



## Press Officer information

Museum Crush [www.museumcrush.com](http://www.museumcrush.com) replaced [www.culture24.org.uk](http://www.culture24.org.uk) in March 2017 as a weekly email digest of public-facing stories from museums, galleries and heritage sites published on [www.museumcrush.com](http://www.museumcrush.com)

We believe the most beautiful, intriguing objects have one thing in common: they reside in museums. The new brand celebrates museums, galleries, archives and heritage sites and the collections, stories and knowledge they share.

The Museum Crush brand is a much more defined offer than Culture24.org.uk, with museum objects and collections as the USP.

The website, which is designed for culturally curious readers, is mobile-first and fully integrated with key social media platforms. It offers a highly visual experience with a curated, magazine feel that makes the most of the brilliant imagery coming out of museum and gallery press offices.

In terms of audience, we are initially focussing on building subscribers to the Museum Crush weekly email digest, which at the moment has 10,000 subscribers.

### So how can you get involved?

#### Stories – we need:

- Long lead news previews relating to forthcoming exhibitions with good and plentiful imagery (at least a month prior to the exhibition opening)
- Material we can turn into features about unusual collections and objects
- Access to behind-the-scenes stories exploring museum stores and collections
- Help in making Top Tens and listicles that create subject connections across collections in different parts of the UK and beyond like this one: <http://museumcrush.org/top-ten-historical-facial-reconstructions/>
- Picture stories
- News stories about collection acquisitions and discoveries

#### Images - we need:

Strong, shareable pictures of objects, collection items and interiors - images that hero the object or artwork rather than the person.

Forthcoming exhibition images.

Museum Crush pictures are large and we are trying, where possible, to publish images at a size of at least 1000 pixels wide - whilst adhering to all copyright constraints.

### **Event and exhibition listings:**

Museum Crush carries museum and gallery exhibition and event listings together with venue information. We will continue to run Culture24's Direct Data Entry system <http://weareculture24.org.uk/network/> so you can enter your listings for free.

Listings on Museum Crush are searchable by date, time, region and subject and featured listings are highlighted according to the quality of their imagery. Contact Kate McNab [kate@culture24.org.uk](mailto:kate@culture24.org.uk) for more information on how we can help with your listings.

### **Museum Crush Social media**

**Twitter:** The Culture24 twitter account <https://twitter.com/culture24> is now a sector-facing channel: our public-facing twitter account has been renamed Museum Crush ([www.twitter.com.museumcrush](http://www.twitter.com.museumcrush)), and shares Museum Crush stories as well as other public facing stories and imagery from the world of museums, galleries and heritage.

**Facebook:** The Culture24 Facebook account has also been rebranded as Museum Crush to share stories about museum objects, exhibitions and collections: [www.facebook.com/museumcrush](http://www.facebook.com/museumcrush)

**Instagram:** The Museum Crush Instagram account is <https://www.instagram.com/museum.crush/> and we are using the hashtag #museumcrush to feature museum objects.

**Pinterest:** We are continuing our Pinterest experiments like this one <https://uk.pinterest.com/culture24/ceramics-in-museums/> under the Museum Crush brand; and we welcome ideas for collaborative, cross-collection and themed Pinterest boards that respond to the interests of the Pinterest community.

### **Contacting us:**

Please send your press releases to [museumcrush@culture24.org.uk](mailto:museumcrush@culture24.org.uk)

For all other editorial enquiries and or questions about Museum Crush contact Culture24 editor and content manager Richard Moss on 01273 523987, [richard@culture24.org.uk](mailto:richard@culture24.org.uk) or on Twitter as [@culture24editor](https://twitter.com/culture24editor)

Sign up to the Museum Crush mailing list at: <http://bit.ly/2k80Zxr>