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TAKEOVER DAY
FACT SHEETS
2016

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TAKEOVER DAY FACT SHEETS

Welcome to our Takeover Day Fact Sheets pack.
We have combined our Takeover Day resources into one handy pack to provide ideas and to help you plan your Takeover Day event.

- Seven reasons to do Takeover Day
- All you need to know about Takeover Day
- So where do we find young people?
- Schools, youth groups and other young people's organisations
- How can we welcome visitors if our museum is closed?
- How can we involve young people with heritage outdoors?
- How can Takeover Day activities be used for Arts Award?
- How to set up a youth panel – ten top tips
- How can teenagers takeover our Twitter feed?
- TweetSheet
- Press tips
- Evaluation tips

Did you find this useful? Why not download our handy Takeover Day Case Studies pack?
For all additional resources, or if you would like to download our fact sheets individually, please visit our website

Seven reasons to do Takeover Day

Takeover Day is an annual day on which museums, galleries and arts organisations invite young people in and give them a meaningful role. Children make decisions and get involved in the life of the organisation. Whether you're a 14th century castle, a theatre, an archaeological site or a historic ship, it's a day to come up with new ideas and let young people contribute.

1 Understand young people

It gives an opportunity to try out new ways of working with children. Two thirds of venues say it has given them a better understanding of young people's needs and interests. (For all the benefits, download our Takeover Day reports from the website.)

2 Enthuse your team

It's a great way to bring staff and departments together. Half of participating organisations say internal awareness and appreciation of their work with young people has grown as a result of Takeover Day. It brings excitement and enjoyment to colleagues who are not normally involved with children and teenagers.

3 Build your profile

It causes a thrill locally, from the large amounts of media coverage to the word on the community grapevine. Let us know what your plans are and we will help share them.

4 Work together with the community

It helps create and strengthen partnerships, and often forms new and unexpected ones. Takeover Day is perfect for working with schools, youth groups, Scouts and faith groups. Ask people in your community what they want from you and you'll become a special place for them.

5 You can make it your own

Takeover Day is entirely flexible. You can work with one child or 100, seven year olds or twenty-one year olds. The programme for the day is up to you and your young people. Whether you're a large or small attraction, staff or volunteer-run, open or closed, you choose how to get involved.

6 Make young people a part of your organisation

It can be a springboard for young people's continued involvement, from setting up a youth panel to becoming volunteers. Children come back with family and friends to show what they've achieved. Others create resources that can be accessed by visitors in galleries – and global audiences through the internet. It has a wide and lasting impact.

7 Kids in Museums can help

We have loads of information and guidance available through our website to help make your day a big success, from press release templates to inspirational case studies. We have 'We're Taking Over' materials for your young people. All the resources are free. We also have a Takeover Day team to help with particular issues, listen to your ideas or work with you to create a programme for the day.

For more information go to: www.kidsinmuseums.org.uk/takeoverday

All you need to know about Takeover Day

What is Takeover Day?

Takeover Day is an annual day on which museums, galleries, libraries, archives, arts and heritage organisations invite young people in and give them a meaningful role. You can involve one child or one hundred children. It's a day to come up with new ideas and empower them to contribute creatively to your work.

Where do we get the young people from?

They're everywhere!

- Look inside your venue. You are probably already working with young people that could get involved.
- Do school groups visit your organisation? Why not invite them to step into a decision-making role on that day.
- Put up a poster to recruit young people or use social and local media.
- Contact organisations such as schools, youth services, Guides and Scouts (see our fact sheet for a full list of organisations to contact).
- Ask staff and volunteers – many of them will work with young people and may be able to help.

How can Kids in Museums help?

- **Downloadable resources** from our website, including fact sheets, press release templates and case studies.
- We can also send you **free 'We're Taking Over' materials**, including certificates and stickers for the young people taking part as well as posters to put up on the day.
- **Expertise, advice and support** to make your event a huge success. Just email your questions to takeoverday@kidsinmuseums.org.uk and one of the team will get back in touch.
- **Publicity** – Keep in touch about your event and we can tweet about it, send a volunteer to help with your event and use your event as a case study.

Six simple ways to take part in Takeover Day

1. Ask the young people themselves what they want to do. They'll have loads of suggestions.
2. Do a 'Be a Director for the Day' and appoint a young person to the post. Ask young people to take on a role at the venue including front of house, retail, operations or curators.
3. Need to get an event or activity organised? Ask the young people to plan and deliver it.
4. Ask for their thoughts and input on your website, activities, events and exhibitions. It's a great way to gather new ideas.
5. Get young people to take over your Twitter stream, write a blog or press release and help with your marketing and publicity.
6. Need a fresh perspective? Get the young people to look at a tricky issue in your venue.

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Children say...

'This once in a lifetime opportunity really boosted my confidence in many things such as being able to stand up in front of lots of people and act, sing, dance, the list goes on forever.'

'The best bit was when we went and redesigned the museum because we could express all of our ideas. It was the best thing I have ever done.'

'On museum Takeover Day I felt excited because it was like I had a real job.'

Museums say...

'The Youth Advisors led public conversations, challenging people's perceptions of what young people and museums do. This is the first time anything like this has happened and their role has been acknowledged by our Visitor Experience team who now have a much better understanding of young people in the museum.'

'Staff in other departments realised how capable the pupils are and their attitudes became more positive.'

'Some of the young people have now taken up places on our teen advisory panel.'

For loads more examples see our in depth Case Studies at: **www.kidsinmuseums.org.uk/takeoverday**

So where do we find children and young people?

Schools

- If your museum already works with a local school, talk to the contact teacher
- A member of staff or volunteer may have personal links with a local school or group through their children, grandchildren or being a governor
- Find out which schools are doing Artsmark and Arts Award
- To find your local schools use the Department for Education website tool

Primary schools (ages 4-11)

- Contact a class teacher who knows your museum
- Send a letter or email to the Head
- Use the local authority bulletin or newsletter to invite schools

Secondary Schools (ages 11-16/18) – and FE Colleges (16+)

- Contact the Head of a specific subject department e.g. Engineering, Art, Business Studies, Leisure & Tourism. To find out which subjects a school or college offers, take a look around their website for a prospectus, subject or staff list.
- Check the school's website and the local press to find out what your local school is interested in or planning and approach them about working together. Schools will be keen on opportunities linked to their current or future interests e.g. an important anniversary, a project to improve particular pupil skills.
- Approach other staff in the school:
  Head of Year, Head of Key Stage
  Gifted & Talented Co-ordinator
  Work Experience, Work-Related Learning or Enterprise Co-ordinator
  Youth council or Pupil Voice Co-ordinator
  Duke of Edinburgh Co-ordinator
  Inclusion Co-ordinator, Support & Guidance Co-ordinator
  Extended Services, Community or Outreach Co-ordinator

What else should we consider?

- Schools will need time to make arrangements, so start conversations sooner rather than later.
- Primary schools often find it easier to come out of school for the day, but staff will need to accompany the children so they might be keener if you can accommodate a whole class (see our case studies for ideas).
- Job titles, particularly in secondary schools, vary so look at their website or call the school office or reception to find out the best person to speak to.
- For guidance on ensuring your young people stay safe whilst they are with you see the ACE Child Protection Guidelines.

Try getting in touch with:

Youth groups

UK Youth (regional and national Youth Associations)
UK Youth Parliament
British Youth Council
Young Advisors

Check your local council or county council for details of council-run youth clubs and centres.

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Uniformed groups

Girl Guides
Scouts
Sea Cadets
RAF Air Cadets
Army Cadets
Boys' Brigade

Youth organisations

Duke of Edinburgh's Award
Children's University
University of the First Age

Volunteers

vInspired
Volunteer Centres

Consider also:

- Faith groups
- Young people's support groups and children's charities e.g. young carers, disability groups
- Home-educated children's groups
- Any other venues or organisations you know of where young people meet

If you have any ideas for and experience of places to recruit young people, let us know. We will add them to this list.
takeoverday@kidsinmuseums.org.uk

Schools, youth groups and other young people's organisations

What is Takeover Day?

Takeover Day is an annual day on which museums, galleries, libraries, archives, arts and heritage organisations invite young people in and give them a meaningful role. Children are in charge, making decisions and participating fully in the life of the museum. Young people have a say and contribute to the work of the museum.

Takeover Day happens all over the country each November.

Kids in Museums supports arts and heritage organisations to create exciting Takeover Day experiences and produces free resources and materials for the young people and museums who take part.

Who is Takeover Day for?

Takeover Day is for any child or young person, from toddlers to young adults. Partnerships can take place between any group of children or young people – school classes, youth clubs, Scouts, faith groups – and any kind of heritage attraction – museums, art galleries, castles, historic ships, archaeological sites. There's no limit on numbers – it can involve one child or 100.

What happens on Takeover Day?

The programme is entirely flexible and up to you, your young people, and your partner museum.

In some museums children take over staff roles, everything from authorising staff holidays to checking pest traps for harmful insects. In others, young people lead guided tours for visitors and welcome people in the shop and reception. Children design and produce exhibit labels and visitor guides and are asked to come up with ideas for future exhibitions or activities.

For ideas and inspiration see the case studies on our website

Why get involved?

- It's free, fun and will give your young people a completely fresh perspective on museums and cultural venues.
- Each young person taking part will get a free Kids in Museums Takeover Day pack, including a certificate.
- It boosts children's confidence and gives them a sense of achievement, knowing their opinion is valued and that they are making a worthwhile contribution.
- Young people are given real responsibilities and problems to solve, helping equip them for working life.
- It builds a positive relationship between you and your local museum, opening up new possibilities for working together.
- It can be linked to and support other ongoing projects, such as Arts Award and World War One Centenary.

How can we take part?

Find a partner local museum, gallery or heritage site to work with. If they don't know about Takeover Day already then direct them to our website.

Start the conversation about what you both want to get out of the experience and make a plan for the day. Look at the Kids in Museums website for inspiration.

Have fun on your Takeover Day and remember to celebrate and share. Look at the resources to support you to do so – from press tips to posters.

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Spread the news and let Kids in Museums know about what your young people did. Encourage your young people to blog, Facebook and report on their day.

Don't let it stop there. Keep talking to your partner museum about how the young people can continue to be involved.

Children say...

'The best bit was when we went and redesigned the museum because we could express all of our ideas. It was the best thing I have ever done.'

'This once in a lifetime opportunity really boosted my confidence in many things such as being able to stand up in front of lots of people and act, sing, dance, the list goes on forever.'

'This wonderful experience has changed everyone who took part in it such as people speaking up more in class and getting more involved in things. That day was probably one of the best days of my life (so far anyhow). That day changed my personality.'

'On museum Takeover Day I felt excited because it was like I had a real job.'

How can we welcome visitors if our museum is closed?

All museums have times when they are closed to the public, either on a particular day of the week, for the winter season, during a refurbishment or simply at night. However it doesn't have to mean that your visitors miss out. It's a great opportunity to do things a bit differently and invite in new people – perfect for Takeover Day!

Why should you go for it?

- You can offer visitors a different and often enhanced experience, looking at different aspects of the collection or by creating atmosphere. *'The children were really excited to get a sneak preview of the new gallery, we kept the lights dimmed and they crept around exploring and whispering about the exhibits. You could tell they thought it was a really special thing.'*

- If you're closed for a while it will remind people that you're still there. *'Young Friends picked meaningful collection objects, then brought them into a different space such as a library, to tell stories about them.'*

- You will have more space to do your activities in. *'The good thing about the museum being closed for that day was the ownership the group felt of both the exhibition space and the facilities, especially since they all had pushchairs to manage – they didn't feel like they were getting in any other visitor's way.'*

- It's an opportunity to work with new audiences as it will appeal to visitors who may feel more comfortable having the place to themselves. *'Most of the group didn't ordinarily visit museums, so it became a less daunting experience to know that the museum was theirs for the afternoon.'*

What can you do on Takeover Day if your museum is closed?

- Have the group make a video guide to the building or audio tour
- Let them take inspiration from the collection to create a performance, projections or installations to go in the windows or on the outside of the building
- Organise object handling sessions, behind the scenes tours, special talks, storytelling
- Invite the group to help with conservation work or preparing a space for an event or exhibition
- Have the group research and script new interpretation e.g. for a mobile phone tour
- Take some of your collection out of the museum and into a community space
- Involve the group in photo shoots for publicity and interpretation purposes
- Hold a youth panel meeting
- Get the group to help you organise a special event, such as a music recital or a film festival
- Hold a sleepover

Things to think about to help your event run smoothly

- **Internal communication** – talk to colleagues to get their support, listen to concerns and ensure that your event doesn't clash with important maintenance work etc.
- **Supervision** – it's best to work with a small, established group with leaders and supervisors in place e.g. a school class or a uniformed group like Brownies.
- **Safety and security** – review your first aid and evacuation processes, consider which staff will be available, think about how the group will gain access when they arrive.
- **Facilities** – the group will need access to the toilets and you may need to consider lunch and refreshment arrangements.

With thanks to Culture24, Bucks County Museum and Roald Dahl Children's Gallery, Haslemere Educational Museum, The John Rylands Library, the Geffrye Museum, RNLI Grace Darling Museum and Whitworth Art Gallery for their comments.

How can we involve young people with heritage outdoors?

If you're a garden, country park, ruin, archaeological site, heritage farm, industrial museum or have outdoor collections, you can still involve young people and children. Using all of your space means you can offer children a variety of experiences and get their perspective on different areas of your site. Takeover Day is an excellent opportunity to work innovatively to excite and inspire children in the heritage around them.

What kind of things can we do?

Young people can run an event or activity for visitors

- Orienteering trails and geocaching
- A 'dig'
- Story-telling, guided tours and performances
- Nature activities like building a wormery or habitat hotel

Ask them to design new interpretation

- A film about the landscape
- An audio tour for visually impaired visitors
- Trails, leaflets and signage
- Pop-up exhibitions
- Art installations

Involve them in conservation and maintenance

- Cleaning artefacts
- Documenting restoration works
- Checking the state of the built environment

Consult them on a specific issue or space

- Planning for a new play area
- Creating a visitor orientation guide
- Designing an events programme for peers

Want more inspiration of things to do – outdoors and indoors? Take a look at our case studies

How to help your event run smoothly

Prepare your participants

- Advise them to bring suitable clothes and footwear – layers are good, as well as waterproofs
- If writing to parents be clear that the event will be conducted outdoors

Prepare yourselves

- Provide clipboards and pens if writing or drawing is required
- Laminate materials
- Ensure there is a storage area for belongings
- Check the weather forecast and make sure you have a plan B for very wet weather!

Plan your event

- Schedule regular breaks, working outdoors is more tiring than indoors
- Provide somewhere sheltered and indoors for lunch if you can, especially if it's cold or if your children are young – if this isn't possible, have a half-day event
- Offer hot squash

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- Make sure the space you plan to use is accessible to all, whatever the weather
- Allow extra time for moving around the site and expect distractions

Consider the comfort and safety of all involved

- Ensure that you are never too far from adequate toilets
- Have a higher ratio child to adult supervision when outdoors and encourage group leaders to visit the site beforehand
- Be aware of the public, any traffic or moving vehicles, bugs and animals
- Look over the area in advance for slip and trip hazards

More ideas...

- Find out about the work of the Kids' Council at the National Trust
- Play England has ideas for nature activities
- Support with organising a community archaeology project
- Council for Learning Outside the Classroom
- Institute for Outdoor Learning

With thanks to Chiltern Open Air Museum, Ironbridge Gorge Museum Trust, Forty Hall & Estate, Howsham Mill for their input.

How can Takeover Day activities be used for Arts Award?

Takeover Day is an annual day when young people and children nationwide are given powerful, meaningful, decision-making roles within museums, galleries, archives, arts and heritage sites.

Arts Award is a national qualification that supports children and young people aged up to 25 to connect with and take part in the arts world. Five levels are available; Arts Award DISCOVER and Arts Award EXPLORE are designed for ages 5 and upwards, and BRONZE, SILVER and GOLD are open to age 11 and above. GOLD Arts Award carries 35 UCAS points.

Why not link your Takeover Day activities with Arts Award and find new ways to put young people at the heart of your work? Takeover Day activities can fit with all Arts Award levels, from discovering art all around you at DISCOVER to working alongside a curator or installing an exhibition for GOLD.

Here are some ideas:

Takeover Day Activity
How it can be used with Arts Award

Exploring and researching your collection and writing creative exhibition labels
- ✓ Finding art forms all around you (DISCOVER)
- ✓ Taking part in arts activities (BRONZE)
- ✓ Arts research (SILVER and GOLD)

Taking over in roles including:
- Visitor Welcome Hosts
- Press and Marketing Officers
- Tour Guides
- Curators
- Performers
- Film-makers
- Designers
- Artists
- ✓ Exploring the work of arts and cultural organisations (EXPLORE)
- ✓ Arts activities (BRONZE and SILVER)
- ✓ Researching arts career paths (SILVER and GOLD)

Leading tours
- ✓ Finding art forms all around you (DISCOVER)
- ✓ Finding out about the work of artists and arts organisations (EXPLORE)
- ✓ Developing art form understanding (BRONZE, SILVER or GOLD)

Designing visitor guides, audio tours and films – developing new skills in photography, filming, drawing and creative writing
- ✓ Taking part in arts activities (DISCOVER, EXPLORE, BRONZE or SILVER)
- ✓ Developing arts practice (GOLD)

Curating a pop-up exhibition or putting on a performance – developing creative skills including choosing objects, planning and managing how displays will look, describing and explaining displays to visitors
- ✓ Taking part in arts activities (DISCOVER, EXPLORE, BRONZE or SILVER)
- ✓ Developing arts practice (GOLD)
- ✓ Leading an arts project (SILVER or GOLD)

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Designing and producing objects for your organisation to sell in the shop

- ✓ Taking part in arts activities (DISCOVER, EXPLORE, BRONZE or SILVER)
- ✓ Developing arts practice (GOLD)

Promoting, marketing and putting on a performance, exhibition or event

- ✓ Taking part in arts activities (DISCOVER, EXPLORE, BRONZE or SILVER)
- ✓ Developing arts practice (GOLD)
- ✓ Leading an arts project (SILVER or GOLD)

Creating young-person led workshops and activities for younger children and peers

- ✓ Taking part in arts activities (DISCOVER, EXPLORE, BRONZE or SILVER)
- ✓ Developing arts practice (GOLD)
- ✓ Leading an arts project (SILVER or GOLD)

Case studies

Visit our website to see Arts Award case studies and resources including:

- Penlee House's Takeover Day partnership for BRONZE, SILVER and GOLD – where young people produced a performing arts event in response to Penlee House's exhibitions.
- Norwich Castle's work experience BRONZE in a week – where year 10 students learned and shared valuable skills.
- Lakeland Museums Education Network's DISCOVER with local schools – where a group of museums worked with year 3 pupils on a range of engagement and interpretation projects.
- Watts Gallery's outreach Bronze – where teenagers researched and produced a film about the gallery's founders.

Find out more...

Kids in Museums and Arts Award are working together to help more museums run Arts Award
To find out more about Arts Award visit www.artsaward.org.uk
Get in touch with the Takeover Day team at takeoverday@kidsinmuseums.org.uk

In England, Arts Award is managed by Trinity College London in association with Arts Council England working with 10 Bridge organisations.

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How to set up a youth panel – ten top tips

THE GEFFRYE MUSEUM OF THE HOME

TAKEOVER DAY Kids in Museums

How to set up a youth panel

The Geffrye Museum's Youth Advisory Panel (known as YAP) is for young people aged 14-24 to help ensure the museum's building, exhibitions, programmes and marketing strategies are youth-friendly. This means the Young People's Programme is planned by and for young people, reflecting their interests, desire for skills development and creativity. Founded in 2009, the YAP is one of the most successful and long-running youth panels in the museum sector.

How is the Youth Advisory Panel run?

- **Recruitment** is through vInspired, social media, leaflets and the local borough Volunteer Centre.
  Age of the group ranges from 14 to 24, and can be affected by funding.
- **Staff support** comes from the Education department, with input from other departments.
- **Costs** are around £50 per meeting for travel and food, with additional budget to make YAP ideas happen, including workshops, events and devising new leaflets.
- **Funding for YAP ideas** has come from Arts Council England, but could also come from vInspired, Arts Award, the Heritage Lottery Fund and other funders.

Ten top tips

1. **Have a range of ages, backgrounds and abilities**. Aim for at least six members at each meeting.

2. **Create the right atmosphere**. Make meetings friendly. Ask everyone to introduce themselves so new members feel welcome. Provide refreshments and reimburse travel expenses.

3. **Set an agenda** for each meeting. Have one staff member responsible for this. Follow up anything raised earlier so important things don't get dropped. Involve the panel early in any planning for events, projects or exhibitions. Then they feel included from the start and can see their ideas blossom.

4. **Listen to everyone's opinion** so they know their voice is being heard. Ask each in turn. Members can vote to take forward the ideas they like best.

5. **Balance fun with getting things done**. It's good to be social, but also have real outcomes and achievements.

6. **Use the ideas put forward** and encourage everyone to work on them as a team. If ideas are unrealistic or too expensive, be honest and explain why. Give the panel the chance to make changes and suggestions on how to make their ideas work.

7. **Give unique opportunities** such as photo shoots and going behind-the-scenes. This helps members see the collection as inspiration and feel rewarded for their contribution.

8. **Shout about it!** Let everyone in the museum know about the panel and boast about what it does. Give other staff and volunteers a chance to get involved. This means everyone is backing you.

9. **Support the panel** to gain new skills. Offer accreditation such as the vInspired Awards or Arts Awards, which recognises their work.

10. **Make the skills transferrable** by supporting young people to put their panel experience on their CVs, UCAS statements and job applications.

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What does the Youth Advisory Panel at the Geffrye do?

- **Programming** – planning 12 holiday workshops, one large-scale event for families and several events for young people each year with museum staff.
- **Marketing** – working with a design company on the quarterly Young People's Programme leaflet. They also help to update 'The Geffrye Young People's Page' on Facebook and @GeffryeYouth on Twitter.
- **Interpreting the museum's collection** – creating content for the Young People's Mobile Phone Audio Tour and holding handling sessions to come up with fresh ideas on how to interpret the collection.

What the Geffrye young people say

'It gives really good CV enhancing skills for the future, allowing us to have a unique work experience, that most people our age don't.'

'A Youth Advisory Panel encourages young people to creatively plan events which would generate a large audience.'

'Young people give a youthful and creative insight to improving the work of the museum and give it a youthful vibe and it gives them the opportunity to get their voice heard.'

'Having a Youth Advisory Panel is great because you can get a range of interesting ideas from young people as they are the best people to ask about workshops for young people and how to attract them.'

'Young people (who don't usually participate in community events) are given the opportunity to participate and get engaged in the community.'

'I really feel like our voices are being heard in this museum.'

What the Geffrye staff say

'Before the youth panel started programming the 11+ workshops, we had very low numbers of participants – often just one or two, now the workshops are frequently full. The panel come up with very innovative ideas and the participants really enjoy the variety of different skills they can learn through the sessions. This kind of consultation with young people is very important as they know what their age group would like to do at the museum and I truly believe this is why these workshops are so popular.'

'For the museum, the involvement of these young people in our daily work has brought fresh thinking and a new perspective on the role of the museum and its place in society. This programme has shown what can be achieved and how beneficial it can be for the young people themselves, for the staff and for our visitors.'

'The way the museum has engaged and involved young people has changed dramatically over the past four years and it's been a pleasure to be a part of it. I feel proud that working with young people to represent, interpret and make important choices about the museum has really made a difference to what we do and how we do it.'

Find out more...

www.geffrye-museum.org.uk/whatson/events/youth-events/ @GeffryeYouth
www.kidsinmuseums.org.uk @kidsinmuseums
www.vinspired.com and www.artsaward.org.uk

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This resource was developed in partnership with the GEFFRYE YOUTH ADVISORY PANEL

How can teenagers takeover our Twitter feed?

Inviting young people to tweet on behalf of your organisation is a great way to involve them in your work. It's fun for you and your young people, entertaining for your audiences and lets people know that your museum, gallery, arts organisation, heritage site or visitor attraction welcomes and involves young people.

Use our TweetSheet to help guide responses. Its 140 boxes will keep you on message!

Want to know how to do it? Here's our step by step plan:

Before you begin

If possible, change your organisation's Twitter Bio to add the young person's name (first name only), age and a little about themselves. It's very quick and simple to change it back after the day. Include a link to www. kidsinmuseums.org.uk/takeoverday

Have a think what the young people can tweet about before the day. Here are some suggestions:

- Get your young people to interview each other and report the highlights
- Go 'behind the scenes'
- Get live responses and feedback from youth projects, workshops, events and exhibitions taking place on site
- Give young people a chance to promote their own personal work, such as their art or volunteering
- Write out some tweets on the TweetSheet before the day

During Twitter Takeover

Style tips for your teenage tweeters

- Make it short and snappy but try not to use text speak. It's a challenge with Twitter but avoid 'u' for you or 'r' for are
- Don't spam – sending the same thing out lots of times
- Too many emojicons are annoying but photos and videos are good – include at least one every two tweets
- Be chatty but don't say anything you wouldn't be happy for your gran or the curator to read
- If someone says something negative, don't respond
- If you're unsure of an answer, ask your mentor or just say *'I don't know but I'll see what I can find out'*

Some practical things to remember

- Check links before sharing. This includes when retweeting
- Remember to use hashtags and tag other Twitter handles. It's the way people will be following the conversation nationally. Our hashtag is **#TakeoverDay**

Lost for words?

There might be a time when the Twitter hashtag goes quiet. Instead of waiting for the conversation to come to you, why not share and see if you get a response? Here are some ideas for your young people:

- Right now, we are _____ (share what you're doing)
- I am watching _____ (share what you are observing)
- Did you know _____ (share something you learned)
- Describe your Takeover Day experience – where have you taken over and what did you do? What were the highlights?
- Ask questions – Have you ever thought of a career in the Arts? Has anything surprised you about a museum?
- Check the hashtag to see what others are sharing
- Tweet to **@takeovermuseums** and **@kidsinmuseums**

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Say Goodbye

Your young people can tell followers they're going to stop tweeting and thank them for listening. Remember to change back your Twitter profile and remove the young person's name.

Beyond Twitter Takeover

- Make the day live on by your regular tweeters thanking the young people the following day and picking up on their best tweets
- Get the young people to blog about taking over your Twitter feed
- Ask young people to take over your Twitter feed on a regular basis – putting their voice at the heart of your organisation

Teenage tweeters say...

'The best thing about today is knowing that we are being trusted by the museum. Cos I know the museum staff are happy that I will do a good job it gives me confidence to do things which I am nervous or scared about. Then when I do the thing I realise I am quite good at it and the museum is right to trust me.'

'We're handing back control, thank you for having us. Saw the museum in a new light! Bye #takeoverday @kidsinmuseums'

Museums say...

'@takeovermuseums Amazing work by all the #teensinmuseums today. Great to get a different perspective.'

TweetSheet

Tweet to @takeovermuseums and @kidsinmuseums

Press tips

Great you're part of Takeover Day!

Here are some tips to help you make the most of the press opportunity

- **Small is often beautiful when it comes to getting press attention.** Think local and go for local papers, radio and other outlets. Local media won't only be more receptive but may also have a bigger local audience than a national media organisation.

- **Don't only think of media outlets to spread the word**. You can put up posters in a local supermarket. More people will read them than any newspaper. You can order free posters which you can customise yourself from takeoverday@kidsinmuseums.org.uk

- **Send out a press release**, but make it as targeted and human as possible. You can download our template press release from our website.

- **Don't forget blogs**. Parent bloggers are very good at spreading the word about events. Perhaps the parents of some of the children taking part have blogs?

- **Cultivate good relationships with named people in the press and in social media.** It's far more effective to send an email to a named individual who you've had contact with than an info@address. Get the name of someone and try and speak to them personally.

- **The best people to speak for you and give quotes are not staff but your users**. Get the young people taking part in your event to give you some quotes. They can do this in advance for your press release. Better still – they could write the press release!

- **Use Twitter to spread the word**. It's very simple and effective. Let Kids in Museums know what you're doing by tweeting **@takeovermuseums** and we can RT. Don't forget to include the hashtag **#takeoverday.**

- **Make sure you have all the necessary permissions** for taking photos of children and young people before the day. Take lots of photos. After the day, offer the best ones to the press.

Evaluation tips

Tips to help you review the day

- **Think about what you really want to know.** Don't try to cover every aspect of your event. Narrow the focus down so you get the answers to two or three questions that matter most to you. Perhaps your event has made colleagues think differently about young people? Or you have learnt how to make young people's activities run more smoothly in future?

- **Pick who you ask.** Choose one or two groups who will give you the most useful feedback to your questions. It could be the children and young people, or accompanying teachers and group leaders, staff and volunteers, or visitors to your venue.

- **Design your questions** around these evaluation aims and audiences. Make it as simple as possible for people to reply. Test out your questions on colleagues beforehand so you know that they work.

- **Decide when to collect feedback.** This will vary depending on who you are talking to and what you want to know. Finding out which activities have been most popular can be done on the day. Identifying changes in attitude needs more time. Consider starting your evaluation before the event itself, so you can track changes.

- **Decide how to collect feedback** and produce any materials. Try paper-based or online surveys, interviews and focus groups, mind-maps, a graffiti wall or 'washing line' of comments. Check what people are saying about your event on the internet and social media sites.

- **Collect the feedback, analyse it and do something with it!** Share successes with the media, senior colleagues and other stakeholders. Identify what could be improved and put plans in place to do so. Remember to let Kids in Museums know how you got on.

- **Keep the door open** to more feedback from all your groups. Welcome it when it arrives, however unexpected. Takeover Day is just the start. Carry on the conversation.

For more ideas about evaluation: SHARE Museum East and search for Inspired Learning, and GEM