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In light of recent events involving the Facebook profile of Steven Policastro, our Founder and COO, we wanted to share the following with you:

The rise of social media over the past decade has provided enormous benefit to our society by enabling millions of people to connect more efficiently every day. Connecting with digital-savvy followers and guests are of great importance to the many independent museums and ministries across the IAC network. This is one of the reasons why we work diligently to feature member content on our social media profiles and highlight member happenings across our digital platforms from the National Digital Ad to curated social media content in an effort to help you connect with the community throughout the changing seasons.

Experts agree that Facebook, Instagram, Twitter, and YouTube remain some of the most popular social media platforms in the USA and abroad. These social media channels are important for any museum or ministry to use in reaching their audience. From posting weekly updates about your programs to sharing your local events, there are many easy options to engage your audience through photography and other posts.

While social media is important, we must remember that most platforms are controlled by third party vendors, due to this we hold very little or no control over the data and information that is shared therein. To ensure your museum or ministry is not relying too heavily on third party platforms, make sure that you always have backups of all of your data (including contacts, photos, etc.) on a local hard drive and print out mission critical information such as staff and volunteer contact information.

This is one of the reasons, our team at IAC works so hard to provide you with a secure ecosystem where you can freely exchange best practices, brainstorm together, share ideas, take part in mentorship opportunities with industry leaders, and find many other valuable resources that are curated just for creation science leaders like you through our various online and offline community support channels. Our grassroots network enables hundreds of our members to ensure they can maximize local impact through community support.