

# Museum Store Sunday

**Social Media Communications**

**MUSEUM  
STORE  
SUNDAY**  
BE A PATRON

# About Museum Store Sunday

On Sunday, November 26, 2017, more than 450 Museum Stores representing fifty states, seven countries, and three continents will offer relaxing, inspired shopping inside your favorite museums and cultural institutions. Museum Store Sunday offers a special shopping experience in one-of-a kind stores, showcasing broad assortments of highly curated, unique, mission-specific gifts. From books to jewelry to children's products to home accessories and gourmet food, there is something for everyone. Shop knowing you are supporting the missions and programs of each participating museum and cultural institution.

[Find participating museums.](#)

# Be A Patron

We invite you, your family, and your community, to “Be A Patron” at your favorite museums and cultural institutions on Museum Store Sunday, November 26, 2017. Holiday shoppers will not only find quality gifts filled with inspiration and educational value, but through their purchases, will also directly support their favorite museums. Shoppers foster ongoing appreciation and knowledge of art, nature, culture, science, and history. When you, the patron, purchase a gift from the museum store, you help to sustain the museum’s service to the public.

[More.](#)

# Museum Store Sunday Event Form

Please be sure to share information on your Museum Store Sunday event with as much detail as possible. The Event Form allows us to collect information about local events to be shared nationally on the Museum Store Sunday social media accounts.

Share your event [here](#).

# Museum Store Sunday Marketing Toolkit

The Marketing Tool Kit includes:

- MSS Press Release
- Social Banner
- Logos and graphics for MSS
- Postcard graphics to be printed and shared with museum store guests
- Template for MSS buttons
- MSS Fact Sheet
- Event Form and more...

Access [here](#).

# Social Media: Museum Store Sunday

**Facebook:** [@museumstoresunday](https://www.facebook.com/museumstoresunday)

**Instagram:** [@museumstoresunday](https://www.instagram.com/museumstoresunday)

**Twitter:** [@museumsunday](https://twitter.com/museumsunday)

**Hashtags:** #museumstoresunday, #BeAPatron,  
#shopmuseumstores #iamapatron #patronofculture

**Website:** [www.museumstoresunday.org](http://www.museumstoresunday.org)

# Facebook

Create a Facebook event for your Museum Store Sunday programming.

- Add Museum Store Sunday as a co-host so we can easily share the event
- Tag your participating vendors, designers, artists, authors, etc., adding them to the event as co-host to help in promotion
- Use graphic images and a properly formatted main image for the event
- Share on your institution's Facebook page to increase awareness and consider "pinning" it to the top of your page until November 26
- Include a link to the Facebook event in your email blasts prior to November 26

# Facebook

- Tag [@museumstoresunday](https://www.facebook.com/museumstoresunday) in all posts so we can repost and grow national awareness
- Use graphic product shots, MSS/Be A Patron graphics and professional images of the store
- Aim for weekly posts on main institutional accounts until Museum Store Sunday
- Integrate Be A Patron messaging and other copy from press release and [www.museumstoresunday.org](http://www.museumstoresunday.org) in your posts

# Facebook Boosted Posts

Boosting posts is an effective and inexpensive way to get more exposure for your content. It's a simple and easy process - posts are boosted right from your Facebook Page - and you can boost a post for any amount you want. It's a great way to get more people to see your posts, promote special events, offers and news, and to reach new audiences through targeting.

## **Step 1: Get Started**

Go to the post you want to promote. This can be a new post or an existing one on your Page's Timeline. Click Boost Post in the bottom right-hand corner. The ad will be automatically created from your post.

(more)

# Facebook Boosted Posts

## **Step 2: Choose your audience**

Next, decide who you'd like to see your post. If you select People you choose through targeting, you'll be able to specify the people you show your boosted post to. Then, refine their locations, ages, genders and interests. You can choose zip codes near your museum. If you select People who like your Page and their friends, your boosted post will only be visible to those people. Note: this option is available if at least 50 people like your Page.

## **Step 3: Choose your budget**

Set your maximum budget. You can spend as much or as little as you want. We'll give you an estimate on the number of people you're going to reach depending on the amount you set, before you confirm the boost. Choose your duration. Your post is automatically boosted for one day, but you can select up to 7 days. Depending on your targeting, you can spend \$25 and reach over 10,000 people's Facebook feed.

**Click Boost.**

# Instagram

- Tag [@museumstoresunday](https://www.instagram.com/museumstoresunday) in all posts so we can repost and grow national awareness
- Use graphic product shots, MSS/Be A Patron graphics and professional images of the store in your regular posts
- Aim for weekly posts on main institutional accounts until Museum Store Sunday
- Integrate Be A Patron messaging and other copy from press release and [www.museumstoresunday.org](http://www.museumstoresunday.org) in your posts

# Twitter

- Schedule Tweets focusing on different aspects of your MSS programming
- Instead of pushing posts from Instagram to Twitter, post Tweets directly to Twitter
- Always try to add an image and a link to Tweets
- Tag participating vendors, authors, artists, designers, etc in posts related to your MSS programming

# Suggested Text for Your Posts

- We invite you, your family, and your community, to “Be A Patron” at your favorite museums and cultural institutions on Museum Store Sunday, November 26, 2017.
- Holiday shoppers at museum stores will not only find quality gifts filled with inspiration and educational value, but through their purchases, will also directly support their favorite museums.
- So far, more than 450 museums from seven countries are slated to partake in Museum Store Sunday on November 26, 2017 with special events, promotions, and other experiences that only their stores can offer.
- While there is only one Museum Store Sunday each year, we encourage you to “Be A Patron” of Museum Stores all year round.