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Communicating the Impact of Your New 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. Affiliates can benefit from the materials the Smithsonian is already producing and can be more recognizable ambassadors to the Smithsonian in their own neighborhoods through more consistent brand messaging. Here are several ways Smithsonian Affiliations can help promote your partnership.

- **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 partnership, 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 Elizabeth Bugbee to help with any press releases, logo guidelines, quotes, interviews, social media promotions and more. Elizabeth 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
 - Twitter: @SIAffiliates- <https://twitter.com/SIAffiliates>
 - Instagram: @SmithsonianAffiliates <http://instagram.com/smithsonianaffiliates>
 - The Affiliate Blog- <http://www.blog-affiliations.org/>
 - LinkedIn Group- <https://www.linkedin.com/groups/6740121>
- **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 Branding Guidelines prior to using the logo. Visit our Logo & Tagline page (<https://affiliations.si.edu/logos-taglines/>) for detailed information and examples.

Guidelines for use apply. Please contact your National Outreach Manager or the Communications Manager for 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 Smithsonian Affiliations information in your press materials.** Adding these simple phrases or sentences to your press materials ensures your association with the Smithsonian is clear when promoting any of your organization’s events.
 - **The Smithsonian is never Smithsonian Institute.** Please make certain your materials reference the Smithsonian Institution or Smithsonian.
 - **Please do not use ‘Nation’s Attic’ in any materials.** *While we are home to the nation’s collections, we prefer not to use this language.*

Example 1: Include “a Smithsonian Affiliate” after the first mention of your organization’s name.

“American Democracy” will open at The Durham Museum, a Smithsonian Affiliate in Omaha, Nebraska...”

Example 2: Include a sentence about Smithsonian Affiliations in your organization’s boilerplate information:

About Your Museum

In association with the Smithsonian since 2003, Your Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian’s resources with the nation. Established in 1981, and celebrating its 30th Anniversary in 2011, Your Museum is a non-profit 501 (c) (3) organization. For more information about Your Museum call 123-456-7810 or visit the website: yourmuseum.org.

Example 3: Include Smithsonian Affiliations’ boilerplate at the conclusion of your press material:

About Smithsonian Affiliations

Smithsonian Affiliations is a national outreach program that develops long-term collaborative partnerships with museums, educational, and cultural organizations to enrich communities with Smithsonian resources. More information is available at www.affiliations.si.edu.

- **Contact the Smithsonian for a quote or an interview.** For added “oomph” to your press materials, programs, or exhibits, contact us for a quote from the Smithsonian Affiliations

Director. Or, let us connect you with a Smithsonian curator or expert to enhance your material with an interview or quote to help make an unexpected connection that may 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.

- **Submit an idea to our "Collaboration Corner," or guest author a story on the Affiliate Blog or Smithsonian Affiliations Voices blog on Smithsonianmag.com.**

The Affiliate eNewsletter 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. In addition, submit an idea to our "Collaboration Corner," a section of the newsletter devoted to announcing initiatives that need collaborative help. *Sign your staff up for our eNewsletter here- <https://s.si.edu/AffiliateEnews>- or email a spreadsheet 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://affiliations.si.edu/affiliate-benefits/voices/> - 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 partners. Smithsonian Affiliates are the only organizations outside of the Smithsonian featured on these Voices pages. Smithsonian Affiliations Voices provides the Affiliate network with an additional platform to share their unique stories with a national audience.

- **Promote through multiple Smithsonian units: 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.