



**FOR IMMEDIATE RELEASE**

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## **Free Workshop Series for Museums & Historic Sites Kicks Off on July 12**

Frederick, MD – The Heart of the Civil War Heritage Area (HCWHA) will launch a new series of free workshops for staff and volunteers of museums, historic sites, Main Streets, and other nonprofit organizations and government units. Based on feedback received after a workshop on millennial engagement last fall, HCWHA will offer interpreters, educators, and other staff/volunteers at area museums an opportunity to gather quarterly to discuss particular topics and network with colleagues from other institutions.

The first workshop, “Putting the ‘Social’ in Social Media,” will take place at the National Museum of Civil War Medicine on Tuesday, July 12 at 3:30 PM. Beyond social media 101, this workshop will focus specifically on how to make an organization’s social media presence more interactive. It is suitable for users with all levels of experience. The workshop will cover the philosophy behind social media, tools such as geolocation, notifications, hashtags, and reposting, and best practices from across the museum field. An optional happy hour in downtown Frederick will follow the workshop.

Participants are asked to RSVP to Auni Gelles at [agelles@fredco-md.net](mailto:agelles@fredco-md.net). The hashtag for the workshop is #ExploringEngagement.

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