Owney the Railway Mail Dog on Facebook
Facebook.com/Owney as of November 2011

Owney on Facebook:
- 2,340 people “like” Owney on Facebook; about 25-30 are staff/volunteers/interns
- Owney posts at least two items per week and up to six
- Posts always include an image and often a question/way to interact

What does Owney post?
- Updates on his “makeover” and curatorial research and his look-alike contest
- Weekly features such as “Tag Tuesday” (the story behind one of his metal tags)
- “Guess Where I was on June 14, 1895” (picture clues, fans guess Owney’s location)
- “This Day in History” facts that relate to Railway Mail
- Trivia quizzes, such as questions about Railway Mail slang and life on the job
- Photo albums of his favorite stamp topics, tags, Railway Mail clerk, train festivals at NPM
- Spotlights on visitors, volunteers, real people
- Dogs, trains in the news (his comments always link newspaper articles to his own story)
- Reminders of upcoming programs and re-caps of past programs that relate to Railway Mail

What’s in it for you and your museum?
- Since Owney traveled the country, he can promote nationwide events, exhibits, and museums that relate to topics near to his heart (trains, dogs, mail, stamps)
- Beyond promotion, he can share stories, inspire exploration, and actually teach fans about topics your museum touches upon; we consider his interactions very public program-like
- If you or your visitors ask Owney a relevant question, he responds (with curatorial research to back him up)
- What else? Owney is open to suggestions and wants to hear from you!

Owney’s “makeover” took place in Point of Rocks, Maryland. Owney explored his temporary home by sharing tags and postage stamps that relate to Maryland, a state he’d visited before. Owney’s profile photograph was changed to include an image of him hanging out with the Maryland state bird. Photo albums are popular on Facebook and receive many “likes” and comments.
Owney the Railway Mail Dog on Twitter
Twitter.com/OwneytheDog as of November 2011

Owney on Twitter:
- 880 people follow Owney on Twitter; few are staff and volunteers but some are in the museum and archive professions, train fans, dog lovers, etc
- Owney tweets at least once a day and up to 15 times per day

What does Owney tweet about?
- Much of what Owney says on Facebook is reformatted into tweets (often more than one)
- Owney’s tone on Twitter is more casual and conversational; interacting with followers is more individualized
- Recommends other organizations, museums, and individuals to follow (“Follow Friday”)
- More frequent fun facts, trivia questions, makeover updates, and general observations about the day at the museum, his memories of riding the rails, etc
- For people who tend not to click links or read long blog posts, Owney’s tweets share interesting quotes and stories in 140 characters without committing to a longer post
- Owney comments on “trending topics” if there is a relevant connection to be made
- Owney participates in museum-y Twitter projects, such as “Ask a Curator,” “Ask an Archivist,” and “Museum Mascot Monday”

What’s in it for you and your museum?
- Promotion of your events, exhibits, artifacts, and museums
- Inspiring exploration about museum topics, answering questions, interacting
- Owney plans to answer questions via text and Twitter during his July 27-30th festival. Contact us to find out how you can be part of a live Q&A. blascoe@si.edu
- What else? Owney is open to suggestions and wants to hear from you!

On May 24th, a Twitter follower asked if Owney’s tags were made specifically for him or if they were more generic. You can see Owney’s responses here. Other lively conversations have included movies that have trains in them; makeover well-wishes and questions, and how Owney should celebrate Cinco de Mayo.