

STAY RELEVANT

CASE COMPETITION

COMPANY: The Natural History Museum

NAME AND ADDRESS OF COMPANY

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DESCRIPTION OF COMPANY

We are a museum that has existed for 100 years. In addition to the museum in the University Park, we have a field laboratory in Mols Bjerge. We are concerned with and disseminate knowledge on the nature in Denmark, and our visitors are our most important asset. Organisationally, we consist of knowledge dissemination, research, administration and sales/communication. The communication activities are carried out by our sales and communication department, which typically handles tasks related to PR, internal and external communication, events, SoMe and communication about the new museum: <https://www.naturhistoriskmuseum.dk/nytmuseum>

We have the following communication platforms:

FB – FB internal, Instagram, LinkedIn, www, newsletters and internal newsletters.

COMMUNICATION CHALLENGE

Our basic challenge is: We communicate neutrally! It is our fundamental condition that we remain neutral in the social debates that we are part of, for example in relation to wolves in Denmark, rewilding initiatives and wild forests. This is also what makes it difficult, fun and exciting to work with our communication strategy 😊.

Furthermore, we are facing a number of other challenges, including updating our image in terms of communication, now that we are undergoing a transformation to become the fourth largest museum in Aarhus (we are currently working on a new visual identity in this connection). At the same time, we need a communication strategy that links our social media – separately. Professionally. We don't know anything about social media, so we currently learn everything along the way, which is both good and bad.

COMMUNICATION TASK

We would like to receive input on how to address the challenge of communicating neutrally: How can we communicate neutrally, but still present exciting and interesting information on various platforms? What should a catchy communication strategy include when we always communicate neutrally – for example in relation to the wolf debate, rewilding, wild forests etc.?