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The National Museum of African American History and Culture’s Website Nominated for a Webby Award

Smithsonian’s National Museum of African American History and Culture was recently nominated for a Webby award for its dynamic website. Presented by the International Academy of Digital Arts and Sciences (IADAS), Webbys is the leading international award honoring excellence on the internet. The museum has the opportunity to win two honors in the “cultural institutions” category, both the Webby award, which is voted on by the IADAS and a Webby People’s Voice Award, which is voted on by the public.

Since its opening in September 2016, the National Museum of African American History and Culture has garnered high levels of engagement across the museum’s various web and social media platforms. In the past month, the museum’s website has had more than 440,000 unique visitors and more than 1.7 million page views. Since the opening of the museum on September 24, 2016, the website has averaged more than 119,000 unique visitors a week.

The Smithsonian’s National Museum of African American History and Culture has utilized its website to grant the public in-depth access to its vast collection. Visitors to the website have the ability to search more than 8,000 digitized objects from the museum's collection and explore unique stories from a variety of perspectives and interpretations. The website also features highlights from the museum’s 12 inaugural exhibitions as well as the museum's educational, research, and digitization initiatives. The website also features a ‘mobile first’ responsive design that has increased its accessibility to visitors across a range of connected mobile devices.

"We are excited and honored by this recognition for our website," said Allison Wilcox, the museum’s assistant director for information technology. “The incredible support our visitors have shown is a reflection of the work of our museum colleagues whose contributions have made the website a valuable resource for people planning their museum visit and a place to explore the museum's digital collection and to engage with our online exhibitions, public programs, and educational initiatives. We look forward to bringing more engaging experiences to our communities and making the museum an even more accessible space online."

ABOUT THE NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE

The National Museum of African American History and Culture opened Sept. 24 on the National Mall in Washington, D.C. Occupying a prominent location next to the Washington Monument, the nearly 400,000-square-foot museum is the nation's largest and most comprehensive cultural destination devoted exclusively to exploring, documenting and showcasing the African American story and its impact on American and world history. For more information about the museum, visit nmaahc.si.edu, follow @NMAAHC on Twitter, Facebook, Instagram and Snapchat—or call Smithsonian information at (202) 633-1000. <http://newsdesk.si.edu>.