

## The Wild Escape: Update

Thursday 19 January, 1 – 2:30pm

These are the notes and key takeaways from the online session that took place on Thursday 19 January if you missed it!

### Introduction with Ella Fallows, The Wild Escape Producer at Art Fund

- For those who have recently signed up, The Wild Escape is a new major participatory project for museums and schools inspired by the wildlife found in museum and gallery collections led by Art Fund and supported by Arts Council England, with the ambition for hundreds of museums and schools to take part. It's open to everyone and any kind of museum, gallery or historic house across the UK.
- It's an opportunity for the next generation to explore the big subjects of biodiversity and the environment, through the power of art and imagination, open to everyone and any kind of museum, gallery or historic house across the UK - you are our partners, and the whole project has been created for you and with you!
- There will be more material and information including training opportunities, guidance for evaluating your Wild Escape activity, and information around the collective artwork and how young people can contribute to it over the coming weeks so please make sure you have signed up to receive updates on The Wild Escape website [here](#) and explore our free adaptable resources on our [website](#) which are available in both English and Welsh upon request.
- This workshop is all about this first of many key moments in this national project, sense checking with partners what we're able to offer in terms of supporting making your work visible.

### The Wild Escape national launch: briefing pack and assets for museums, Lucy Hawes, Head of Press and Rhys Mathews, Social Media Manager, Art Fund

- Art Fund are hosting The Wild Escape's first public moment next week, a national media announcement on Tuesday 24 January. We are encouraging partners to join in and support this as a collective launch on social media by sharing with your audiences your planned activities and events.
- Hopefully most of you will have received the communications briefing pack providing guidance on how we can promote activities including the most effective use of social media with instructions on hashtags, tag usage and emojis etc.
- Please do share your activities on your social media channels using our branded assets which can be found [here](#) and use #TheWildEscape so that we can create one big conversation.
- We will share your posts with our audiences primarily on Twitter and LinkedIn.
- Also available in this communications pack, is an adaptable press release template should you wish and have the means to announce your plans to your local media.

### Listing your activities with Charlotte Wood, Head of Museum Marketing at Art Fund

- We are offering a free listings service for our partners, usually exclusive to museums in our network. Please find the user guide [here](#).
- This is where you will be able to submit your activities and events here on our website accessed by our culture seeker audience, looking for family outings and seeking interactive programming.
- For guidance or technical questions please contact us at [museums@artfund.org](mailto:museums@artfund.org)
- We will also be launching a map on Tuesday 24 January, to help teachers find museum and activities near them.

**We asked** *"How do you plan to promote your Wild Escape activity? What are your group's top three sharable ideas for promoting The Wild Escape in museums?"*

**You said:**

**Marketing and press:**

1. Promoting key pieces of your collections in the activity and marketing materials could help audiences connect the project activity to the larger themes and narratives of the museum.
2. Adding free tickets for events might be a useful way of tracking how many people are interested in attending the event.
3. If you have the resources, it might be useful to look into paid advertising in local newspapers.
4. You could utilise the fact that it's a national press campaign to attract attention from local newspapers.
5. Might be worth being careful about doing too much promotion very early if you have limited capacity. Identify priority audiences and use them as your first port of call before pushing it out to the general public.

**School collaboration:**

6. When trying to connect with schools it might be useful to identify a personal connection either through a volunteer, governor or a school that has visited your museum. This might help in getting a response to the initial emails. It also might be useful to identify ways in which the collaboration might benefit the schools.
7. Hosting the actual activity at the school might incentivise the collaboration as they might save costs and have more capacity to participate if it as their own site.
8. Hosting CPD (Continuing Professional Development) sessions at your museum might help establish a connection with teachers and schools. You can utilise this opportunity to launch the project and establish conversations about a future collaboration or invite them as your primary audience for the community-focused events.
9. Try to identify ways to make the most of already engaged members who are teachers and from the school community. Potentially offering free tickets or The Wild Escape ambassadorship, utilising school and local newsletters etc.
10. If you are working with a specific school, it might be useful to utilise their existing social media following and reach within the community. You could share the social media assets with them along with the hashtag so that their audiences also become aware of the project.

**Social media:**

11. Instagram: using Instagram story feature and adding the regular updates to a highlight at the top of the page might draw audiences to the project while also providing a visual diary of the progress with the project.
12. Using local Facebook groups to target local audiences
13. Uploading Facebook events to invite local communities.
14. Using your social media to make videos of your content pre- and post- events.
15. Remembering to tag the right people and using the correct hashtags so that it drives audiences to the same project.

FAQs are constantly updated and found on our website [here](#), for any unanswered questions please do contact the team directly at [thewildescape@artfund.org](mailto:thewildescape@artfund.org).

**Next steps and dates for the diary**

Our next online workshop will be on **Tuesday 28 February 1-2:30pm** – with case studies, guidance on how to market family activities and guest speaker Content & Communications Manager, Jocelyn Murdoch from [Kids in Museums](#).

Register for free via Eventbrite [here](#).