

# HIGH WATERMARKS

In each newsletter, CCAHA highlights a few books or websites we think will be of interest to collections managers, conservators, and collectors. This issue's suggestions focus on social media and its place in collecting institutions' marketing and fundraising strategies.



## MUSEUM 2.0

Nina Simon, Executive Director of The Museum of Art & History in Santa Cruz, California, started the "Museum 2.0" blog in 2006 to explore how the

philosophies of Web 2.0 can make museums more engaging and community-based. Just as the web has changed over the years, moving away from sites that act as authoritative content distributors and toward applications—known as Web 2.0—in which users generate, share, and curate the content, Simon believes that museums can transform into dynamic platforms for content creation and sharing. Her posts explore opportunities related to museums and interactive design and include explanations of technologies, reviews of exhibitions, and more.

>> [museumtwo.blogspot.com](http://museumtwo.blogspot.com)



## KNOW YOUR OWN BONE

This blog from Colleen Dilenschneider, digital marketing expert, aims to help museums, historic sites, zoos, and other visitor-serving organizations implement smart social

media and online strategies to attract and engage visitors and donors. "Know Your Own Bone" posts provide helpful data, case studies, and best practices—and there's something for just about everyone, from social media newcomers to more advanced users.

>> [colleendilen.com](http://colleendilen.com)

## THE FACEBOOK & TWITTER GUIDE BOOKS

Wondering how to tag another page in a status update? Not sure what a hashtag is? Find the answers in these user manuals for Facebook and Twitter. Mashable, one of the largest news sites dedicated to covering digital culture, social media, and technology, formulated the guides to tell businesses and nonprofits how to use the world's leading social networks to get the word out and engage fans, starting with the basics.

>> [mashable.com/guidebook/facebook](http://mashable.com/guidebook/facebook)

>> [mashable.com/guidebook/twitter](http://mashable.com/guidebook/twitter)



## SAVE PENNSYLVANIA'S PAST COLLECTIONS ADVOCACY TOOLKIT

The stories of our nation's past live in the artifacts cared for by Pennsylvania's museums, libraries, archives, and historic sites—nonprofit

organizations of all sizes that rely on public and private support to deliver high-quality programs, services, and preservation. This marketing and advocacy toolkit, developed as part of CCAHA's Save Pennsylvania's Past program, provides these institutions with the resources they need to advocate for their collections. It includes tips for communicating with elected officials and other key supporters; suggested language for websites, mailings, and e-newsletters; and strategies for using social media to raise funds for preservation.

>> [www.ccaha.org/save-pennsylvania-s-past](http://www.ccaha.org/save-pennsylvania-s-past)