

MUSEUM on Main Street

Social Media

Please check out our many social media accounts! Museum on Main Street (MoMS) and the Smithsonian Institution Traveling Exhibition Service (SITES) are on most major platforms.

- **Facebook:** facebook.com/museumonmainstreet
- **Facebook:** facebook.com/sitesExhibitions
- **YouTube:** youtube.com/museumonmainstreet
- **YouTube:** youtube.com/sitesExhibitions
- **Twitter:** twitter.com/museumonmainst (@museumonmainst)
- **Twitter:** twitter.com/sitesExhibits (@sitesExhibits)
- **Instagram:** [sitesExhibitions](https://instagram.com/sitesExhibitions)
- **Pinterest:** pinterest.com/sitesExhibits
- **Flickr:** flickr.com/photos/sites_exhibitions
- **SITES Blog:** shows2go.si.edu
- **Stories from Main Street Student Blog:** www.blog.museumonmainstreet.org

How can we help you maximize your reach?

- Tag our channels in your posts. Do this by typing in the @ and adding our handle. We will always retweet or favorite your posts
- Ping us when special events or dates are coming up in your schedule. This helps remind us that YOU are doing great things. Example “Hey @sitesExhibits! Our museum is hosting #KeyIngredients chili cook off this weekend!” We will, in turn, repost this on our channels
- Always use a hashtag: #thewayweworked #hometownTeams #myWater #JourneyStories
- Use the same hashtag
- Insert yourself in conversations with people/institutions that are using that hashtag
- Look outside the comfort zone. Don’t be afraid to reach out to another museum or institution to ask them to share or comment on your posts
- Only 18% of small museums we surveyed were on Instagram. Consider this platform if you have limited staff time and resources. It’s big with people under 35.

Have questions? Please connect with one of us!

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