

i like... museums

Regional toolkit



What is I Like Museums?

I Like Museums is a regional marketing initiative promoting all museums in the North East with the ultimate aim of encouraging more people to visit them.

The project was developed in 2007 as part of a marketing skills training course for museum professionals involving 11 North East museums. The training programme was jointly run by the former MLA North East and the North East Regional Museums Hub through the Renaissance programme.

I Like Museums focuses on the interests of the visitor as well as highlighting museum collections. Museums are grouped into themes of the kinds of experiences visitors can enjoy, for example, 'I like... doing things as a family,' 'I like... heritage' or 'I like... trains.' This then creates museum trails, so people can visit a selection of the museums in the region which offer similar experiences matching their interests.

The project included regional marketing campaigns in 2007 and 2008. The main feature of the project going forward is the website: www.ilikemuseums.com



Website

The I Like Museums website is aimed at anyone with an interest in museums. This includes both existing and new visitors, local and tourists. There is also an I Like Museums Twitter page (www.twitter.com/ilikemuseums) and a Facebook page (search for I Like Museums).

How is the website used for marketing regional projects?

The I Like Museums website is used to promote regional involvement in national initiatives such as Black History Month, as well as exhibitions and projects featuring multiple regional museums such as the North Face exhibition. All museums in the North East can benefit from getting involved in these regional marketing campaigns.

When these regional projects are promoted on the website traffic to the site often increases by up to 50%. To get involved with future regional marketing campaigns contact communications@twmuseums.org.uk or look out for information in the Renaissance North East e-bulletin.

Using the website

This is an excellent resource for promoting your events and exhibitions to an audience who is interested in the region's museums. It is essential that all museums update the site to keep information fresh and up to date so visitors will continue to use it.

Please ensure you regularly do the following:

- Keep your museum information and contact details up to date. To make changes email communications@twmuseums.org.uk
- Create a trail or rate other people's trails
- Link to the I Like Museums website from your own website
- Add your events and exhibitions to the website free of charge and as regularly as you like.
 - Simply log on to www.ilikemuseums.com/events/cms
username: `ilikemuseums`
password: `events`
 - Click on 'events manager' on right the hand side of the page
 - Click 'add new event'
 - Type in event details. Please note – if you are pasting in from a word document you need to click the Word icon in the details section – this is to ensure consistent formatting.
 - Click Save

What is the I Like Museums Toolkit?

The toolkit consists of a suite of logos for all museums in the region to use on your own promotional materials. These logos should be used to direct visitors back to the I Like Museums website to encourage people to find out about other museums in the region. It is essentially a simple and cost-effective way of all museums working together to cross-promote what each museum has to offer.

The toolkit also provides examples and suggestions about ways of using the logo suite to help with this cross-promotion.

I Like Museums logo suite

The I Like Museums brand is available for you to use on your own marketing materials and website.

A variety of popular **I Like...** themes are available as logos so that you can tailor the branding to suit your museum and what it has to offer. The logos available for you to use include:

- I like museums...
- I like heritage...
- I like doing things as a family...
- I like free stuff...
- I like having fun...

To download these logos visit www.ilikemuseums.com/page/logos

To request a different **I Like...** logo contact communications@twmuseums.org.uk

Examples of how to use the logos

- On your seasonal museum leaflet with the I Like Museums website address
- On flyers or posters for events that form part of regional projects
- On your website – linking to the I Like Museums website
- On social media sites e.g. Facebook / Myspace / Twitter for your venue
- On stickers, balloons or promotional giveaways
- Carry a link to the website from time to time in your e-newsletters or e-flyers



**Please help to
raise the profile
of all North East
museums by
using this toolkit.**

Contact

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