



SOCIAL MEDIA GUIDE #AAAM2020

Tag our handle and follow along!

Share your unique conference experience with your followers and networks. Include our handle [@blackmuseums](https://twitter.com/blackmuseums) and the conference hashtag, [#aaam2020](https://twitter.com/aaam2020), in as many posts as possible.

If you haven't already, please follow us on Facebook, Twitter, and Instagram.

As a starting point here are some ideas for posts:

- Favorite Conference Sessions
- Key facts you learn throughout the conference
- Live coverage of the session you're attending

Hashtags:

- [#aaam2020](https://twitter.com/aaam2020)
- [#blackmuseums](https://twitter.com/blackmuseums)
- [#blackmusemsmatter](https://twitter.com/blackmusemsmatter)
- [#blackjoy](https://twitter.com/blackjoy)
- [#blackstyle](https://twitter.com/blackstyle)
- [#blacklove](https://twitter.com/blacklove)

Tag our sponsors:

PROMOTION & ENGAGEMENT



Help us spread the word about the 2020 AAAM. We want people to see your great work, research, and insights. Robust community engagement is central to the success of the conference.

Register for the conference at <https://blackmuseums.org/2020-conference/>



- Reach out to encourage community members, colleagues, educators, students, and scholars in your network to attend the conference.
- Encourage people in your networks to register and volunteer.
- Consider purchasing a conference registration to donate.



- Invite those who have an interest in or who are featured in your research or work to attend your conference presentation.
- Create a hand-out or reading list for session attendees to learn more about your research.



- Consider creating a scholarly working group based on the research you learn about at the conference.
- Share information about the conference - and your work - with other scholars or community members in your field or discipline.



ASSOCIATION OF AFRICAN AMERICAN MUSEUMS

2020 Virtual Conference
Communications Guide
#AAAM2020



WELCOME TO #AAAM2020

For the first time in our history, the AAAM Annual Conference will be completely virtual. We're excited to offer three-days of enriching conversations, presentations, and virtual networking to all our member institutions and conference participants.

We're also excited to give those outside the AAAM community and opportunity to see what we're all about as you share your #AAAM2020 conference experience with your online community.

PLEASE TWEET AND POST TO YOUR SOCIAL NETWORKS!

Share your unique conference experience with your followers and networks. Include our handle @blackmuseums and the conference hashtag, #aaam2020, in as many posts as possible.

If you haven't already, please follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

SAMPLE TWEETS AND POSTS

- **If you're a registered participant:**
 - Excited to join my fellow @blackmuseums professionals online at this year's #AAAM2020! Learn more and join me, Aug. 5-7 <https://bit.ly/AAAM2020>
 - Post your photo with our "I've registered for #AAAM2020" frame and tag us @blackmuseums using the #AAAM and we'll repost your photos and share leading up to the conference.
- **If you're a presenter:**
 - Join me for my @BlackMuseums #AAAM2020 virtual workshop, [Title], Aug. 5-7. This is a conference – and a presentation – you won't want to miss! <https://bit.ly/AAAM2020>
 - Post this graphic and tag us on all your social media accounts with the above text.



ASSOCIATION OF AFRICAN AMERICAN MUSEUMS

2020 Virtual Conference
Communications Guide
#AAAM2020



- **If you're an AAAM Board Member or Member Institution:**
 - Our @Blackmuseums have always captured and shared our stories and are more important now than ever before. Join us online for #AAAM2020, Aug. 5-7. Learn more <https://bit.ly/AAAM2020>
 - Thank you to our sponsors XXX, XXX, XXX for your support of @Blackmuseums! #AAAM2020
 - Post this graphic and tag us on all your social media accounts with the above text.
- **If you're an Exhibitor:**
 - I/My company/organization is excited to be an exhibitor at @Blackmuseums #AAAM2020 virtual conference! Stop by my virtual booth, Aug. 5-7. Register for #AAAM2020 today <https://bit.ly/AAAM2020>
 - Post this graphic and tag us on all your social media accounts with the above text.
- **If you're a Sponsor:**
 - Proud to sponsor @BlackMuseums virtual conference. Follow the rich conversation about why our @BlackMuseums are critical to the future of our country #AAAM2020. <https://bit.ly/AAAM2020>
 - Post this graphic and tag us on all your social media accounts with the above text.

HASHTAGS:

#aaam2020

#blackmuseums

#blackmuseemsmatter



ASSOCIATION OF AFRICAN AMERICAN MUSEUMS

2020 Virtual Conference
Communications Guide
#AAAM2020



THROW BACK THURSDAY SERIES

Join us for our #AAAM2020 #TBT series, by posting content from your archives related to the topics below. We'll be sharing them on our Instagram and Facebook stories and Twitter feed!

- **Thursday, July 23: #BlackLove** – Show us your favorite archival image that captures Black Love (example [image](#) from @SchomburgCenter)
 - **Sample Post:**
 - *It's @BlackMuseums #TBT! Today's theme is #BlackLove. [Describe the image with photo credit] #AAAM2020*
- **Thursday, August 6: #BlackMuseumsMatter** – Rep your institution with an archival or contemporary photo and a reminder of your mission.
 - **Sample Post:**
 - *It's @BlackMuseums #TBT! Today's theme is #BlackMuseumsMatter. [Your Institution] was est. in [year] to [mission] and we're still standing! #AAAM2020*

IMPORTANT LINKS:

- [Conference Registration](#)
- [Conference Schedule](#)
- [Become an AAAM Member](#)
- Follow our AAAM Black Museums Twitter List
- Follow our #AAAM2020 Presenters Twitter List