

Historic Social Content Creator Speaks

Ask Me Anything

- [Hidden History Video](#)
- [Portland Museum of Art - Maine](#)
- [Wallace Center - Alabama](#)



Introduction



Patrick Madden
CEO
National Archives Foundation



Kwasi Hope
Creator and Host
Hidden History

Kwasi Hope ↪ Brings History to Life

Social media affects every
museum in the world.



Kwasi Hope ↪ Museum Stories



Kwasi Hope ↪ Partnerships

The Best Black Art
is in Maine



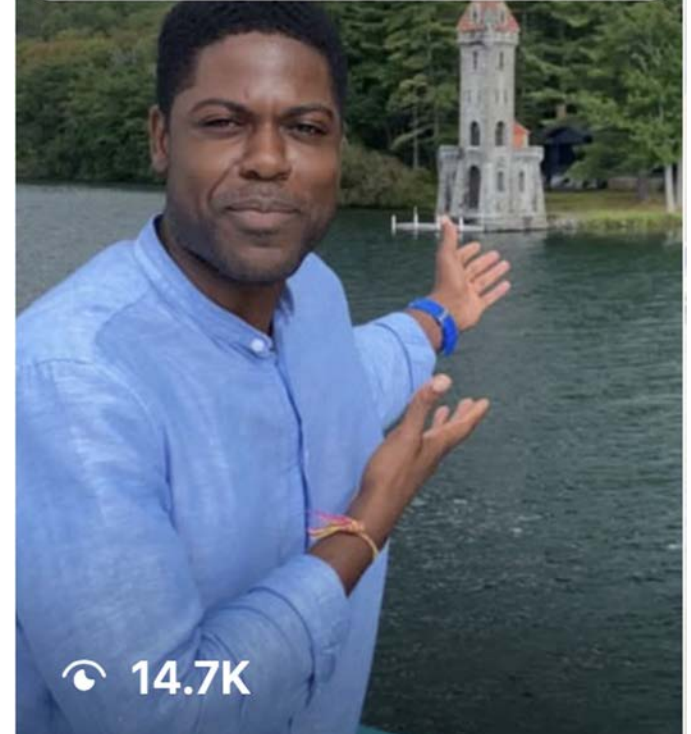
From Plantation
to Healing Center



From Baltimore to a
Billion Dollar Company



Welcome to Hidden History



A photograph of a museum gallery. In the center, a tall, slender, light-colored column stands on a square base, topped with a bronze sculpture of a nude female figure. To the left, a large, dark, abstract sculpture is visible. In the background, several white marble statues are displayed on pedestals. People are walking around the gallery, and the floor is a light-colored, polished surface. The walls are dark, and the lighting is focused on the sculptures.

What's the
museum content
strategy?

Museum Content Insights

- **Meet audiences where they scroll**
 - Bring history into everyday feeds and not just gallery walls
- **Partner with creators as gateways**
 - Let them lead audiences into your deeper exhibition conversations
- **Use authentic short-form video to spark curiosity and tell stories**
 - 30 seconds can open a lifetime of interest
- **Bridge generations for America 250 (1776 – 1976 – 2026)**
 - Connect lived memory with digital-native storytelling
- **Translate timeless stories into modern voices**
 - People follow voices, not institutions
- **You cannot fake authenticity**
 - Partner with those who live it
- **Shift from boosted posts to creator-led storytelling**

Thank You



Kwasi Hope - Hidden History
@kwasihope

It starts with One of America's Most Engaging History Creators

- Kwasi Hope is a featured speaker for travel and museums on PBS, NBC and NPR.
- Over 70% viewers are 18 - 35 years old
- Targeted audiences in all 50 states
- Visited 100+ cultural sites

Overview

Content

Viewers

Followers

LIVE

28 days

60 days

365 days

Custom ▼

Key metrics ⓘ

Jun 2, 2024 - Jun 1, 2025

Post views

5.9M

Profile views

75K

Likes

968K

Comments

106K

Shares

23K

Est. rewards

–

Coupled with trust

Trusted history content creator in the museum and cultural institution industry

Kwasi Hope has partnered with over 20 top cultural institutions and museums

Expert in creating engaging content for younger audiences.

Based in NYC and museum school graduate
(The Cooperstown Graduate Program)

