tracker-,ALVA%20Attractions%20Recovery%20Tracker,feeling%20about%20returning%20to%20attractions.)
* Cornwall Museums Partnership Public Attitudes Survey Summary: <https://www.cornwallmuseumspartnership.org.uk/wp-content/uploads/2020/06/CMP_Public_Attitudes_Survey_Summary_Report.pdf>
* ScotInform Cultural Survey: <http://www.scotinform.co.uk/cultural-survey/>