



# How to Communicate Your Smithsonian Affiliation

Smithsonian Affiliates are vital partners in a national effort to serve the public through educational outreach, artifacts loans, traveling exhibitions and collaborative research. Part of a network of more than 200 organizations, Affiliates are well-positioned to build a bridge between the local experiences of their own communities and the national heritage preserved and displayed at the Smithsonian. Working together, we strive to reach larger audiences with stories that reveal our knowledge of the world, stimulate curiosity, and inspire learning. Here are several ways the Smithsonian Affiliations team can help you communicate about your Smithsonian relationship.

## Talk to us!

When your affiliation with the Smithsonian is approved, ask your National Outreach Manager to organize a video chat or conference call for key staff members at your organization to discuss communications, membership, and professional development in addition to the other benefits you receive as an Affiliate. An introductory discussion will assist your organization in utilizing the benefits of the association, introduce your staff to the Smithsonian Affiliations team, and discuss the importance of leveraging your affiliation in a variety of ways.

## Keep in touch with us.

Contact us to help with any press releases, logo guidelines, quotes, interviews, social media promotions and more. The Smithsonian Affiliations team will work with you to develop your communications and marketing materials and connect you with the appropriate Smithsonian colleagues for your promotional needs.

Follow us on our social media platforms too:

Facebook: [www.facebook.com/SmithsonianAffiliations](http://www.facebook.com/SmithsonianAffiliations)

X (Twitter): @SIAffiliates- <https://twitter.com/SIAffiliates>

Instagram: @SmithsonianAffiliates <http://instagram.com/smithsonianaffiliates>

## Begin using the Smithsonian Affiliate logo.

Smithsonian Affiliates are the only group outside the Smithsonian that has permission to use these logos. Logos are available in several formats. Please read the Logo Guidelines on our [Logo & Tagline web page](#) for detailed information and examples. *Guidelines for use apply. Please contact your National Outreach Manager or the Communications Manager before using any logos.*

Use the Smithsonian Affiliate logo or taglines on your website. A free and easy way to promote your Affiliation is adding one of the Smithsonian Affiliations taglines, “In Association with the Smithsonian Institution” or “A Smithsonian Affiliate,” to your website. Smithsonian Affiliates are the only organizations that have the unique advantage of using the Smithsonian brand and special taglines on promotional and marketing materials ranging from press releases to rack cards, building signage to flags, and websites to membership materials. ***Please note, all uses of the Smithsonian logo and taglines must be reviewed by the Smithsonian Affiliations office before printing, publishing, posting and so on.***

## Include Affiliate information in your press materials

Adding information about your affiliation in your press materials ensures your association with the Smithsonian is clear when promoting any of your organization’s events.

- Include “a Smithsonian Affiliate” after the first mention of your organization’s name in the body of the release or in your boilerplate.
- Include a sentence about Smithsonian Affiliations in your organization’s boilerplate information. For example, under the “About your organization” boilerplate paragraph, you could use “In association with the Smithsonian

since [date of affiliation], [Your Museum] is .... For more information about Your Museum call 123-456-7810 or visit the website: yourmuseum.org.”

## Contact us for a quote or an interview.

For added “oomph” to your press materials, programs, or exhibits, contact us for a quote from the Smithsonian. Your National Outreach Manager can help connect you with a Smithsonian curator or expert to enhance your material with an interview or quote to add additional impact to your story.

## Add a *Smithsonian In Your Neighborhood* section to your own newsletter.

Highlight your local connection and connect it with a national story by adding a section in your own newsletter that shows off how your mission is aligned with the Smithsonian and what you’re doing to bring the Smithsonian to your neighborhood.

## Stay informed and share your story on our digital platforms

Make sure your staff is signed up to receive our digital communications! In addition, guest author a story on the Affiliate Blog or Smithsonian Affiliations Voices blog on Smithsonianmag.com.

- **The Affiliate Collaborator** is distributed monthly to Smithsonian and Affiliate colleagues and contains vital information about opportunities available for collaboration. Make sure your entire staff is signed up to receive the emails Sign your staff up for our enewsletter here- <https://go.pardot.com/l/226552/2021-04-26/lqmvx> - or email a spreadsheet with staff names, titles, and email addresses to your National Outreach Manager.
- **The Affiliate blog** - <https://affiliations.si.edu/blog/> - highlights the impact our partnerships have in local and national communities. On The Affiliate blog we have more flexibility in the stories we share and the frequency with which we can share them. Here we want to show the incredible work Affiliates are doing every day, how they are engaging their communities, and demonstrate the importance of our Affiliate network in reaching people where they are. Please note though, the Blog is not a bulletin board. We will not post promotional openings or events without meatier content. We are looking for those stories that share our mission of "the increase and diffusion of knowledge."
- **Smithsonian Affiliations Voices blog** - <https://www.smithsonianmag.com/blogs/smithsonian-affiliations/> - is a blog on smithsonianmag.com, the online version of *Smithsonian* magazine. Millions of visitors browse the content online per month and learn about science, history, art, popular culture, and innovation. The blog shares the unique voices that make up the Smithsonian and now includes Affiliate authors. Smithsonian Affiliations Voices provides the Affiliate network with an additional platform to share their unique stories with a national audience.

## Collaborate through multiple Smithsonian channels

Collaborate! Collaborate! Collaborate! You can extend your reach even more by working not only with Smithsonian Affiliations, but with the Smithsonian museum or unit involved with your program, exhibit, or event. Smithsonian museums may have additional resources that can enhance your promotions. Work with your National Outreach Manager or the Affiliations Communications team to coordinate these additional items.