

Administered by Association of Children's Museums

COMMUNICATIONS TOOLKIT
FOR MUSEUMS





Hooray!

We are so pleased you'll be partnering with ACM and Nickelodeon this year to host **Nickelodeon Our World: Worldwide Day of Play.** Thank you for your interest in encouraging and highlighting the ways play can build kids' agency and confidence.

This communications toolkit serves as a resource for your participation and ideas for promoting your Day of Play event. We've included tools and templates meant to both inspire and support you and your team. You are encouraged to use these templates as is, or you can adapt these resources to your own museum's voice and brand.



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Branding Guidelines

To get started, you are welcome to use the logo and brand elements below to promote your Day of Play event.



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Download Logos

Black and White logos should only be used in Black/White graphics.

#FF6700 CMYK: 0, 74, 100, 0 Orange 021C

#F63B07 CMYK: 0, 90, 100, 0 Bright Red C

#F63B07 CMYK: 0, 90, 100, 0 Bright Red C

#471141 CMYK: 68, 99, 40, 46 261C

#501267 CMYK: 80, 100, 25, 19 2597C

#FEDF3E CMYK: 2, 8, 86, 0 115C

#F7E10F

CMYK: 6, 5, 99, 0 Yellow C

#1337CE CMYK: 90,80,0,0 2728C

81, 17, 7 1, 2 7473C

#229971

2728C

#1844C4

CMYK:

90,78,0,0

#BE41C1 CMYK:

#202E60

CMYK:

100, 91, 34, 24

294C

#121314 CMYK: 74, 67, 65, 81 296C

#935CF1 CMYK: 60,70,0<u>,</u>0

#202E60 CMYK: 100, 91, 34, 24 294C

#9455F4

#F21489 0, 97, 4, 0 Rhodamine Red C

#F7EDC6

CMYK: 3, 4, 26, 0

7499C

#1FE51F CMYK: 67, 0, 100, 0 2286C



Three Ways to Get Involved

- Post information to your website that promotes Our World: Worldwide Day of Play and the Power of Play. Resources are shared on page 12.
- Share social media posts with your community about the Power of Play. Use some of the templates on page 8 or create your own campaign.
- Host an Our World: Worldwide Day of Play event, activity, or program on September 30. This may be related to a current initiative or exhibit or something created specifically for this campaign. Share your details with ACM to be added to an online directory! Suggestions for coordinating your event are on page 7.



How to Talk About Day of Play

Play can be loud!

Below is a link to a press release template for how to talk about your partnership with ACM and Nickelodeon and your upcoming Our World: Worldwide Day of Play event. This is designed to be the official statement from your museum about your participation in this year's event. Please feel free to adapt and/or add to the draft below, but keep in mind that ACM and Nickelodeon information needs to be included.

Download Template

Participating museums are authorized to send this press release after August 25, 2023.



Promote Your Event!

Play can be loud!

Naming Your Exhibit/Event

Some museums may choose to call their event [Museum Name] Day of Play, while others may rename the event to align with existing programs and exhibits, initiatives specific to their organization, or that resonate with their community.

Here are some examples:

- [Museum Name] Day of Play with ACM and Nickelodeon!
- [Museum Name]'s Day of Play

Time & Location

Let your community know when they can expect your Day of Play event. Sharing a press release ahead of September 30 will help to drive interest and create excitement.

Description of the Day of Play

Please feel free to reference the global event snapshot, available in the press release template.

Additional Related Programming

Feel free to customize your announcement with any information about special programming from your museum related to exhibits, other events, or partnerships with community/regional partners.

Information about Nickelodeon and ACM

As a partner in your exhibit, we have provided our boilerplate information to include in your communications.

Download Promotional Poster Template

Social Media Ideas



Play can be social!

Social media, that is. Amplify your Day of Play by connecting with local community members as well as children's museums far and wide. Using #OurWorldPlays on your posts will help boost the collective voice around Nickelodeon Our World: Worldwide Day of Play.

Collaborate with ACM on Instagram to share your participation with the greater children's museum community!* Collaborating is easy:

- Before you publish your post, tap "Tag people."
- Tap "Invite collaborator."
- Search @AssocofChildrensMuseums, then select our account.
- Tap "Done" and post!

*ACM will be reviewing and accepting collaboration requests from children's museum accounts that use the Nickelodeon Our World: Worldwide Day of Play branding. Collaboration is NOT guaranteed.

Explore our social media templates to help get you started!

Download Graphics



Social Media Ideas

Play can be social!

- Encourage visitors to post their own Day of Play stories. User-generated content (UGC) is a fantastic way to increase awareness and target people with similar interests.
- Create a Facebook event under your museum's page so people can see what's happening at your museum! Include the details of your Day of Play event.
- Use the event hashtag
 #OurWorldPlays to promote your
 Day of Play event, ask guests to post
 photos of their visits!
 - You could also consider hosting a giveaway based on social posting/ engagement and give out free future visit passes or museum swag as prizes.
- Explore features on Instagram such as Guides, Reels, or Highlights that show what's happening with your exhibit.
- Tag (with permission!) visitors from the community. Consider social media a digital word-of-mouth. Posts with tags yield greater reach and engagement.
- Don't forget to tag @Nickelodeon and @AssocofChildrensMuseums



How to Talk About Your Day of Play Event

Play Can Be Memorable!

ACM and Nickelodeon want to share your Day of Play stories!

Submit your event, social media highlight, or website campaign highlights via this **form** at any time. Feel free to add photos or videos. Please be sure that there are photo releases from any attendees.

In addition, we want to report the greater impact of the event. As you coordinate your involvement, make note of the total number of attendees and any special guests. You may see your museum highlighted on ACM's social media, blog, or Hand to Hand publication!

Share Your Stories



How to Talk About Your Day of Play Event

Play is a Learning Opportunity!

Because one of the ways to be involved in Day of Play is by sharing information with your community via your museum's website or blog, we have a list of resources and language for you to use to communicate the power of play!



Downloadable Resources

ACM Informational Brief:

The power of play in children's museums and elsewhere

Sign Up to Recieve

Four Dimensions of a Children's Museum

Download

Results from a Study of Play in U.S. Children's Museums

Click Here to View

Defining Play:

Practical Applications

Click Here to View

Children's Museum Research Network

Click Here to View

Worldwide Day of Play 2019 Playbook

Download



Day of Play Checklist

Sign up to be a participating museum.
Determine time, location, and event details.
Create a planning team and recruit volunteers.
Register for the Day of Play directory.
Add in your website content.
Promote your event.
Post on social media!
PLAY
Report your event's success!