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LIS 258
Social Media Tech Assignment

#HiddenHerstory Social Media program
(National Museum of African American History and Culture)

Introduction

With my look into Social Media implementations, the women's history month social media campaign at the National Museum of African American History and Culture (NMAAHC) is a comparable program to what could be developed to provide a social media presence to World War 1 veterans for my own project as well as provide insight about life on the home front. Being able to provide a social media platform for individuals to share their own thoughts and feelings about images and content that they interact with is a good measure for museums to determine whether the material that they promote provides any impact on the viewers (Johnson, Becker, Estrada, and Freeman, 18, 2015). Using images and text to promote eight historical black women, NMAAHC uses the #HiddenHerstory to provide the public with opportunity to provide exposure to some important figures of black history and women's history for the United States.

Features

For the #HiddenHerstory Campaign, NMAAHC provides information about eight different individuals that can either be shared through photos of the individuals or with personal quotes. The museum has provided a toolkit of these items from their website that can be shared to either the Facebook, Twitter or Instagram social platforms. With its beginning run in March, the #HiddenHerstory could be paired with a women's history month hashtags for any posts that are placed on those three platforms being added to comments made about either the photos or quotes provided from the toolkit. Posts could also make use of the #HiddenHerstory for non-NMAAHC material as well, providing connections to other content that would be relevant to the women's history month. Currently all posts using the hashtag focus on the material that has been provided. For my interaction with the program, I made reference to Daisy Bates and her quote about the difficulties of pushing an individual idea, which involved me posting the quote to my Facebook page and sharing it with the #HiddenHerstory, connecting my post to other posts using the NMAAHC material. After the getting the toolkit on google drive from the museum website,

it is not difficult to download the images needed to be posted and then uploading them to the social platform.

Design

In developing the *#HiddenHerstory* campaign, the use of provided photos and quotes for people to place in their social media pages would be to give an easy introduction to historical figures honored by the museum and initiate the use of the hashtag, especially during the women's history month. The historical figure templates are designed to capture interest, with dark, clear colors and clean word graphics that include the hashtags and museum name. With no direct physical collection to show for the historical figures representing NMAAHC for women's history month, the social media avenue is the only option available for people to learn more about who they are and their relevance to black history and women's history month. The use of the templates on just three social media platforms (Facebook, Instagram, Twitter) would most likely reflect the most socially connected of the platforms that NMAAHC are joined to, being able to spread the campaign beyond just individuals linked to the museum directly. Being able to have an image or quote be shared to people outside of the museum's enthusiasts that would be popular would lead to more interest in other material that can be offered.

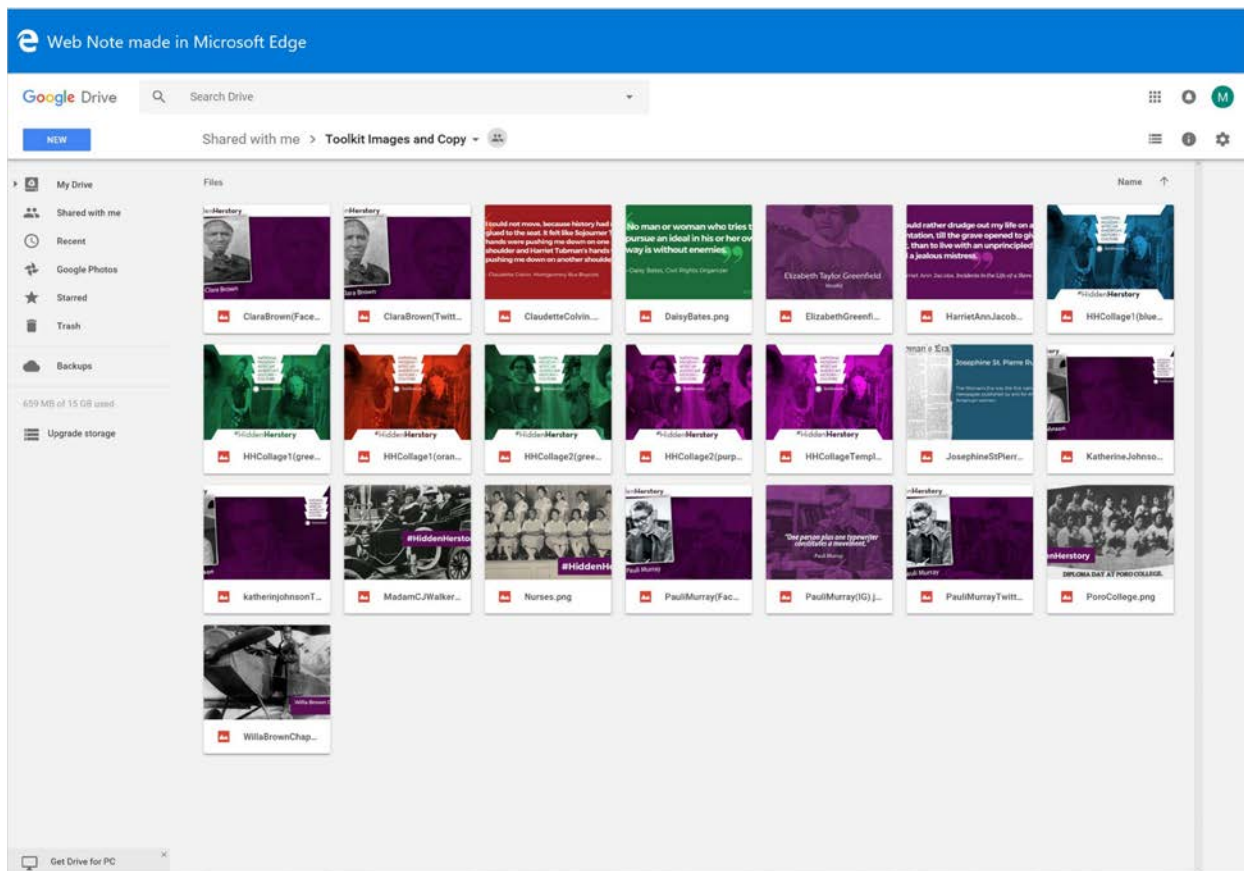
Using in Social Media for Loan Metals

Using social media platforms would be a good way to promote the WWI home front efforts of local civilians, and the civic recognition that they received with the issuing of Loan award medals. Collection material that is connected to WWI can be shared through images, given permission for items to be shared on social platforms, as well as providing local stories that can be viewed by a wider digital audience about of how stressful it was to live in such a period of time. Through a social media campaign, local places and local individuals can be recognized for their contributions and become more of a popular attractant to the Hoboken Museum. Patriotism and the military are significant factors for local residents of Hoboken and surrounding areas, so being able to provide examples of both military and civilian support for the war effort would promote more civic pride for individuals that are connected to today's military efforts.

Loan Medal Social Media Project

For a social media project about loan medals, the groups that I would target are current military personnel who can appreciate the historical efforts made for U.S. wartime involvement,

and individuals that are fascinated with medals and historical wartime propaganda from both military and civilian sources. Military personnel and their families will be able to look at the provided story or quote excerpts of past individuals who want to support their 'boys' fighting overseas or who wanted to push the war effort to a victorious conclusion. Wartime medallions and medal enthusiasts will be able to appreciate the awards shown in the US in that period, learning and understanding the amount of money needed by the government to keep up the war effort against the Germans. Each group will have a piece of the social media initiative that they would be able to spread with posts, sharing photos and excerpts with people that do not have an attention on the local intuition. A possible hashtag could be #USWW1LoanMedal.



Screenshot of NMAAHC #HiddenHerstory social media toolkit on Google Drive.

Bibliography

HiddenHerstory Social Media toolkit (2017). National Museum of African American History and Culture. Found at <https://nmaahc.si.edu/smtoolkit>

Johnson, L., Becker, S. Adams, Estrada, V., and Freeman, A. (2015). NMC Horizon Report: 2015 Museum Edition, (p. 18). Austin, Texas: The New Media Consortium.