MUSEUMS ARE F***ING AWESOME
Bryce Weinert
Tour Operations Manager
@museumhack
Going Viral With #museumhack
Learn the system so well that one can manipulate it to achieve a new and different outcome.
We’re pleased that the Office of Special Counsel has delivered its report to the Attorney General pursuant to the regulations. Attorney General Barr will determine the appropriate next steps.”

JAY SEKULOW AND RUDOLPH W. GIULIANI
President Trump’s personal lawyers
Lord of the Flies: 🏁🌴🌞été ☀️ الدراسي 😞.Objects 🐷🔥♀️♀️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️♂️офия
MUSEUMS ARE F***ING AWESOME
What We Offer

- Third-Party Public Tours
- Private Tours
- Customized Corporate Team Building Experiences
- Museums Consultation
- Brand Activation

Target audience: Millennial Mindset!
Today

- 55+ Team Members
- NYC, DC, SF, Chicago, LA
  - 40+ tours per week
- Consulted with 50+ cultural sites
- 2018 | 23,000+ Guests
- 2018 | Grossed over $2.7M
- 2018 | Quarter Million $$ to Museums
- 2018 | Inc. 5000 Company
Today

- 76,000 page visits per month
- 22.1K Twitter followers
- 37.9K Instagram followers
- <$10,000/year Advertising budget
How?
4 Pillars that Define a Museum Hack experience
4 Pillars that lead our social media strategy
1. Start with Entertainment and Passion
Survey done by Impacts on what influences overall satisfaction

<table>
<thead>
<tr>
<th>EVALUATION CRITERIA</th>
<th>WEIGHT</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment experience</td>
<td>0.2083827</td>
<td>20.83%</td>
</tr>
<tr>
<td>Overall satisfaction (summary)</td>
<td>0.1973655</td>
<td>19.74%</td>
</tr>
<tr>
<td>Admission value</td>
<td>0.1392858</td>
<td>13.92%</td>
</tr>
<tr>
<td>Employee courtesy</td>
<td>0.1058746</td>
<td>10.59%</td>
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<tr>
<td>Cleanliness</td>
<td>0.0839291</td>
<td>8.39%</td>
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<tr>
<td>Crowd control</td>
<td>0.0693879</td>
<td>6.94%</td>
</tr>
<tr>
<td>Parking</td>
<td>0.0685503</td>
<td>6.86%</td>
</tr>
<tr>
<td>Food service</td>
<td>0.0483722</td>
<td>4.84%</td>
</tr>
<tr>
<td>Educational experience</td>
<td>0.0476664</td>
<td>4.77%</td>
</tr>
<tr>
<td>Retail</td>
<td>0.0311855</td>
<td>3.12%</td>
</tr>
<tr>
<td>OVERALL SATISFACTION (COMPOSITE)</td>
<td>1.0000000</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
Doctor: Are you sexually active?  
Me: I'm not even physically active.
when you ask santa for a puppy but you're on the naughty list
Patient engagement for patient safety

Every day thousands of patients suffer harm in health care

Be actively involved in your own care

Be informed, ask questions.

Provide full information about your medical history

Speak up for patient safety!

World Health Organization

World Patient Safety Day 17 September 2019
What is your “voice?”
What are you passionate about?
2. Reverent
Irreverence
LITERALLY ANYONE ELSE

ZEUS

HERA

**museumhack • Follow**

**dudleygjohn** Oh that randy Zeus.

28w Reply

**museumramble 🤦‍♀️🤣 omg**

28w Reply

**marispeech10** Gods are such pigs

28w Reply

**arte_a_modino** This is not Zeus 😂😢

😂... it's the statue of Neptune (the fountain of "Biancone") by Bartolomeo Ammannati in Florence!

Log in to like or comment.
For the 3rd time this month my idea for “MoonPie in a can” was unanimously voted down by everyone in the company!

3:59 PM · Aug 16, 2019 · Twitter for iPhone

169 Retweets 3.6K Likes
Field Museum
@FieldMuseum

Fueling a journey through time since 1893 | Now open: #FantasticBugs

📍 Chicago, IL 🌐 fieldmuseum.org/fantasticbugs 📅 Joined April 2008

697 Following 82.8K Followers
SUE the TRex 🦖 Specimen FMNH PR 2081
@SUEtheTrex

they/them

Chicago, IL 🌐 archive.fieldmuseum.org/sue/#index 📅 Joined August 2009

244 Following 57.5K Followers
Field Museum @FieldMuseum · Oct 17
Over the next four days, they'll assist in rehousing botany specimens, transcribing scientific labels, organizing collections, and more. #WeDigBio

SUE the TRex 🦖 Specimen FMNH PR 2081 @SUEtheTrex · Oct 19
Y'all are so happy to have big arms until you encounter a Pringle can. That's where I come in.
Are there times your social media strategy can “get off its pedestal?”
3. The museum as a place to be social
CAPTION CONTEST:
Tweet @MuseumHack and tag it #NAMPC
Museum Hack

April 9, 2018

Which ugly Renaissance baby are you today?

<table>
<thead>
<tr>
<th>Reaction</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>18,268</td>
<td>15,458</td>
</tr>
<tr>
<td>Love</td>
<td>2,075</td>
<td>1,882</td>
</tr>
<tr>
<td>Haha</td>
<td>22,291</td>
<td>20,320</td>
</tr>
<tr>
<td>Wow</td>
<td>368</td>
<td>288</td>
</tr>
<tr>
<td>Sad</td>
<td>133</td>
<td>130</td>
</tr>
<tr>
<td>Angry</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>Comments</td>
<td>49,010</td>
<td>35,816</td>
</tr>
<tr>
<td>Shares</td>
<td>13,018</td>
<td>206</td>
</tr>
</tbody>
</table>

2,560,835 People Reached

104,953 Reactions, Comments & Shares

52,426 Photo Views

105,644 Other Clicks

39 Link Clicks
It was our absolute pleasure! Thank you for having us!

Thank you so much @MuseumHack for kicking off our conference!
4. Create a sense of VIP and Exclusivity
What does a late medieval armor look like motion? What are the mechanics behind its ingenious design? Professor Daniel Jaquet, in his exacting replica of a late 15th century Italian armor, explored these questions with The Friends of Arms and Armor last season. Interested in finding out more about the Friends Group? See the link in our bio.

Photos: Christine Butler

#metarmsandarmor #armsandarmor #themet #armor #motion #FriendsOfArmsAndArmor

43w

menginsanal 🙌🙌🙌🙌🙌

43w Reply

Liked by metdrawingsandprints and 1,304 others

DECEMBER 20, 2018

Add a comment...
museumhack Happy museumselfieday 🙌 Here's our some of our favorites from our team ft some amazing museums: @metmuseum @artinstitutechi @deyoungmuseum @themuseumofmodernart @ngadc 😍

89w

nathanmac87 @peter_j_vega 👏
89w 2 likes Reply

letsmuseum_ 😞❤️
89w 1 like Reply

medievalmatt You guys are hilarious
89w Reply

277 likes
JANUARY 17, 2018
There's a new addition to the Museum Hack family!

Bryce Weinert Joins the Museum Hack Team as Operations Manager - Museum Hack

We're thrilled to announce a new addition to the Museum Hack family! Bryce Weinert has joined...
What is a “behind the scenes” experience you could share?
4 Pillars that Define a Museum Hack experience & social media strategy
1. Entertainment and Passion
2. Reverent Irreverence
3. Place to be Social
4. VIP and Exclusivity
MUSEUMS ARE F***ING AWESOME