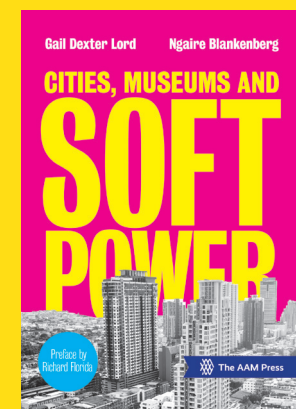


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WAYS TO ACTIVATE *your* SOFT POWER *Tips for* Museums and Cities



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What is Soft Power?

“Soft power” is the ability to influence through persuasion, attraction and ‘setting the agenda’ rather than military or economic force.

POWER DIFFUSION Governance and Human Resources 		1 Diverse, Networked Boards	2 Advisory Councils	3 Outward-looking Policies	4 Inspired Leadership	5 Meaningful Volunteer and Internship Programs
10 Inviting More People In	9 Responsive Operating Hours	8 Free Admission	THE SOCIAL COMMONS Operations 		7 The Best Employers in the Creative Economy	6 Opportunities for Hiring and Advancement Reflecting the Diversity of the City
ADAPTIVE STRATEGIES Collections and Documentation 		11 Collection Development for Social Equity	12 Tagging So Anyone Can Search and Find	13 Making Information Accessible	THE SHARING ECONOMY Research and Production 	
18 Bridging and Bonding	CULTURAL ACCELERATORS Education, Public Programs and Exhibitions 		17 Mobile Knowledge	16 Collaboration and Exchange	15 Developing Cultures of Creativity	14 Supporting Research and Production
19 Connected Learning	20 Learning for a Lifetime	21 Engaging With All Forms of Tourism	22 Encouraging Contextual Intelligence	23 Presenting Useful Ideas in Useful Places	24 Making Space for New Perspectives: Re-framing the Agenda	25 Participative Stakeholder Communication
SOFT POWER FUNDING 		27 Impact Investment	28 Crowd-Sourcing And Participatory Forms Of Income Generation	POWER CONVERSION Communication and Marketing 		26 Giving Context and Depth to the News
29 Public-Private Partnerships	30 Rewarding Urban Development	THE SOFT POWER EMBRACE the Role of Cities 		31 Planning Culturally	32 From Cultural Hubs and Heritage Districts to Cultural Commons	

HOW DO YOU ACTIVATE YOUR SOFT POWER?

SHARE YOUR SOFT POWER STORIES:

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