



Understanding How Inclusion Relates to Your Department: Marketing and Public Relations

Many organizations work hard to become inclusive and then forget to tell the world. An important part of making an institution truly accessible is promoting the services, programs, and exhibitions that make them inclusive. Consider the following opportunities to communicate your efforts to people with disabilities, as well as their family and friends:

- Work with educators on reaching out to disability organizations to understand the needs and interests of their constituents, (2) communicate how the museum meets those needs and interests through its programs and exhibitions, and (3) demonstrate your commitment to inclusion. Together, you can create collaborations and partnerships that will build audiences.
- Market your accessible programs through mainstream channels to reach those with disabilities who are not linked to disability-specific networks.
- Include tactics to promote inclusive practices and accessible programs in your communications plan. Highlight this information through social media, on your website, and in brochures and other printed materials.
- Produce marketing materials in multiple formats to give diverse audiences full access to information about your museum.
- Provide language when publicizing special events that identifies accessibility features and encourages visitors to request additional accommodations in advance.
- Use social media to take advantage of word-of-mouth publicity. When people have a particularly positive experience or learn of a great resource, they often share it.
- Ensure that staff members have ongoing access to current information about inclusive practices and accessible programs so that they can communicate this information to visitors with disabilities.