

How to Celebrate Ask a Conservator Day

The ways to participate in Ask a Conservator Day are as numerous as our members. This document offers a wide (though not necessarily exhaustive) range of forms of involvement, so that you/your team can choose an option that is most reflective of your capacity, platform(s), and audience. If you don't have the capacity for the activities that require a greater time investment, consider them for next year.

Digital

If you're part of an organization that would be open to posting about Ask A Conservator Day on its social media channels, explore that idea with your colleagues (including by sharing the social media assets included in this toolkit). If that is not possible, you can use your own social media to participate. If you don't use social media, there are other options below.

- **If you can dedicate a few minutes to Ask a Conservator Day...**
 - Introduce yourself in a blog post or reshare colleagues' posts on [the AIC member community](#).
 - If you have a LinkedIn page, [follow AIC and FAIC](#).
 - Email an example of your work to [Katelin Lee](#) to be spotlighted on AIC and FAIC's channels.
 - Write a quick post on your social media to introduce yourself as a professional and let people know about #AskAConservator Day.
 - Like, reshare, or comment on posts on the @Conservators feeds or that are tagged #AskAConservator. Amplify your colleagues' posts because highlighting your colleagues is an important way to participate.
 - Share the "Careers in Cultural Heritage" page on the AIC Wiki to help more people learn about career pathways and ways to get involved with cultural heritage, linked [here](#).
 - Livestream from your lab for fifteen minutes (via Instagram Live, TikTok Live, or a similar platform)
 - If you have a website and space on your site, consider adding a banner on Ask A Conservator Day on your homepage to solicit questions you can answer online
 - If you are emailing conservator colleagues on Nov. 1, consider adding a note about Ask a Conservator Day and let them know they can still participate.
- **If you can dedicate up to an hour to Ask a Conservator Day...**
 - If you have an e-newsletter, solicit questions from your subscribers and answer them in your next edition.
 - On social media, write a more in-depth post to share the story of why you became a conservator or an unusual challenge that you've encountered in your career (like food in collections or arsenic in wallpaper).
 - Record a video montage of your day, with maybe ten seconds of content a few times throughout the day, capturing different tasks, meeting with colleagues, and human elements of your day, like getting lunch or taking a break! Many social media platforms now make it easy to stitch together short video clips and add narration or music over them.
 - Answer questions on your social media platforms. A few ideas to get you started:
 - **What does a day in your life look like?**

- **Why is conservation important to you?**
 - **What is the most important change happening in the conservation field now?**
 - **How did you become a conservator?**
 - **What's your favorite part of your job?**
 - **Why is it important to save cultural heritage?**
- **If you can dedicate several hours to Ask a Conservator Day...**
 - Host a Reddit-style AMA on a social media platform (including Reddit, potentially) and answer questions for an extended period of time
 - Organize a Zoom panel with your colleagues
 - Partner with a local library, historic society, artist foundation, or business association to "takeover" its social-media account
- **If you can't dedicate any time to Ask a Conservator Day on November 1...**
 - Consider whether you can conduct Ask a Conservator Day activities any day in the week from Oct. 28-Nov. 1. Hold an activity in the week leading up to Ask a Conservator Day, promote colleagues' events, or amplify Ask a Conservator Day content within your network.

In-Person

Ask a Conservator Day is not exclusively a digital/social media event. If you have the capacity, there are in-person options for participating:

- **Host an open house at your lab/workspace**
Invite art history students from a local college, the staff and docents of a local museum or historical society, and/or, your clients past and present.
- **Host a one-on-one tour**
If you can't accommodate a large group, consider inviting a local elected official, journalist, or social media influencer to your lab so that these allies can spread the word about the importance of conservation.
- **Empower the next generation**
The most popular question on Ask a Conservator Day to date has been "how do I enter the field?" Make an impact on young lives by offering to present about your career at a local high school art or science class, university, or other educational organization.
- **Team up**
 - Set up a booth at a local library, historic society, artist foundation, or business association.
 - Reach out to fellow AIC members in your area to organize a forum about why conservation is important in your community.