This is your opportunity to relay your interest in speaking on a certain topic and seek collaborators for your session. After the Early Topic period closes, we will post the proposals on the National Air and Space Museum’s website and notify the MC community so submissions can be reviewed and discussed. Ultimately, we hope submitters will find help from others who can collaborate or speak on their topics and transform ideas and partial proposals into complete, well-rounded sessions that are strengthened by different individuals and museums joining together to approach a topic. Any sessions developed through this process should be submitted as a Full Proposal by the June 1 deadline.

Please type.

Proposed Topic: Collections and Social Media

Description:
In 2014, Mutual Concerns included a panel called Let’s Get Social!, which focused on reaching and attracting audiences using social media. This proposed session will go deeper into social media strategy and tackle a specific aspect of social media: exploring the ways in which museums can use their collections as a tool for engagement. For curators and collections managers, social media offers new ways to showcase collections: encouraging fan participation, connecting with major events and showcasing behind-the-scenes activities. From an institutional and marketing perspective, collections provide a wealth of interesting, surprising and entertaining content to engage and attract new fans. The session will also cover analytics, as well as tailoring collections-based content for various platforms, including Facebook, Twitter, Instagram and more.

We are looking for other institutions to partner with us on this proposal. Participants from the Intrepid Museum would be the Curator of History and Collections and the Digital Marketing Coordinator.

Subject Area:
- [ ] Museum Administration
- ✔ Collections Management
- [ ] Restoration/Conservation
- [ ] Exhibition Design
- [ ] Education and Programming
- ✔ Development & Marketing
- ✔ Media & Technology
- [ ] Other topic area

Topic Submitter:
Name: Jessica Williams
Title: Curator of History and Collections
Institution: Intrepid Sea, Air & Space Museum
Submission deadline is April 20, 2015
Please email completed form to nasmmutualconcerns@si.edu