

**The Wild  
Escape**

Led by  
**Art Fund\_**

Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

# The Wild Escape

Social media guidance for museums

†Social for Good†

# Introduction

Welcome to The Wild Escape social media guide!

The Wild Escape is all about creative collaboration. We're doing this to bring our sector together, to host a conversation about creativity, the imagination of young people and to make a commitment to thinking collectively about sustainability and caring for nature

This document is here to give you everything you need to make the most of our socials throughout The Wild Escape campaign. It will ensure that no matter your resources or capacity, you'll be confident talking about The Wild Escape on your social media channels.

The museum blueprint is split into four sections;

- Optimising your profile
- Optimising your content
- Content guide
- Social media checklists

Each section will include guidance that will help to drive engagement and awareness of your museum's participation in The Wild Escape and encourage members of the public, schools and families to take part in your activities.

After reading this guide, if you have any further questions please email [museums@artfund.org](mailto:museums@artfund.org)



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The background is a dark blue gradient. It features several abstract, colorful shapes: a large yellow shape on the left, a green shape at the top center, a pink shape at the top right, and a blue shape at the bottom right. There are also silhouettes of animals: a green bird at the top center, a blue bird in flight on the right, and a red frog at the bottom left.

## Section 1: Optimising your profile



# Instagram

Optimise your Instagram profile to make sure that your audience's know all about The Wild Escape and the activities you're hosting.

1 Using hashtags in your bio is a great way to drive awareness of your participation in The Wild Escape. #TheWildEscape is the primary hashtag for the project, along with these emojis: 🦋 🐛

Depending on the available character count, you could add a call to action such as: 'Join us on #TheWildEscape', 'Welcome to #TheWildEscape' or 'You're invited to #TheWildEscape'

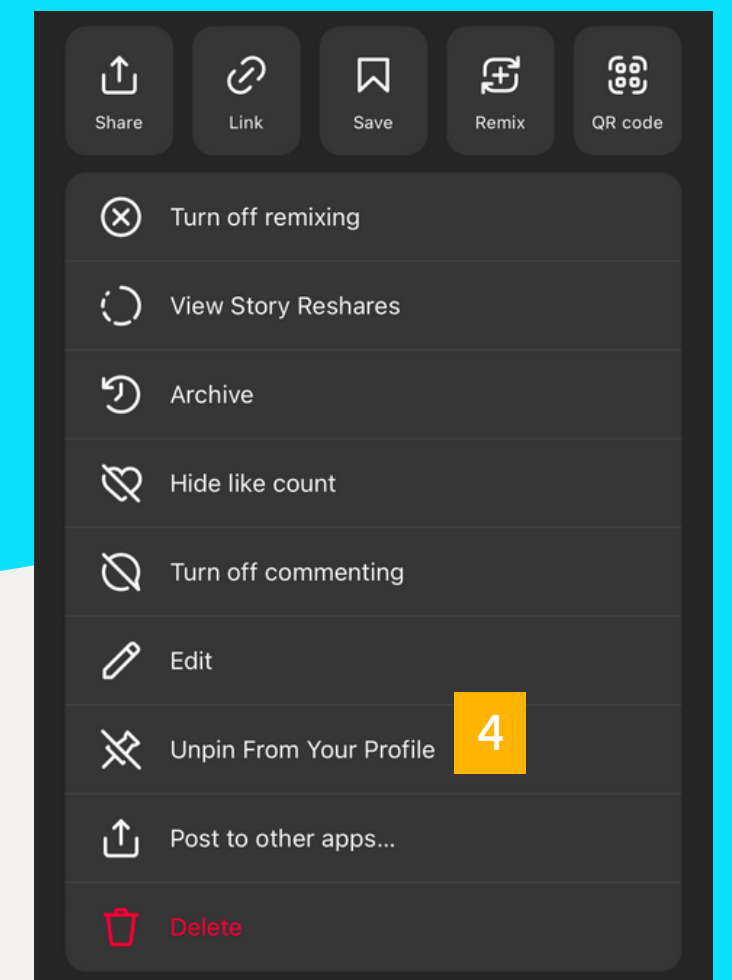
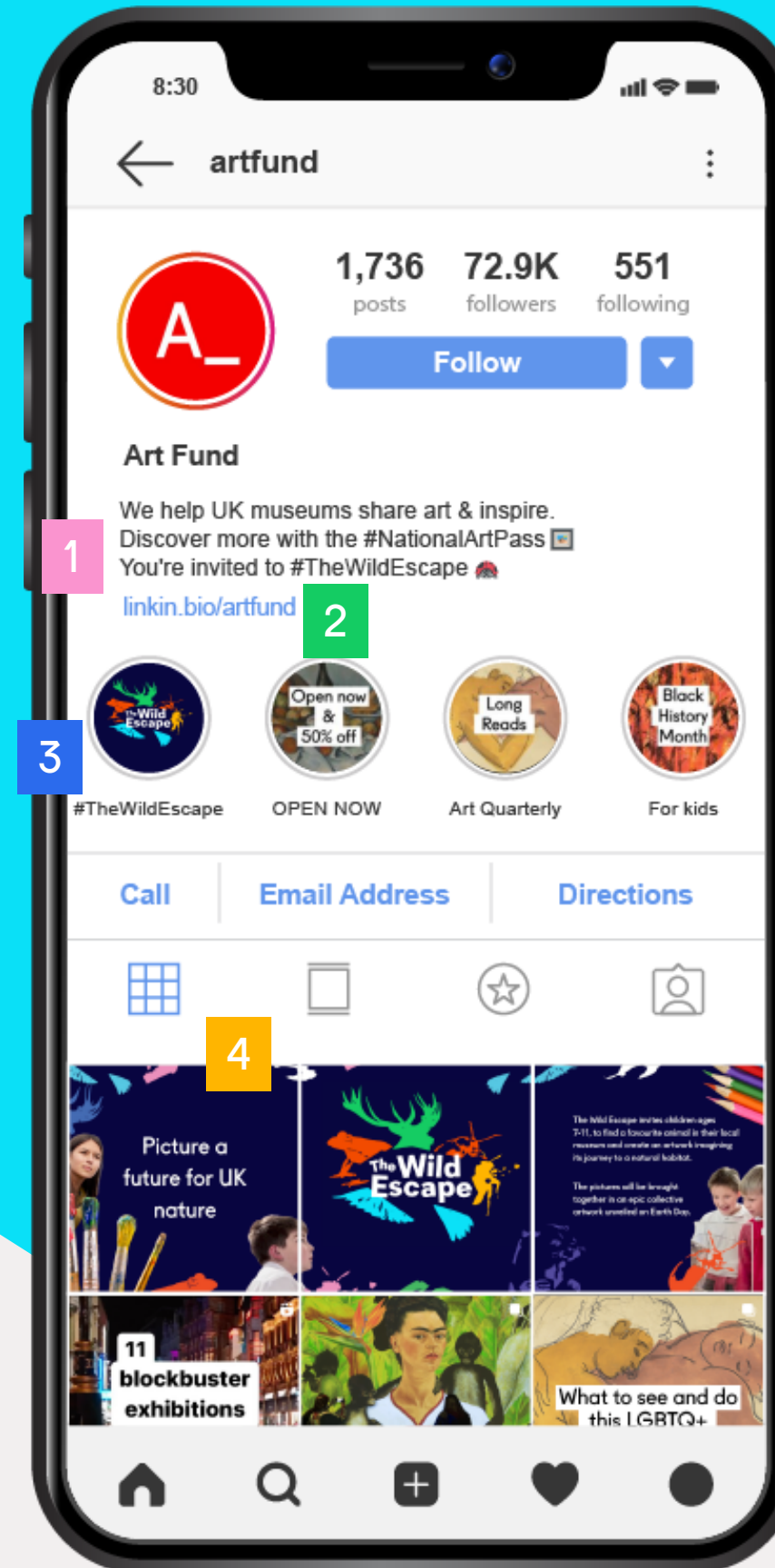
2 Make sure to add a link in your bio that directs your audience to the activities you are hosting. Follow this [user guide](#) to help you get your listings live on the Art Fund website.

3 Make the most of your Instagram stories content by saving your stories as a highlight. People that visit your profile will then be able to find information about it quickly and efficiently, even after the original story has expired.

To add a new highlight, scroll to the right where you'll find the below symbol with 'New' underneath. You can then select which stories can go into it. You will also be able to upload an image to use as your highlight 'cover' - the campaign logo works really well here! Find all of the campaign assets and brand guidelines [here](#).

4 The top 3 posts on your Instagram grid can be pinned posts of your choice. As seen here, we have pinned The Wild Escape - front-loading what we want new visitors to see when they visit our profile and providing an easy resource for audiences looking for information about The Wild Escape.

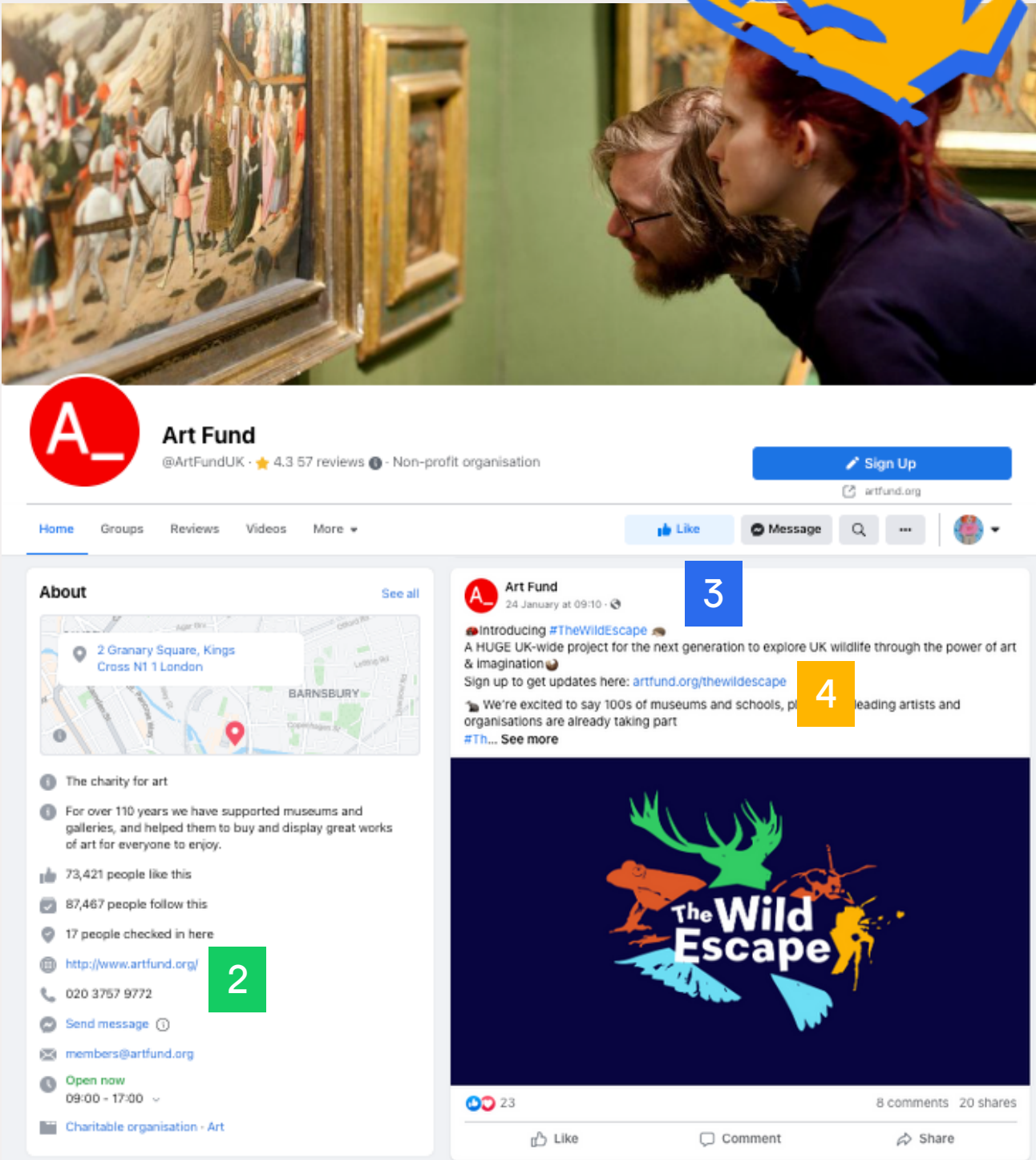
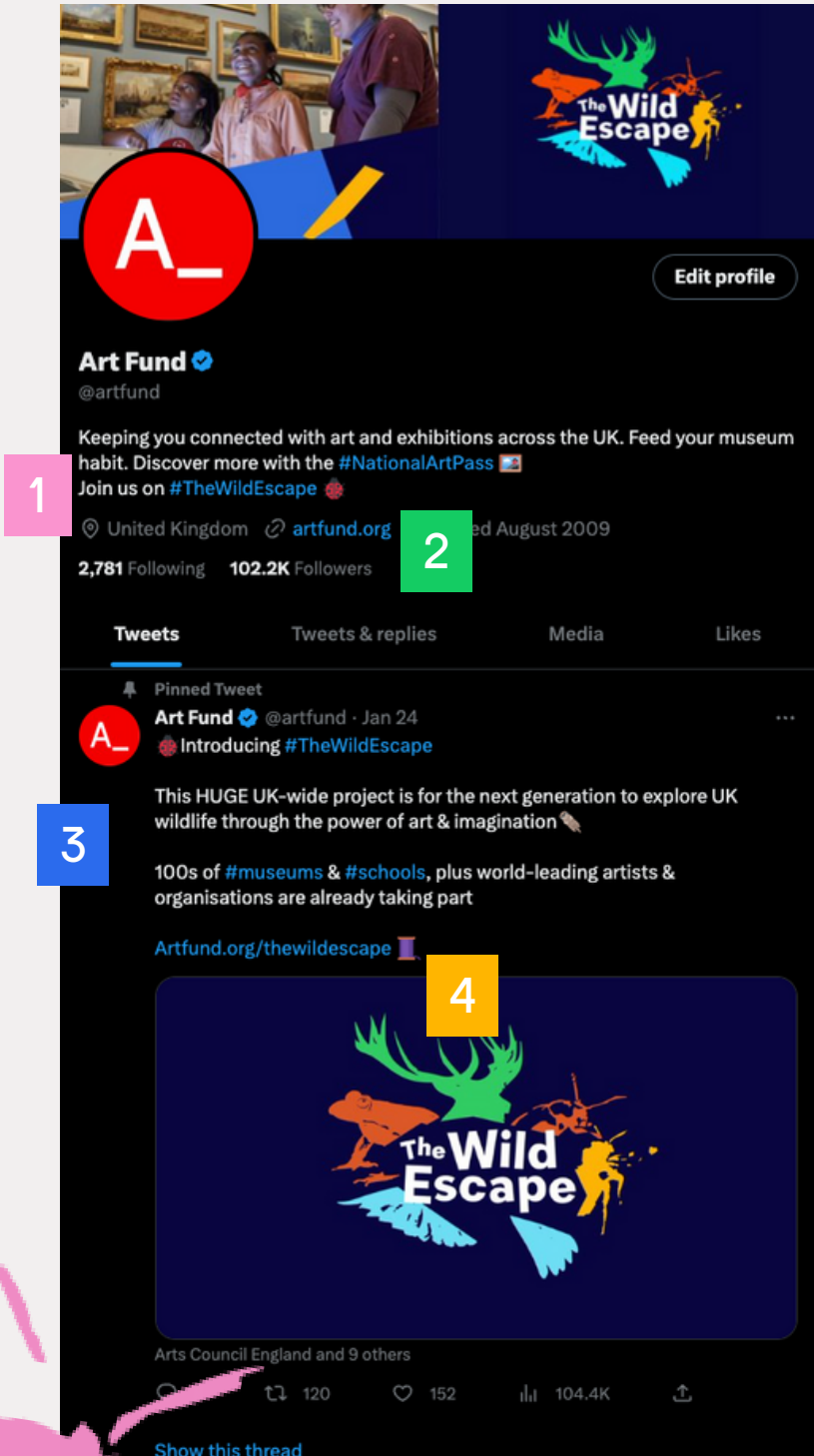
To do this, click the three dots in the top right of your post and tap the 'pin to profile' button.



# Twitter & Facebook

There are also features available on Facebook and Twitter to drive awareness of The Wild Escape and your activities.

- 1
- Update your Twitter bio to include The Wild Escape and raise awareness of your participation.
- 2
- Add relevant links to direct audiences to more information about the campaign and activities.
- 3
- Pin a post to your profile to share your participation in the campaign with your audiences. This could be a post announcing that you'll be part of The Wild Escape or content about specific activities you'll be hosting.
- If you are pinning content about your workshops and family activities, make sure to remove the post once the event has passed and update it with something new.
- 4
- Unlike Instagram, Facebook and Twitter allow links within posts, so make sure that you are sharing links to booking information, email signups or other information that will make attending an event as quick and simple as possible for your family audiences.





# Social media assets

To get your profiles set up for The Wild Escape, we've created cover photos for you to download and upload to your social channels.

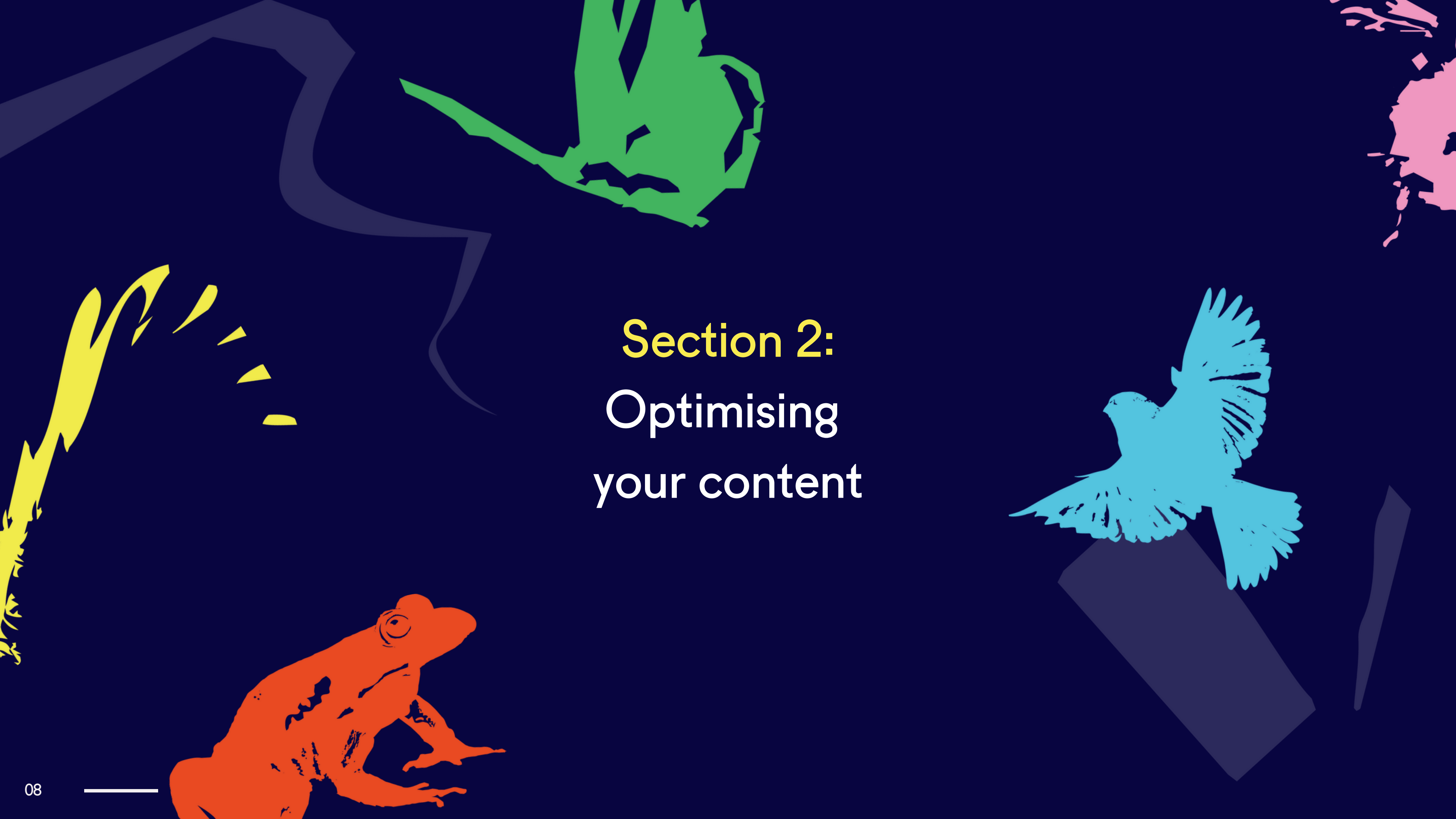
[Campaign resources](#)



Find all of your marketing resources here; including brand guidelines, logos and cover photos







## Section 2: Optimising your content

# Reaching your audiences

## Location tags

**Channels:** Instagram

**Audiences:** Families

Location tags can be used on feed posts and stories, and are a great way of growing awareness and engagement without having to add extra text to your caption. Engagement on feed posts with a location tag can be up to 79% higher than those without and can provide a direct link to information about your location - without having to leave the app and open Google or maps. Location tags could be specific to your museum or could include the city, county or region you're located in.

As a general rule, the wider the area included in the tag, the larger the audience - but it's important not to tag an area that's too large (Scotland, England, or the UK for example) as you'll be unlikely to reach your target audience effectively. If your museum doesn't have an Instagram location, you can use [this guidance](#) to set one up.

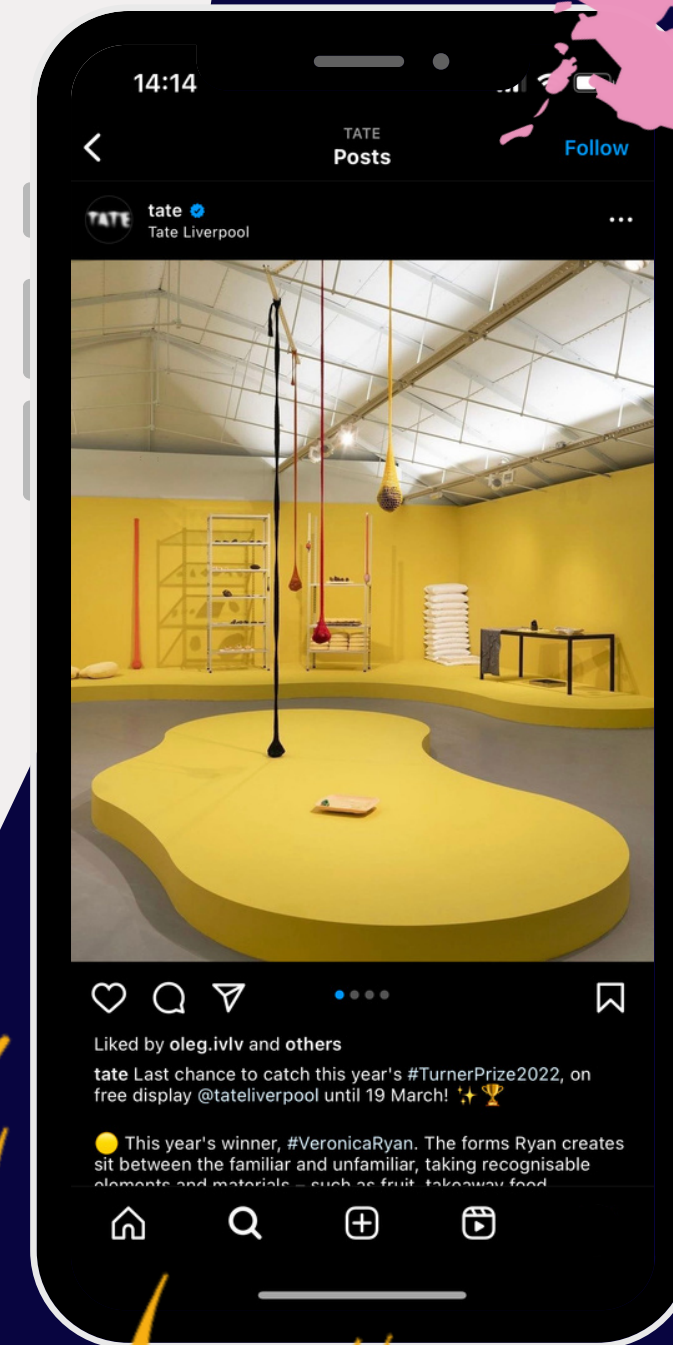
## Hashtags

**Channels:** All

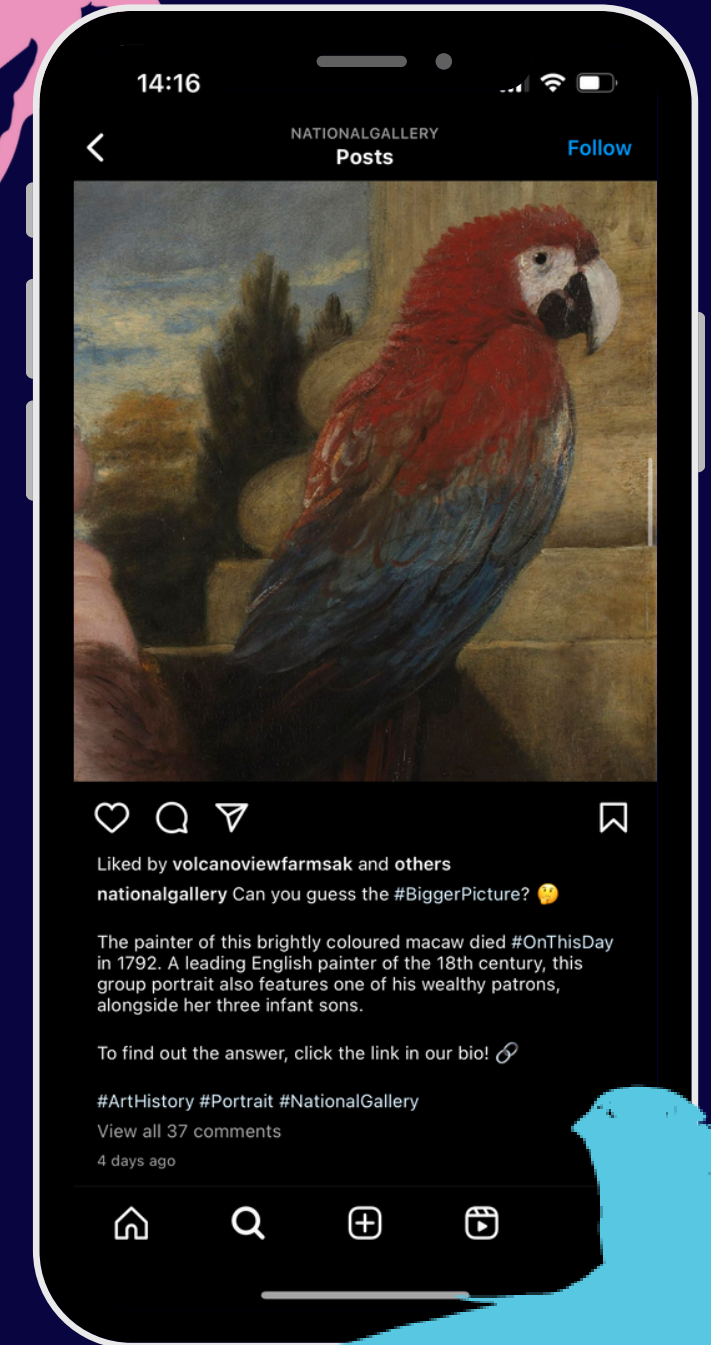
**Audiences:** Schools & families

Hashtags are a great way of getting your content in front of new audiences. When you use a hashtag, your content becomes discoverable to people searching for that term. Within Instagram users can also follow hashtags, so this is a particularly effective tool for trying to reach audiences in a specific area or with particular interests; #FamilyDaysOut #MuseumLover.

It's important not to go overboard with hashtags; 1-3 is usually best for Twitter, and 3-5 works well on Instagram. It's also important not to use hashtags that are too popular. #gallery has been used over 34 million times on Instagram, so your content is likely going to get lost among other posts. Try to go with tags that have more than 25k uses, but less than 1 million, although this will depend on who you're trying to reach. Always include your location (#Hastings, #Aberdeen, #Cardiff), as these will help you reach your geographical audience.



@tate



@nationalgallery

# Reaching your audiences

## Facebook groups

**Channels:** Facebook  
**Audiences:** Families

Facebook groups are an excellent way to connect with families in your local area, particularly if you have limited marketing resources. Look for public groups that receive multiple posts a day, but not ones that seem spammy - Facebook groups like 'Days out in XXX' often have more members promoting events than people looking for things to do, so it's best to look for community-led groups for specific areas.

When posting to Facebook groups, make sure to check the rules of each group. Some local Facebook groups don't allow event promotion or posting from businesses, so it's important to be sure that you have permission.

## Social media requests

**Channels:** Twitter and Facebook  
**Audiences:** Families & schools

Don't be afraid to reach out to other local organisations to ask for support in promoting your events. If you are going to get in touch with other museums, businesses, venues, charities etc then you make the process of posting about your event as quick and easy as possible.

You can either DM or email the request, but make sure to include either a link to a post that you would like them to share/retweet or a piece of copy (including tags/hashtags) and an image. We've put together an email template for social media requests in our [downloadable marketing resources](#).

Additionally, you can offer to reciprocate the request by sharing any promotional content the organisation may have in the future.

## Support from Art Fund

**Channels:** All  
**Audiences:** All

We're here to support you throughout the campaign! Make sure to tag us @artfund and use #TheWildEscape hashtag whenever you post about the campaign to make sure we see it and can support with a retweet or share.

We'll be sharing regular round-ups of activity happening across the UK and we'd love to feature as many museums as we can, so if you're promoting an activity or announcing a new event, tag us so we can feature you in our content.

We'd also love to see the artwork being created at your museums. Showing the artwork from previous activities is a great way to entice new participants - especially families looking for something fun and creative to do with their children.

Throughout the campaign we'll be sharing some of the artwork created at museums all over the UK, so make sure to tag us in any photos you share of your activities or the artwork created. We'll always ask permission to use any images you share, this will most likely be via direct message on the channel you posted the content to - so make sure your message notifications are on!



# Accessibility

## Text size

Ensure, when posting stories or reels/TikToks, that the text size is not too small. It's always best to spread out the information over several frames and make it easy to read than try and squeeze it all into one story/video, making it harder to read.

## Alt-text

Descriptive text is what text-to-speech or text-to-braille software will read to describe images on social media. It will help the person paint a mental picture of the image you posted. You don't have to go into a lot of detail – keep it concise but descriptive.

## CamelCase hashtags

Capitalising the first letter of each word in a hashtag will help screen reading software detect multiple words. E.g.#TheWildEscape

## Subtitles

Captions are essential for people who are deaf or hard of hearing to be able to enjoy your videos and are extremely helpful to people with learning disabilities and sensory processing disorders.

Subtitles are also more engaging to those using their mobile with the sound turned off – which is up to 80% of users depending on the platform.

## Sensible emoji use

Text-to-speech software reads all elements of a web page or social media post – including emojis!

Avoid long strings of emojis, or alternating each word with an emoji, to make the experience more accessible to people with visual impairments.

# Emojis

Emojis add an eye-catching element to captions and can increase engagement by up to 57%. You can use emojis in a number of different ways:

- To add extra context to our captions
- To help communicate your brand and The Wild Escape campaign
- To break up lengthy captions and paragraphs

Make sure to not add too many emojis in one post. Not only can this be distracting to the reader, but it can also cause problems for people who use screen readers. Don't use more than two emojis in a row, and try to use them only at the beginning and end of sentences.

When choosing emojis, think about:



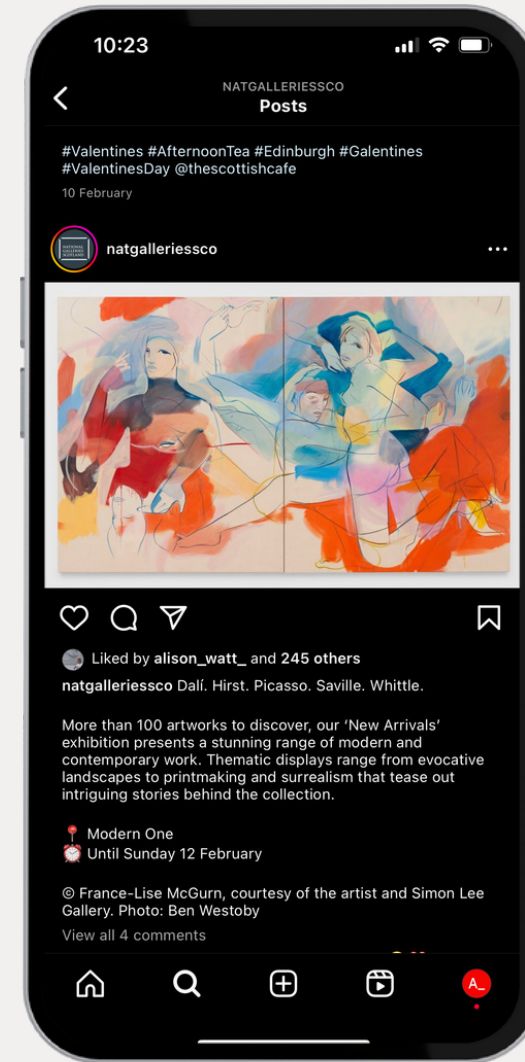
Emojis that help us to communicate The Wild Escape campaign



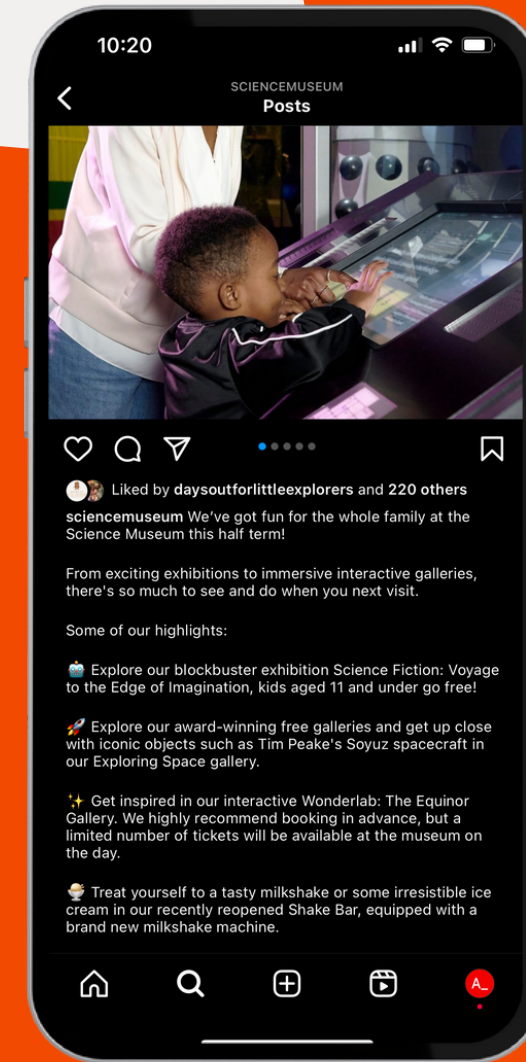
Emojis that can support text and help us to communicate our messages



Emojis that are too detailed or complicated



@natgalleriessco



@sciencemuseum



@hornimanmuseumgardens

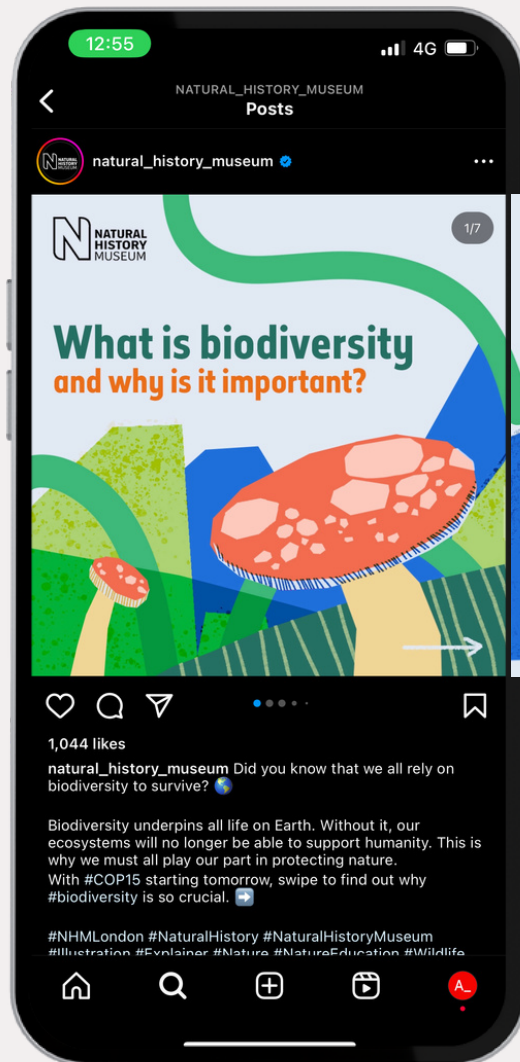


# Instagram

Instagram is one of the most effective platforms for engaging families, particularly millennial parents with children aged 7-11. The ever-changing algorithms can make it overwhelming at times, but there are a few key features and formats that will help your content get noticed.

## Carousels

Instagram carousels are great for engaging our audiences. Where engagement rates for other post types can fluctuate, carousels consistently perform well.

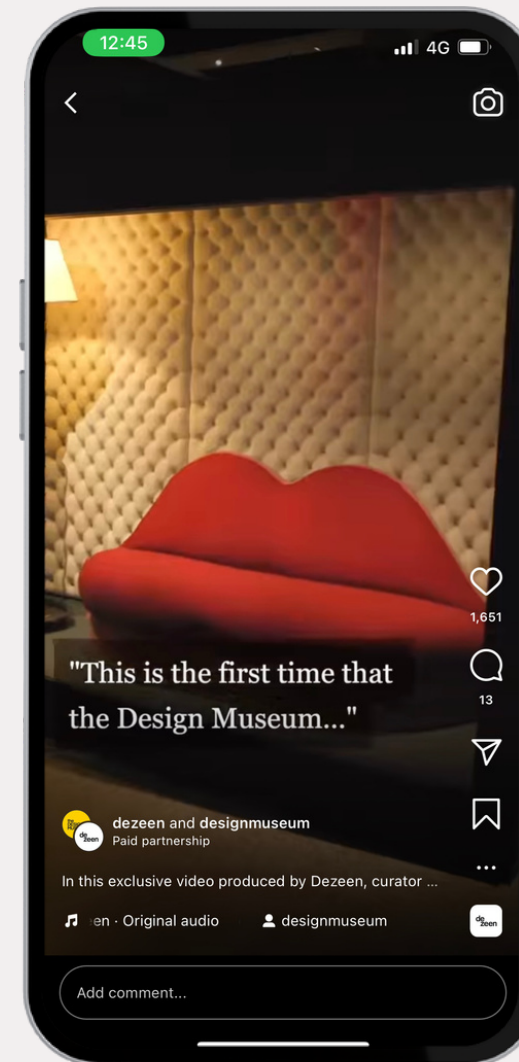


We can optimise the content for our carousels by creating a seamless artwork that our audiences can scroll through, instead of 10 single images.

@natural\_history\_museum

## Reels

Instagram reels are great for reaching new audiences, as well as engaging current, family audiences in their feeds.



@designmuseum

There are a few top tips to keep in mind when creating reels:



69% of video is watched without sound, so make sure that there are subtitles included for any speech.



Lean into trends (where appropriate), especially when they are being created within the arts & museum sector.

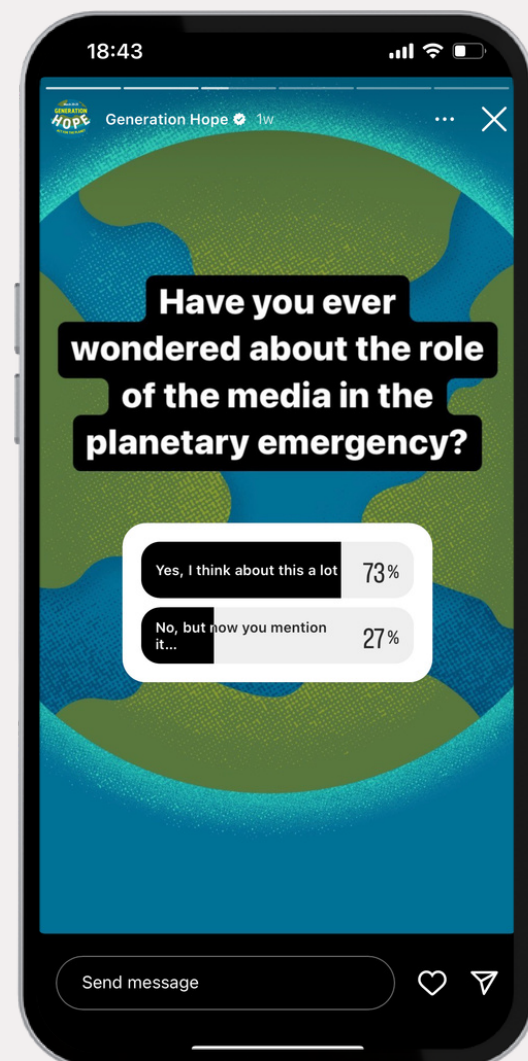


If we post to TikTok as well, make sure not to crosspost from either app as this will include watermarks and impact the reach of the content. Use these free resources to remove any watermarks

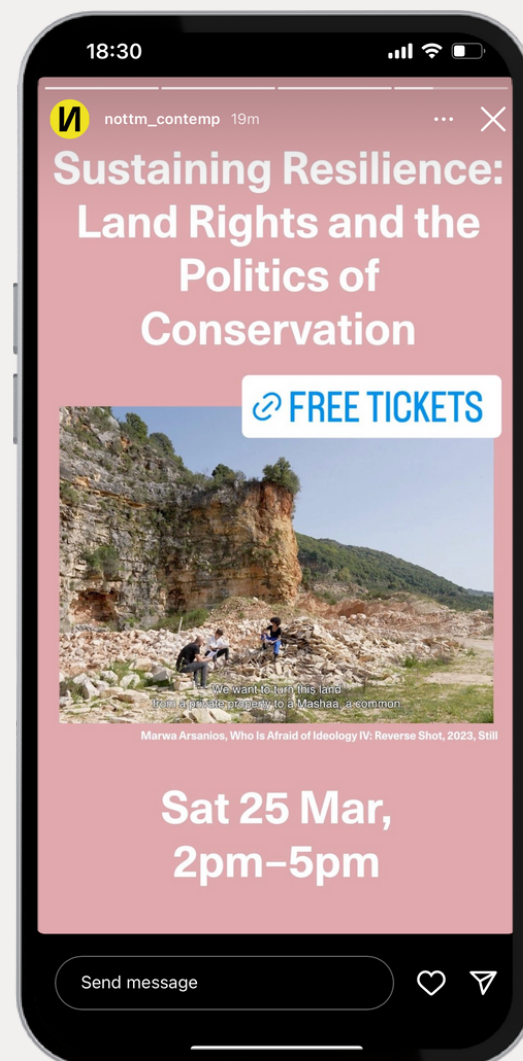


# Instagram stories

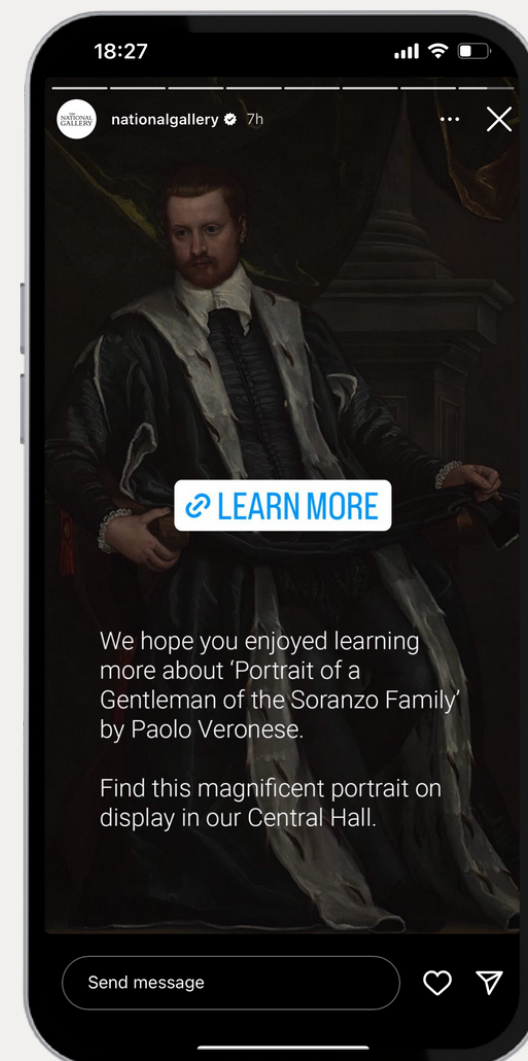
Think of Instagram stories as a platform almost entirely different to Instagram. It's Instagram's quicker, more interactive younger sibling. It's a great platform for you to engage with your audiences in real time and keep them excited about your content.



@natural\_history\_museum



@nottm\_contemp



@nationalgallery

There are a few things we can do to optimise the content on our stories:

- Where possible, repurpose feed content into stories-first content instead of sharing the post to stories. Full bleed images are much more visually appealing and content appears more curated.
- Make the most of Instagram's stories features! Use interactive elements like polls, quizzes and questions to engage with your audience, and also as a way of collecting data that can inform future content.
- Keep stories simple. Try to minimise copy and don't overload each story with images, stickers and large text. Don't be afraid to share multiple stories, especially when it comes to quizzes and polls - people love to test their knowledge!
- Don't overload your audience with CTAs. Overcrowded stories can be overwhelming, so keep them simple but impactful. Don't use more than one CTA per post to encourage engagement.
- Don't assume people's knowledge and always follow up quizzes and polls with context. You could even add links to pages on your website so your audience can get more info.

# Facebook

Facebook has become one of the most challenging platforms for organic growth, but it is still an extremely resourceful channel for connecting with local communities. Although it doesn't have as many interactive features as Twitter or Instagram, content can still be interactive and engage audiences while also adding elements of humour that are currently popular on social media.

Reactive community management is a valuable tool on Facebook. Where possible, set aside time each week to reply to comments and form meaningful connections with your audiences. This can help a very broadcast-heavy platform become more interactive and community-focused.

Humanising your brand is a popular strategy across social media, particularly with a campaign like The Wild Escape that has a large focus on creativity and collaboration.

Rather than personifying your accounts in an inauthentic way, focus on letting the personality of your team show through, showing your audiences that there is a person/people behind the account.

This [article by Better Marketing](#) is focused on TikTok but has some great insights about the pros and cons of brand personification.



@victoriaandalbertmuseum





# Twitter

Twitter is a brilliant resource for raising awareness of your participation in The Wild Escape, and is particularly useful for engaging with trending topics. It's also a key platform for reaching schools and teachers.



@theMERL

## Threads

Twitter threads tend to get 63% more impressions than single tweets with a link to a website, so they are a great feature for reaching new audiences and increasing brand awareness. You can use threads to repurpose blog or website content, to share opinions and comments or as a way to get involved with trending topics on Twitter.

You could create a thread of the different activities you're hosting for The Wild Escape, to start a conversation about one of the Wild Isles episodes, or to educate your audiences about biodiversity loss.



@artfund

## Hashtags

Hashtags are an essential part of Twitter content; they help to contextualise your content and show your tweets to new audiences.

You can also use hashtags to join trending conversations at key moments in the campaign - particularly around Earth Day and each of The Wild Isles episodes.

Some important hashtags to remember:

#TheWildEscape

#WildIsles

#EarthDay

#WorldEarthDay

#Biodiversity

#Museums

#EasterHolidays

#UKedchat

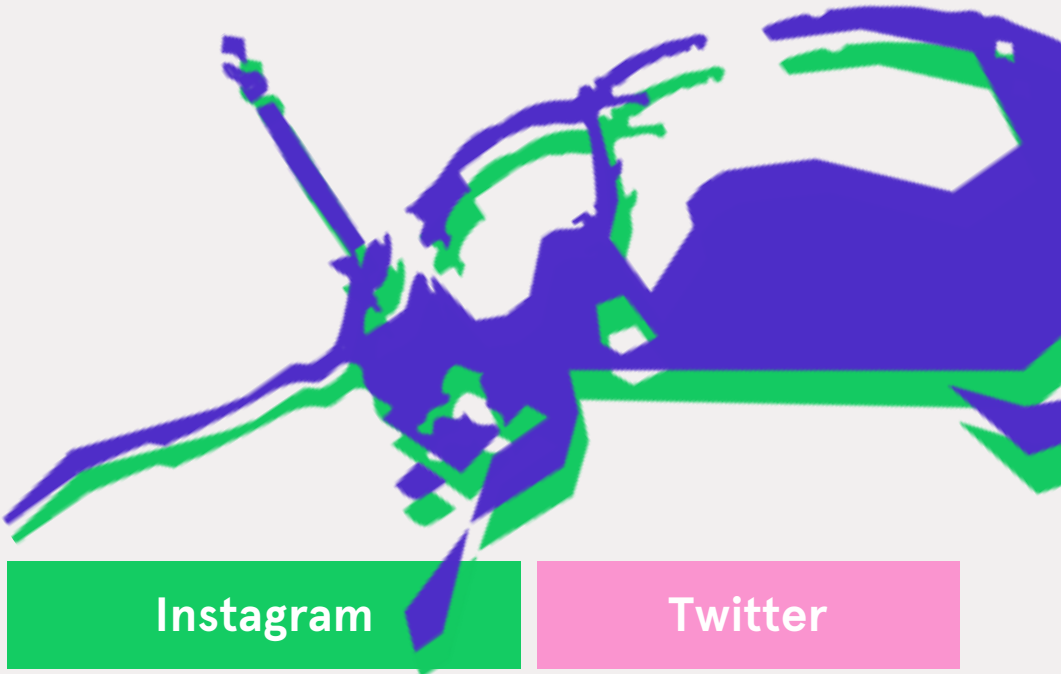
#EduTwitter

#Teacher5oclockclub



# Handles and hashtags

Use this guide to make sure you're tagging the correct accounts when posting about The Wild Escape. We've also included some useful hashtags to help you optimise your reach and get your content in front of your different target audiences.



Name	Facebook	Instagram	Twitter
Project leader			
Art Fund	@ArtFundUK	@artfund	@artfund
Project funder			
Arts Council England	@artscouncilofengland	@aceagrams	@ace_national
Project partners			
English Heritage	@EnglishHeritage	@englishheritage	@englishheritage
National Trust	@nationaltrust	@nationaltrust	@nationaltrust
RSPB	@TheRSPB	@rspb_love_nature	@naturesvoice
WWF	@WWFUK	@wwf_uk	@wwf_uk
The Wild Isles			
BBC	@BBCOne	@bbciplayer	@BBCiPlayer, @BBCOne
Others			
BBC Bitesize	@BBCBitesize	@bbcbitesize	@bbcbitesize

Audience	Facebook	Instagram	Twitter
Main campaign hashtag			
All	#TheWildEscape		
Campaign-related hashtags			
All	#EarthDay, #WildIsles, #DavidAttenborough, #WorldEarthDay, #Nature #Biodiversity #Artwork		
Art Fund hashtags			
All	#NationalArtPass, #ArtFund		
Museum-related hashtags			
All	#Museums, #MuseumLove, #KidsInMuseums		
Hashtags to reach target audiences			
Families	#FamilyDayOut, #ThingsToDoWithKids, #ThingsToDoIn[insert location], #FamilyFun, #HalfTerm, #KidsActivities #DayOut, #EasterHolidays		
Teachers & Schools	#PrimaryTeacher, #Education, #PrimaryTeachersUK		
	#TeachersOfInstagram, #ArtTeachersOfInstagram	#UKedchat, #EduTwitter, #Teacher5oclockclub	



## Section 3: Content guide

# Campaign overview

	March	April	May	June
Key dates	<p>The Wild Isles episode 1: Sunday 12 March at 7pm</p> <p>The Wild Isles episode 2: Sunday 19 March at 7pm</p> <p>The Wild Isles episode 3: Sunday 26 March at 7pm</p> <p>School holidays start: Friday 31 March (check with your local council)</p>	<p>The Wild Isles episode 4: Sunday 2 April at 7pm</p> <p>Easter weekend: Friday 7 - Monday 10 April</p> <p>The Wild Isles episode 5: Sunday 9 April at 7pm</p> <p>Earth Day: Saturday 22 April</p>	<p>Early May bank holiday: Monday 1 May</p> <p>Coronation bank holiday: Monday 8 May</p> <p>Spring bank holiday: Monday 29 May</p>	<p>Big Green Week: Saturday 10 - Sunday 18 April</p>
Activations/ calls to action	<p>Raise awareness of The Wild Escape and get your audiences planning a visit to your museum. Share content from any activities you host, making sure to tag #TheWildEscape.</p> <p>Get your audiences excited about your events by creating interactive content around The Wild Isles. <a href="#">This webpage</a> will be updated each week with information about each episode.</p>	<p>Most schools across the UK will be on holiday in the first two weeks of April, so it's a key time for using social to shout about your events and bring families into your museum.</p> <p>Earth Day is a pivotal point in the campaign, so make sure to schedule regular content reminding your audiences about the digital exhibition and how they can get involved.</p>	<p>The collective digital artwork is live! It's time to champion the creativity of all of the project participants.</p> <p>There will be more information coming around Earth Day activations; the weekend itself and the week leading up to it - so keep an eye on your inboxes! It's a pivotal moment where everyone involved in The Wild Escape can come together to celebrate.</p>	<p>It's time to start reflecting on the campaign and all that it has achieved. Drive enegagement by sharing highlights from your activities and championing everyone involved.</p> <p>Remind your audiences of the 'whys' of the project; reflect on the impact of biodiversity loss in the UK and celebrate the power that creativity and collaboration can have.</p>



# Wild Isles

The Wild Isles is a key activation in this campaign, and an excellent way to engage your audiences and on social media and raise awareness of your collections, The Wild Escape and the activities you're running in the lead up to Earth Day.

## What is Wild Isles?

Wild Isles is a new, landmark natural history series celebrating the rich variety of Wildlife and nature in the UK. The Wild Escape is inspired by the series, which was co-produced by The Wild Escape supporters WWF & RSPB.

Wild Isles airs on BBC One at 7pm on Sunday 12th March and runs for 5 weeks - finishing on Sunday 9th April. Each episode will also be available on BBC iPlayer. Find out more [here](#).

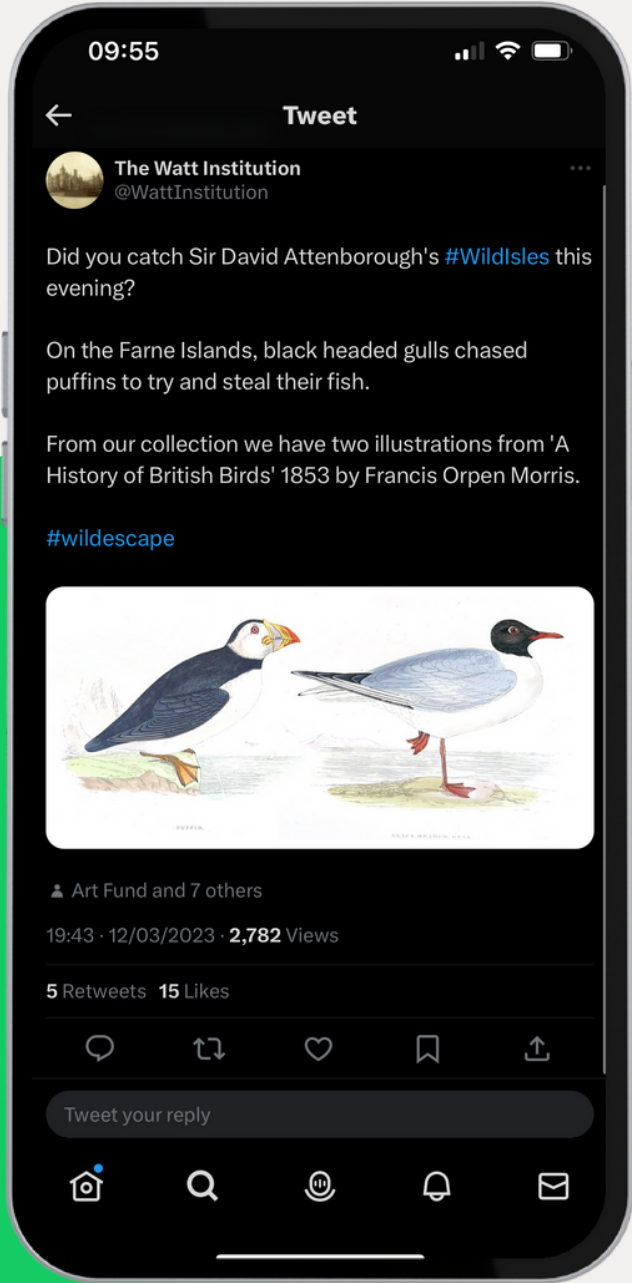
During each episode, make sure to tag us @artfund and use #TheWildEscape & #WildIsles in all of your content so that we can reshare and amplify your message!

## How can we talk about it on social media?

To inspire schools, teachers and families to take part in The Wild Escape, keep a close eye on the creatures that will be featured in each of the 5 episodes, so you can direct visitors to the works of art in your collections for a closer look! If you don't have many artworks of these animals in your collections, why not share some of the artwork that has been created by the school children and families taking part in your activities?

Now is the time to spotlight some of these creatures in your collection that will make an appearance over the coming weeks:

- |               |           |         |              |         |
|---------------|-----------|---------|--------------|---------|
| Golden Eagles | Deer      | Toads   | Caterpillars |         |
| Puffins       | Slugs     | Beavers | Seals        |         |
| Ants          | Starlings | Salmon  | Crabs        | Spiders |
| Bees          | Owls      | Rabbits | Otters       | Orca    |



@WattInstitution



@UoD\_Museums

# Wild Isles content ideas

How can you use your social media channels to inspire teachers, schools and families to come along to your museum and take part in The Wild Escape?

## #TheWildEscape across the UK

Highlight the collaborative goals of The Wild Escape by bringing to life an animal's journey from your collection to another museum (don't forget to tag them!)

Find a list of all the museums taking part in The Wild Escape [here](#)

## Get your team involved!

Ask members of staff about their favourite animals in your collections, their best fact about the animals featured in each episode of Wild Isles, or ask them to pick a member of the team which best represents each of the hero animals.

## Hear from the animals themselves

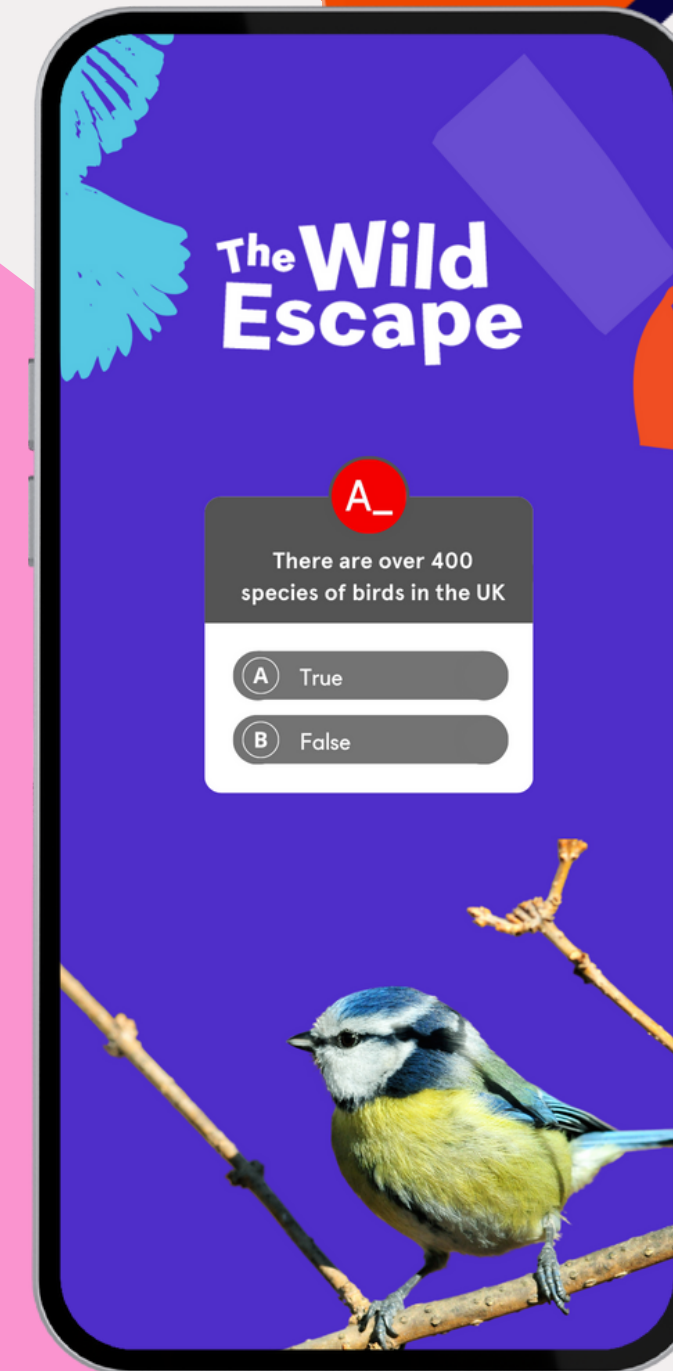
Rather than describing an artwork and the animals included in it, why not write your captions from their perspective? Do they think the artwork portrays them well? How were they feeling on the day the artwork was created/unveiled?

Why not inspire people to take part in The Wild Escape by setting an art challenge for members of your team based on an episode of Wild Isles?

Create a thread on Twitter or an Instagram carousel of their artwork and encourage the public to head to your museum to take part in an activity.

## Quiz your audiences

Use the animals featured in Wild Isles to create interactive quizzes based on the artwork in your collections. Make sure not to assume your audiences knowledge and always include the correct answer and more information.





# Content pillars

When planning your content, it's important to do more than just broadcast information to your audiences. The Wild Escape is a project that encourages creative collaboration, so it's important that this is reflected in your social media content.

We've provided 4 content pillars to help you plan your content and get your schools and families engaged with and excited about participating in the project and visiting museums:



**Purpose**  
Tells the story of the project; what is happening, how it's happening, and why it's so important

- Content**
- What is The Wild Escape?
  - Why is your museum taking part in the project?
  - Share facts about biodiversity loss relating to your exhibitions



**Purpose**  
Gets your audiences excited about the project

- Content**
- Tell your audiences about the activities at your museum
  - Share content of people taking part in activities and the artworks they create



**Purpose**  
Celebrates creativity and gets your audiences engaged in the project before and after they come to visit

- Content**
- Discuss the animals mentioned in The Wild Isles episodes
  - Share fun facts about animals featured in your exhibitions and activities
  - Create interactive content that encourages conversation



**Purpose**

- Continues the message of the project and reflects on its impact

- Content**
- Share the collective digital artwork on Earth Day - highlight the work created at your museum
  - What was the impact of the project? How many participants did you have? How many artworks were created?

# Visual content

The Wild Escape is a project all about creativity and collaboration, so don't be afraid to show that in your social media content!

We've provided brand guidelines to give you an overview of how to use the brand assets, and also some examples for you to use as you wish - but don't feel limited to just these assets.

We will also be launching a series of GIFs that can be used on Instagram stories, reels and TikTok, so keep an eye out for these and we'll announce when they're live. If you've never used GIFs on Instagram before, here's a [quick guide](#).



[Marketing resources](#)



Download our marketing resources which include;

- Brand guidelines
- The Wild Escape logos
- Social media content
- Social media cover photos





# Tone of voice

Although you may not be targeting children directly, it is important that your tone of voice on social media is reflective of the target audiences for The Wild Escape.

When writing copy for a parent, carer or teacher, it should immediately tell them that your event, activity or resource will make their child's day using terms that they can relay to the child easily.

Children don't always have the longest attention spans and parents don't always have a lot of time. In a regular social media post you don't have the luxury of an elevated headline so your body copy needs to grab families' attentions fast.

## Some tone of voice top tips:

- Use short, simple, and positive sentences
- Use active voice and tone to convey a positive excitement, focusing on having a good time
- Keep language conversational by not being afraid to use contractions ('can't', 'won't', etc.) and personal pronouns such as 'you' and 'we'
- Actionable language and calls-to-action work well in main body copy. Appeal to their natural curiosity to pique the child's interest and encourage them to explore it.
- Try to avoid phrases that subconsciously weaken your proposition: "we think", "supposedly", "perhaps", etc.
- If possible, keep to words no more than two syllables, three at max
- If context allows, never use a longer word when a shorter one will do. For example, instead of 'accommodate', you could say 'allow'.
- Use language that can evoke the feeling of adventure or have fun with word play.
- Language that prompts a sense of surprise, curiosity, and mystery has been found to draw people's attention efficiently. Remember to know your audience though, what a child might find funny, a parental decision maker might not.

[Grammarly](#)

[Hemingway editor](#)

These free interest resources can help you to analyse the tone of voice of your copy and make sure it's appropriate parents, teachers or schools.

Instead of...	Try...
Looking for something to do this weekend? Look no further than #TheWildEscape!	Who WOULDN'T want to see their art come to life before their eyes? Kids can set their imaginations free with #TheWildEscape!
We'd love for you and your family to join us between now and Earth Day to see their beautiful creations brought to life with The Wild Escape. The experience will be adored by parents and children alike.	Join the thousands of families already taking part in the UK-wide project and come along on a wild adventure connecting to nature through creativity
The Wild Escape is a large-scale collective art event for children across the UK. Simply join us at your local museum to get your kids drawing their own creations from the animal kingdom for us to animate online.	The animals need a little help to join their friends! Start your journey with them at your local museum. Where will The Wild Escape take you?
The Wild Escape is an epic collective art event that we're sure will inspire children's' love of nature. Bring them along to your local museum so they can get drawing and see their animals in their own internet habitat.	Spark their love of nature. Watch their imagination burst to life. Join The Wild Escape.

# Content Ideas: Examples



## Wildlife

### Long form content

#### Introduction to the campaign

ie "🦋 We're excited to be a part of #TheWildEscape 🐼, a UK-wide project that celebrates UK wildlife through the creativity and imagination of our next generation.

As one of the participating museums, we're inviting YOU to come, learn, create, and have fun with your family! Let your children explore our collection of interesting creatures and find their favourite animal to draw. Children can use their creativity to imagine the journey of their chosen animal into its natural habitat. Their artwork will be then included in an exciting collection of art that celebrates the importance of protecting our wildlife.

We're proud to partner with @wwf\_uk, @RSPB\_love\_nature, @nationaltrust & @EnglishHeritage, and to be led by @ArtFund. 🦉

Join us in unleashing the power of creativity and imagination to celebrate our amazing wildlife on #EarthDay. #TheWildEscape 🎨

### Short form content

- Tweet 1  
"Exciting news! We're proud to be a part of #TheWildEscape 🐼 project, a UK-wide celebration of our native wildlife through the creativity of children. Join us for a fun family day out, explore our collection of creatures and let your child create their own artwork re-imagining the animal's journey into its natural habitat. 🦋 #TheWildEscape
- Tweet 2  
We're thrilled to partner with @wwf\_uk, @RSPB\_love\_nature, @nationaltrust & @EnglishHeritage and to be led by @artfund 🎨 #TheWildEscape
- Tweet 3  
Let's unleash the power of creativity to celebrate our amazing wildlife on #EarthDay. Join us in this exciting project and be a part of the collective art that celebrates the importance of protecting our wildlife. #TheWildEscape"

#### Why is our museum taking part in The Wild Escape?

ie "Exciting news! We're taking part in #TheWildEscape project! Through the power of creativity and imagination, we're celebrating UK wildlife and inspiring the next generation to care for our planet. As a museum, we believe in the importance of connecting people with nature, and this project allows us to do just that. 🎨

We're inviting schools and families to visit our museum and find their favourite creature to create a piece of art imagining its journey to its natural habitat. The art pieces will then be selected to create an exciting digital art exhibition that imagines a better future for wildlife, ready to be unleashed on #EarthDay. 🌍

Join us in celebrating the beauty of our planet and the importance of protecting it for future generations. Find activities to get involved with this Easter holiday. Link in bio #TheWildEscape"

- "Exciting news! We're part of #TheWildEscape project! Celebrating UK wildlife & inspiring the next generation to care for our planet. Visit us, let your children find their favourite creature & imagine its journey to its natural habitat. Art pieces will create an exciting collection for #EarthDay. 🌍 "
- "We're thrilled to be part of #TheWildEscape project, inspiring the next generation to connect with and protect UK wildlife. Come visit our museum and let your children create art imagining the journey of their favourite creature into its natural habitat. 🦉 "
- "Exciting announcement! We're joining forces with @wwf\_uk, @RSPB\_love\_nature, @nationaltrust, @EnglishHeritage, and @artfund for #TheWildEscape project! Plan a visit and let your children's creativity soar as they imagine the journey of UK wildlife to their natural habitats. 🦋 #EarthDay"

#### If your child loves [animal]

ie "Attention parents of duck lovers! 🦆 If your child is fascinated by these feathered friends, we've got the perfect activity for them!

Visit our museum and discover an amazing collection of ducks, including some rare and exotic species. As part of The Wild Escape project, we're inviting kids to explore our collections of wildlife and create art imagining their journey to their natural habitat.

Did we mention that their artwork will be included in an epic collective piece to be revealed on Earth Day, celebrating the beauty of our planet and the importance of protecting our wildlife?

So bring your duck enthusiasts and let their creativity soar. We can't wait to see you soon! 🦆 #TheWildEscape"

- "Calling all [anima] lovers! 🦉 Bring your kids to our museum for a fun and educational day out. Discover our amazing collection of [animal], including some rare and exotic species. Are you joining #TheWildEscape?"
- "Unleash your child's creativity with #TheWildEscape project! Explore our wildlife collections & let them imagine the journey of a creature back to its habitat through art. Join us in celebrating wildlife & biodiversity with an epic collection of artwork to be unleashed on Earth Day! 🌍 "



# Content Ideas: Examples



## Inspire participation

### Long form content

#### Reshare other people's artwork

We're loving this beautiful [animal] artwork created by one of our workshop participants as part of [name of the workshop]! 🦊

We're proud to be a part of The Wild Escape project, and we love seeing the amazing creations that children come up with.

Thanks to everyone who took part in our workshop and contributed to this fantastic collective artwork that celebrates the beauty of nature.

It's still not too late to join us for [other workshops]. Click on the link in our bio to secure your spot. 📅 #TheWildEscape

### Short form content

"We're so inspired by the creativity of the future generation! Check out this stunning [animal] artwork created at our [activity] workshop as part of #TheWildEscape. Join us at one of our future workshops and let your children create their own masterpieces [LINK] 🦊 "

"Witness the imagination of the future generation come alive! Our recent [activity] workshop as part of #TheWildEscape showcased some stunning [animal] artwork. Want your child to showcase their skills? Join us at our upcoming workshops [LINK] "

"We've been loving the artworks that the future generation created at [name of workshop] today! The creativity of the future generation knows no bounds. Sign up for our next #TheWildEscape. workshop and let your child's creativity soar [LINK] 🦊 "

#### Activities in our museum

ie. "Hey families, are you looking for a fun way to celebrate Earth Day and learn about the importance of wildlife conservation?

Join us for a hands-on workshop as part of #TheWildEscape project! Create your very own [activity].

Through the power of creativity and imagination, we're inviting children to explore and celebrate UK wildlife by creating artwork imagining their favourite creature's journey into their natural habitat.

It's a perfect opportunity to learn about the importance of taking care of our planet and the creatures that live here while having fun with your loved ones.

Spaces are limited, so make sure to book in advance to secure your spot. Follow the link in our bio. 🌿 #EarthDay2023"

Tweet 1  
Hey families, join us in celebrating Earth Day with a [activity] workshop as part of #TheWildEscape project! Let your children's creativity take flight by creating their own art imagining their favourite UK wildlife's journey back to its natural habitat. 🦊 "

Tweet 2  
"Through this fun activity, we hope that this is a great opportunity for the next generation to join in the conversation about biodiversity. #TheWildEscape"

Tweet 3  
"Spaces are limited, so book now to secure your spot and make this Earth Day one to remember. [LINK]. 🌿 #EarthDay2023 #TheWildEscape"

#### Activities in our museum

ie. "Attention families! Looking for a fun activity to do with your children during the Easter break? Join us for our upcoming [name of workshop] as part of #TheWildEscape project. 🦊 "

Spend a day in our [location] and learn how to [activity]. You and your children will use [products] to make [purpose of the workshop].

All materials are provided, so you don't need to worry about a thing! Just bring your own[instructions]. And the best part? [include any benefits from attending the workshop].

This workshop is perfect for children aged 7-11 and is completely free, but you'll need to book your spot in advance. Join us and let your children unleash their creativity and explore the beauty of nature through art this Easter break. #TheWildEscape"

"Get your kids' creativity flowing this Easter break with our [name of workshop]! Spend a day in our [location] learning how to [activity] with professional teaching artist [artist name]. Using [products], you'll create [purpose of the workshop] to take home. Book now! [LINK] #TheWildEscape"

"Attention all families! Looking for a fun and free activity this Easter break? Join us for our [name of workshop] as part of #TheWildEscape. Let your children unleash their creativity while exploring the beauty of nature. Book your spot here [LINK]."

"Join us this Easter break for a day of creativity and exploration! Our upcoming [name of workshop] as part of #TheWildEscape project is the perfect opportunity for children aged 7-11 to learn how to [activity].All materials provided, just bring your own [instructions]. Book now [LINK]."

# Content Ideas: Examples



## Creative collaboration

### Long form content

Interesting facts about animals found in your collection.

ie "Did you know foxes can hear a watch ticking from 36 meters away? If you're looking for a great family activity this Easter, why not visit our museum and take part in The Wild Escape project? Kids can explore our collection of foxes and other creatures, and create artwork imagining their journey to their natural habitat.

Their creations will then be added to an epic collective artwork that will be revealed on Earth Day, celebrating the beauty of our planet and the importance of protecting our wildlife. So, are you ready to join us for an exciting and educational adventure?" 🦊 #TheWildEscape

### Short form content

Tweet 1

Did you know that foxes can rotate their ears 180 degrees? That's right, they can even hear the sound of a pin dropping from over 100 feet away! If you want to learn more fascinating facts about foxes and other wildlife creatures, come and join us this Easter break. 🦊

Tweet 2

Be a part of #TheWildEscape project and unleash your children's creativity as they imagine the journey of their favourite creature back to their natural habitat. Find a FREE family activity and book your spot. [LINK] 🎨

Tweet 3

All of the artworks created will be showcased on Earth Day as an epic collection of artwork to celebrate the beauty of our planet and the importance of protecting our wildlife. Are you in? #TheWildEscape" 🏠

Link animals introduced in the Wild Isles to the animals in your collection.

ie "David Attenborough's new series Wild Isles is here! 🦉

It shows the stunning diversity of wildlife found across the British Isles, including the adorable [animal]! Did you know we have a fascinating collection of [animal] at our museum?

Come and see these charming [type of species] up close and learn more about their incredible lives. Plan your visit today and discover the wonder of the Wild Isles for yourself!

#TheWildEscape #DavidAttenborough"

Tweet 1

"Have you watched David Attenborough's new series #WildIsles yet? 🦉 It showcases the stunning diversity of wildlife found across the British Isles, including [animal from our collection]. Did you know we have a fascinating collection of [said animal]? Plan your visit today [LINK] #TheWildEscape"

Tweet 2

"P.S. Did you know that #TheWildEscape was inspired by Wild Isles? This is a new programme that shows us the amazing wildlife on our doorstep right here in the UK" 💚

Interactive content that encourages conversations:

- Ask the audience a question related to their favourite wildlife featured in the Wild Isles documentary series. This could be something like "What's the most interesting fact you know about [animal featured in your collection]?" or "What's something new you learned from last night's Wild Isles episode?"
- Share a poll or quiz related to the animals in Wild Isles. This could be something like "Which animal from Wild Isles are you most like?" or "Test your knowledge: How much do you know about [animal]?"
- Create a social media post that encourages your followers to share their own wildlife photos or videos. This could be something like "Share your own wildlife sightings with us! Comment below your favourite photo with fluffy, spiky or slimy animal friends."
- Start a discussion about the impact of climate change on wildlife. This could be something like "How can we all do our part to help preserve the natural habitats of these amazing animals?"
- Create a "behind the scenes" post that shows a close-up of animals featured in The Wild Isles from your collection. Share an interesting fact about the history of the collection/ when you acquired it or just an interesting piece of information and ask people to share any other interesting facts they know.



# Content Ideas: Examples

## Earth Day & beyond

### Long form content

**Idea:**

Earth Day - take part in @artfund's collaborative Instagram stories.

Art Fund will be running 'Add yours' Instagram stories where you can add pictures from the activities happening at your museum on Earth Day.

This will be a great opportunity to inspire mass participation of people who are taking part in an activity during Earth Day.

Make sure you're tagging @artfund and we will reshare.

**Highlight the artwork created at your museum:**

"We're thrilled to have taken part in The Wild Escape project and we're blown away by the creativity of the future generation! 🎨🌱"

Check out these amazing pieces created by some future artists! A big thank you to everyone who took part. #TheWildEscape."

**Impact of the project**

"We're over the moon to say that The Wild Escape project has been an incredible success! 🎉🌱"

We've had [number] participants join us over the past few weeks to create their own artworks reimagining the future of UK wildlife. We couldn't be prouder of the incredible creativity and enthusiasm shown by each and every one of them. We received over [number] of artworks that are now part of a collective digital exhibition.

Thank you to everyone who took part in The Wild Escape project, and for helping to inspire a love and appreciation for nature in the next generation. Check out the artwork from the link in our bio 🐿️ #TheWildEscape"

**Highlight the artwork created at your museum:**

"The Wild Escape digital exhibition is out! And we couldn't have been prouder to take part in this project! 🎨"

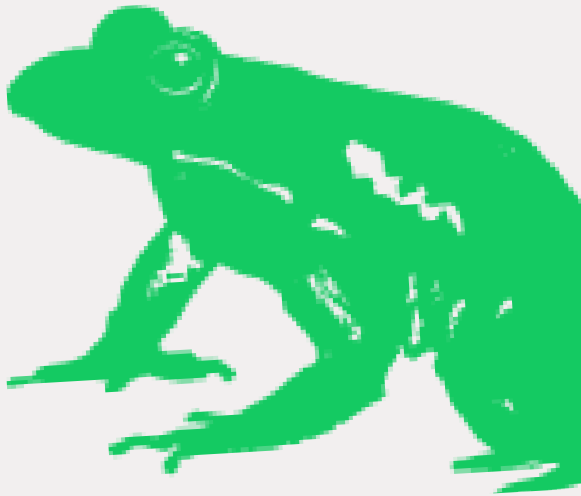
Over the last few weeks, we invite you and your little ones to come, learn, create, and have fun at our workshops and activities. And you did!

Over [number] children used their creativity to imagine the journey of UK wildlife creatures back into their natural habitat. Now their artwork is included in an exciting collection of art that shines a light on the importance of protecting our wildlife.

From intricate [animal] to majestic [animal], each piece is a testament to the creativity and imagination of the future generation. Make sure you check it out from the link in our bio. #TheWildEscape" 🙌

### Short form content

"We are thrilled to announce that #TheWildEscape project has come to an end with over [number] children taking part and creating artwork reimagining the future of UK wildlife! Thanks to everyone who joined us! 🐾"



# Hooking your audience: teachers

 Calling all teachers!

Find all of your classroom's favourite animals and join #TheWildEscape.

UK wildlife needs YOU  
#TheWildEscape is inspiring the next generation to connect to nature through creativity. 

#TheWildEscape welcomes teachers

Celebrate UK wildlife in your classroom  
#TheWildEscape project has been unleashed! 

Your classroom is invited to come on a wild adventure. 

Welcome to #TheWildEscape 

Teachers! Did you know there are more than XX species of YY in the UK?

Has your classroom joined #TheWildEscape?



# Hooking your audience: families

 Calling all families!


Families - join us for a wild adventure this Easter 

Looking for some family fun this Easter?

Know someone that's wild about art and nature? 

Know someone that LOVES [animal]? 

Did you spot the [animal] on tonight's @BBC Wild Isles with David Attenborough?

Planning your Easter museum adventure? Make it a wild one with #TheWildEscape! 



## Section 4: Social media checklists

# Essentials

Must haves to help you set up your social media channels for success.

## Profile optimisation

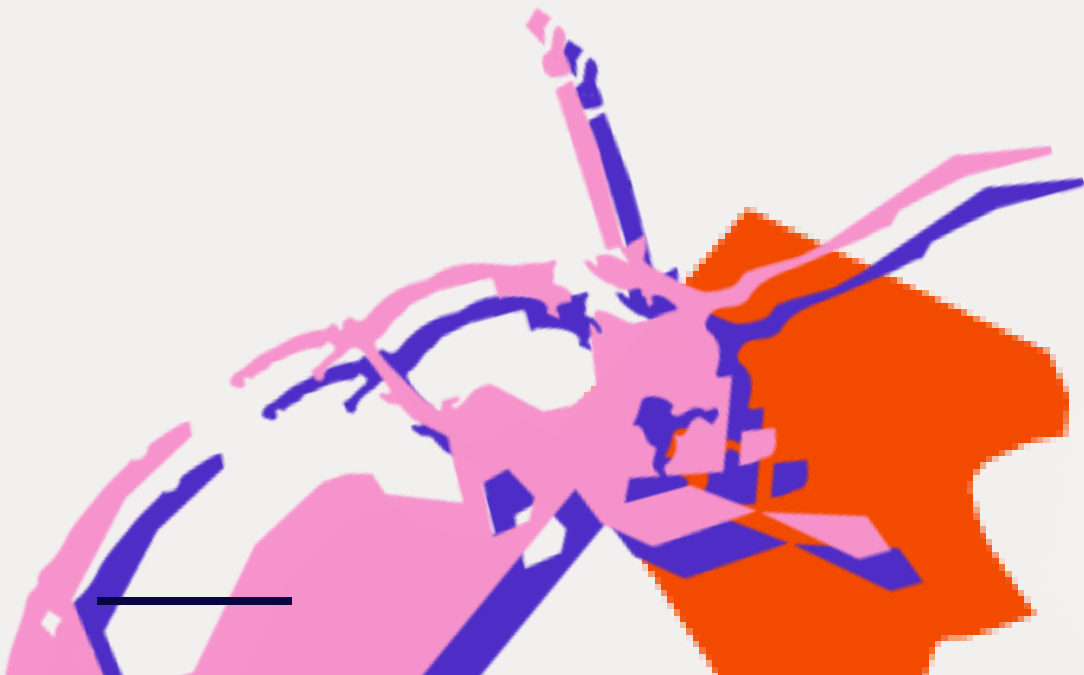
- ☐ Updated social media bios - include #TheWildEscape
- ☐ Linkin.bio/Linktr.ee/relevant web links added to profile (Instagram, Twitter & TikTok)
- ☐ Post pinned to profile (Instagram, Twitter, Facebook & TikTok)
- ☐ Instagram stories highlight with a branded cover image

## Content optimisation

- ☐ Correct hashtags and @handles used (All channels)
- ☐ Location tags used on posts (Instagram)
- ☐ Alt text added to all images and videos (All channels)
- ☐ Link to website on posts (Twitter, Facebook)
- ☐ The Wild Escape logo added to images (All channels)

## Content ideas

- ☐ A post announcing your participation in The Wild Escape on each of your channels
- ☐ Add all relevant content to Instagram stories highlight
- ☐ Twitter thread with a list of all of the activities you're hosting as part of The Wild Escape
- ☐ Instagram stories/carousels/reels, Tweets or Facebook posts featuring work created during your activities
- ☐ Reminders about The Wild Isles episodes airing (every Sunday from 12th March)
- ☐ Schedule content in the week leading up to, and on Earth Day (Saturday 22nd April)





# Nice to haves

How to set up your social media channels for success

## Profile optimisation

- ☐ The Wild Escape cover photos added (Facebook, Twitter)

## Content optimisation

- ☐ Using The Wild Escape GIFs on Instagram stories/reels and TikTok

## Content ideas

- ☐ Weekly interactive Instagram stories based on episodes of The Wild Isles, your exhibitions, and biodiversity in the United Kingdom
- ☐ Video interviews with members of your team about your exhibitions and how they relate to The Wild Escape
- ☐ Infographics/Twitter threads about the animals included in The Wild Isles episodes
- ☐ Reactive posts/stories the day after The Wild Isles episodes - something you've learnt or an interesting fact
- ☐ Instagram reels/stories of 'behind the scenes' of creating the work (peering over the children's shoulders so their faces remain anonymous)

- ☐ Choose popular sounds on Instagram reels and stories to help boost the piece of content
- ☐ Reactively engage with members of the public who comment and interact with your content, taking time to create meaningful connections with your audience
- ☐ Engage with other museums by commenting on their work - emphasising the collaborative ethos of the project and bringing The Wild Escape together



# Publishing checklist

Before publishing, check that you can answer YES to all 12 points on the checklist and have also considered the channel you're publishing on. This ensures your content performs as well as it possibly can on each social channel.

## Channel specific

-  2-6 relevant hashtags have been added to feed posts
-  1-3 topics have been added to Reels
-  Reel covers don't leave cropped text when viewed on the profile
-  Repurposed carousel posts are reformatted into individual images or a video
-  Twitter threads are numbered consistently i.e. 1/3, 2/3
-  1-2 relevant hashtags have been added to tweets

## All channels

- |   |   |
|---|---|
| <input type="checkbox"/> The post adds value to the reader (educates, inspires, supports, entertains or provokes thought) | <input type="checkbox"/> It's easy to read with short, well formatted sentences                                 |
| <input type="checkbox"/> We've front-loaded the benefit of the post (start of caption/video)                              | <input type="checkbox"/> We've added appropriate emojis to aid engagement                                       |
| <input type="checkbox"/> The campaign tone of voice is clear  | <input type="checkbox"/> There is a human connection through storytelling, emotion, connection or in the visual |
| <input type="checkbox"/> We've made it clear what the single CTA is   | <input type="checkbox"/> Spelling and grammar have been checked   |
| <input type="checkbox"/> It's clear and succinct - no rambling  | <input type="checkbox"/> Relevant accounts have been @tagged  |
| <input type="checkbox"/> It's conversational - sounds natural spoken aloud  | <input type="checkbox"/> Relevant hashtags have been included   |







**Join us for a  
wild adventure!**



# The Wild Escape

†Social for Good†