



MARKETING REPORT

FY25-Q3 | JANUARY-MARCH

Presented by Francine Burge, Marketing & Communications
Division of Museums & History

BRAND EFFORTS

A Unified Identity

The rebrand, formally launched at Culture Day, touched every public-facing aspect of DMH, including:

Brand Identity & Templates:

Full stationery suite, Canva templates, and social media assets for consistent branding across museums.

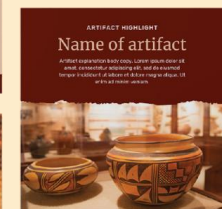
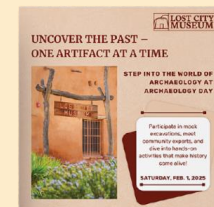
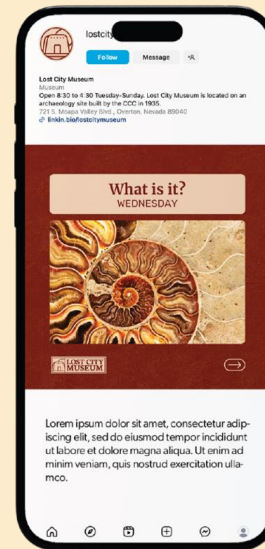
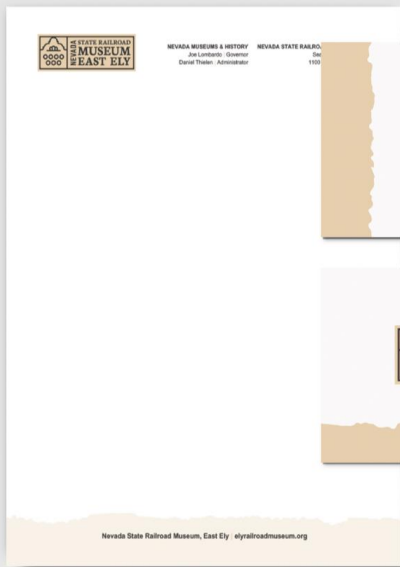
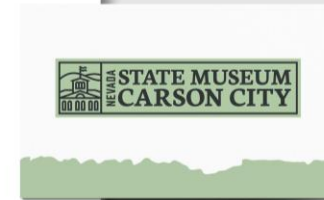
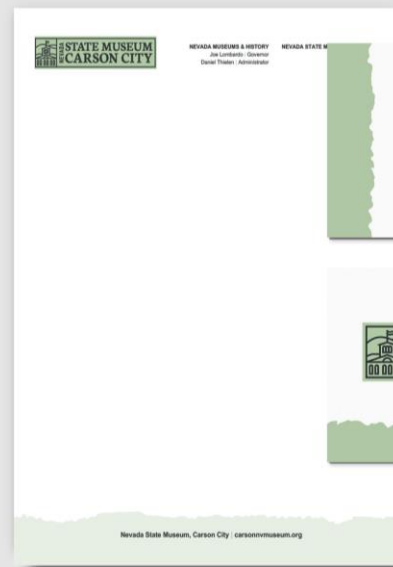
Digital & Print Cohesion:

Unified website visuals, navigation structure, and cohesive advertising (print and digital).

Event & Exhibit Materials:

Exhibition/event collateral (tablecloths, tents, stickers, lapel pins) and “Culture Day” displays.





HISTORICAL SOCIETY

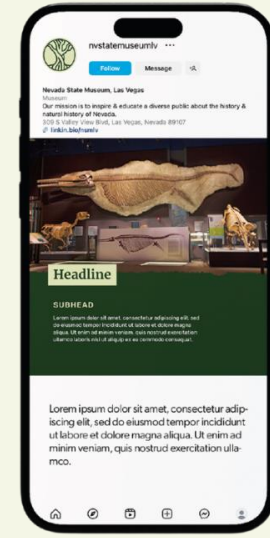
NEVADA MUSEUM & HISTORY
4th Floor, Governor
Catherine Magee

Catherine Magee
Museum Director

NEVADA HISTORICAL SOCIETY
775.688.1190, Ext. 222
cmagee@nevadaculture.org
nvhistoricalsociety.org

HISTORICAL SOCIETY

Nevada Historical Society | nvhistoricalsociety.org



ANNOUNCEMENT

Our mission is to inspire & educate a diverse public about the history & natural history of Nevada.

Photo Collage of Event/Exhibit

MUSEUM DAY

WE WILL REOPEN AT
9:30 AM | FRIDAY, 12/30/24

DISCOVERY

Jane Doe

"I have been volunteering for the Museum for at least 2 years. It is so rewarding!"

We're so grateful for our volunteers

JOHN DOE

I am volunteering for the Museum and I love it. It is so rewarding to be part of the team. We are grateful for all the volunteers who help us keep the museum open for everyone.

Discovery Saturday Butterflies

APRIL 12 SATURDAY 11 AM - 3 PM



Headline

INFORMATIONAL POST

We're Hiring

Full-time position: Museum Curator

APPLY AT [WWW.NV.GOV](https://www.nv.gov)

Event

Event at the Railroad Museum, Carson City

SATURDAY, JULY 27

10:00 AM - 4:00 PM



NEVADA MUSEUMS & HISTORY

CULTURE DAY

Culture Day at the Legislature

A full-scale legislative takeover by DMH in collaboration with the seven museums, featuring immersive exhibits, unified messaging, direct advocacy, and statewide recognition.

- **Branded Takeover**
- **Impactful Messaging**
- **Meaningful Engagement**
- **Formal Recognition**
- **Direct Advocacy**
- **Reception Finale**

Nevada State museums
are eye candy for

201,361 Annual Visitors

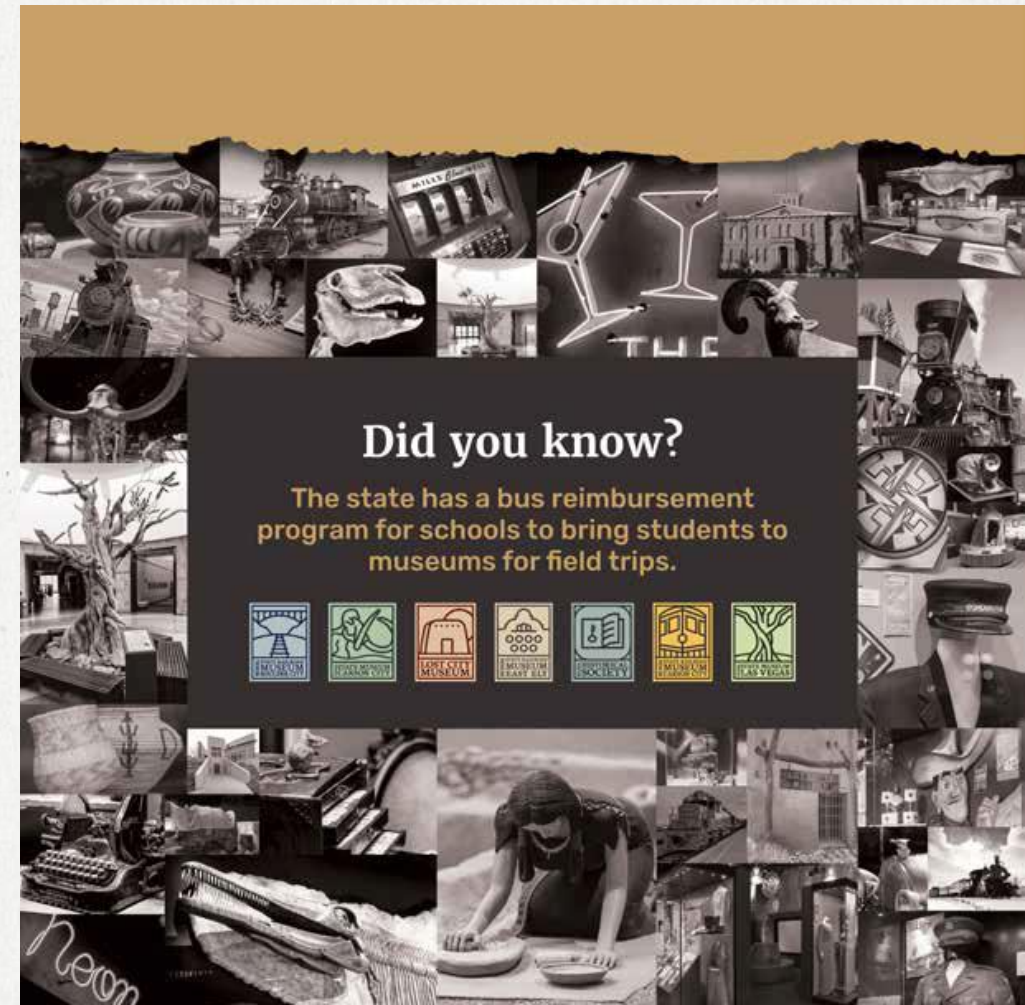
NEVADA
MUSEUMS
& HISTORY

You know what reflects
well on Nevada?

Helping preserve, protect
and enrich Nevada's culture
and heritage.

Fortunately, we've got you covered.

NEVADA
MUSEUMS
& HISTORY





Did you know?

This state museum is home to one of the world's oldest operating steam engines.

THAT'S THE POWER OF PRESERVATION.



We're a unique time capsule of railroading and mining history in eastern Nevada.



Did you know?

This museum hosts the largest, most complete repository of Nevada and Great Basin history.

COUNT ON US TO PROTECT NEVADA'S LEGACY.



NEVADA MUSEUMS & HISTORY



Did you know?

Last year, this museum delivered 4,024 free, hands-on learning kits to classrooms.

TALK ABOUT AN INTEGRAL PART OF K-12 EDUCATION.



Did you know?

There's an actual archaeological site in Overton, open for the public to explore.

THAT'S THE POWER OF PRESERVATION.



We're expanding to enable more visitors to learn the history of the Hoover Dam, the railroad that helped build it and the impact on our state.

Field trips to our museum are a key part of Nevada history curriculum for more than 25K students in Northern Nevada.





DIGITAL PRESENCE

Establishing a Baseline



New Focus

Area:

First unified look at digital performance across museums

Snapshot

Comparison

Web and social metrics tracked across two quarters

Trend

Discovery:

Initial data sets a baseline for ongoing analysis

Ongoing

Monitoring:

Dashboards established for monthly performance reviews

Key Takeaways



55,000

Users visited museum websites, showing strong overall digital reach.



260,000

Web pages were viewed, indicating high visitor engagement once on-site.



500,000

Organic impressions on Facebook made it the top-performing platform.



86,000

Organic views on Instagram highlight its value for visual content and storytelling.



Website Performance:

Total Users: 4,079 (↓ 7.6%)
Sessions: 5,696 (↑ 3.4%)
Views: 10,596 (↓ 39.9%)

Facebook Performance:

Reach: 11,480 (↓ 7.1%)
Engagements: 339 (↑ 4.0%)

Instagram Performance:

Views: 1,010 (↓ 27.7%)
Likes: 52 (↓ 37.3%)

Additional Insights:

NHS had no paid efforts in Q1



Website Performance:

Total Users: 7,845 (↓ 41.0%)
Sessions: 10,147 (↓ 46.2%)
Views: 37,627 (↓ 12.6%)

Facebook Performance:

Organic Impressions: 70,753
Organic Clicks: 2,772
Paid Impressions:
34,399 (↓ 48.4%)
Paid Clicks: 801 (↑ 80.8%)

Instagram Performance:

Organic Views: 8,247
Organic Likes: 772
Impressions: 2,007
Link Clicks: 80



Website Performance:

Total Users: 11,275 (↓ 3.7%)
Sessions: 15,509 (↑ 1.9%)
Views: 45,251 (↑ 42.1%)

Facebook Performance:

Paid Impressions:
31,315 (↓ 68.1%)
Paid Clicks: 409 (↓ 73.6%)
Organic Impressions: 21,086
All Clicks: 905

Instagram Performance:

Paid Impressions:
43 (↓ 99.2%)
Paid Clicks: 0 (↓ 100.0%)
Organic Views: 5,128
Organic Likes: 195

Additional Insights:

Lunar New Year Celebration
(Jan 28 - Feb 1)
Event responses: 278
Impressions: 29,069
Link Clicks: 406
Spend: \$150



Website Performance:

Total Users:
5,126 (↑ 246.8%)
Sessions: 6,231 (↑ 384.1%)
Views: 19,331 (↑ 12.4%)

Facebook Performance:

Paid Impressions:
60,003 (↑ 120.0%)
Paid Clicks: 523 (↑ 393.4%)
Reach: 13,721
Engagements: 1,797

Instagram Performance:

Paid Impressions:
5,512 (↑ 311.7%)
Paid Link Clicks: 8 (↑ 700.0%)
Views: 4,838
Likes: 392 (no data)

Additional Insights:

Archeology Day Event
(Jan. 28 - Feb 1)

Event Responses: 249
Impressions: 24,439
Clicks: 297
Spend: \$150

Native American Heritage
Day (Feb 27 - Mar 8)
Event Responses: 111
Impressions: 26,153
Clicks: 222
Spend: \$250



Website Performance:

Total Users:
13,627 (↓ 76.7%)
Sessions: 20,641 (↓ 76.6%)
Views: 44,182 (↓ 77.9%)

Facebook Performance:

Paid Impressions: 0
Paid Clicks: 0
Organic Impressions:
243,689
Organic Clicks: 8,399

Instagram Performance:

Paid Impressions: 0
Paid Clicks: 0
Organic Views: 16,396
Interactions: 995

Additional Insights:

NHS had no paid efforts in Q1



Website Performance:

Total Users:
11,504 (↓ 20.5%)
Sessions: 14,551 (↓ 15.6%)
Views: 41,966 (↑ 30.1%)

Facebook Performance:

Paid Impressions:
3,561 (↓ 98.0%)
Paid Clicks: 16 (↓ 99.5%)
Organic Impressions:
229,883
Organic Likes: 2,018

Instagram Performance:

Impressions: 0
Paid Clicks: 0
Organic Views: 49,513
Organic Likes: 2,251
Likes: 392 (no data)

Additional Insights:

NHS had no paid efforts in Q1



Website Performance:

Total Users: 1,676 (↑ 96.3%)

Sessions: 560 (↓ 30.9%)

Views: 57,268 (↑ 1,077.1%)

Facebook Performance:

Paid Impressions: —

Paid Followers: —

Organic Views: 764

Organic Engagement: 34

Instagram Performance:

Paid Impressions: 0

Paid Results: 0

Organic Views: 1,282

Organic Likes: 22

East Ely Railroad Museum: Social Media Relaunch

Background:

Legacy Facebook account was tied to a suspended Meta ad account—unresolvable despite direct outreach.

Solution:

New Facebook page launched in Q1 2025 to ensure visibility and control.

April Paid Campaign: (Apr 3–10)

851 follows/likes

39,156 impressions

236 link clicks

\$430 ad spend

Results:

Follower count grew from 383 (old page) to 876 (new page) by May 20.

Instagram:

New account launched—55 followers and growing.

Impact:

Fresh start enables future outreach, event promotion, and brand consistency.

SOCIAL MEDIA

Organic Evergreen Content



Pilot Project:

Partnered with three museums for organic video content

Approach:

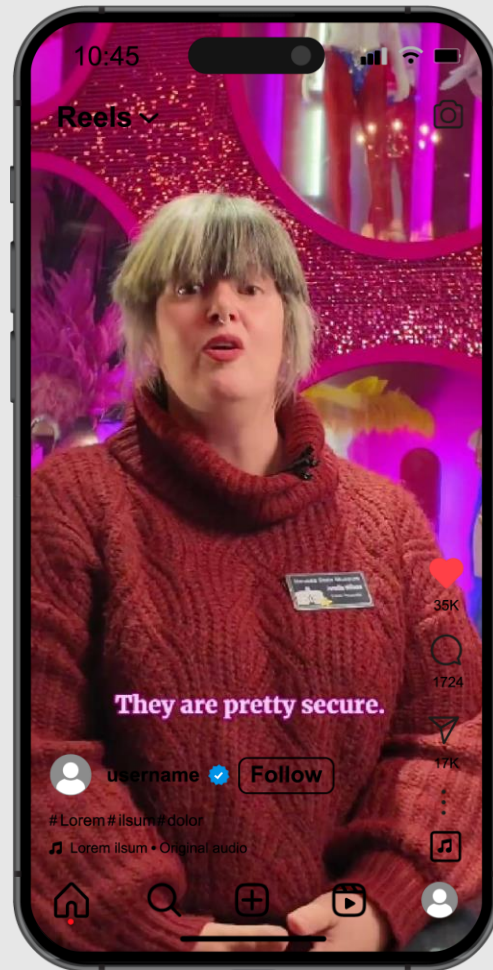
On-site sessions with a videographer created evergreen storytelling assets for each museum's social media use.

Status:

NSMLV and East Ely content live; NSRRM content in production

Next Steps:

Due to pilot success, this initiative will expand to the remaining four museums in FY26.



OTHER MEDIA

Earned Media



Earth Notes: Ichthyosaurs in Nevada

February 26, 2025

KNAU News Talk - Arizona Public Radio

[Read at knau.org](https://www.knau.org)

In collaboration with Nevada Museum of Art



Historic Hoover Dam locomotive makes final journey to museum

March 12, 2025

8 News Now, Las Vegas

[Read at 8newsnow.com](https://www.8newsnow.com)



THANK YOU



AMERICA 250
NEVADA

Our Tentpoles

LEARN

the daily relevance of the Constitution and other founding documents.

ENGAGE

Nevadans through civic participation, voting information, and volunteerism.

CELEBRATE

the concepts that unite us as Nevadans.



Our Initiatives

LEARN • ENGAGE • CELEBRATE

- **Our Nevada Story** is a mobile oral history program collecting stories from Nevadans in-person and online, creating a database of our history from perspectives of our citizens.
- **Civic Seal** is a partnership with Nevada's Department of Education and the Nevada Center for Civic Engagement. This program aims to expand and deepen civics education.
- **Nevada Gives** program will support 36 volunteer projects ranging from clean-ups to art installations.
- **Grants** are available from Travel Nevada and Nevada Arts Council.
- **Community Calendar** available online to promote all the events and programs happening throughout the state.





Ready to Start?

PLANNING RESOURCES & IDEAS

- **Get informed:** Sign up for newsletter, follow us on FB and IG
- **Plan an Event:** AASHL Guide for groups, individuals on web
- **Nevada Gives:** Submit a proposal for a volunteer project closes 10/31.
- **Submit an Event:** Taking event proposals until 11/11/25
- **National Programs:** America's Potluck & America's Field Trip