



## Top Tips for Writing Museum Labels

Museums have labels for objects and images to tell the story behind them. At their best labels engage the audience emotionally and build an understanding of the history and people that object relates to. When making your Museum of Kindness, the act or moment of kindness is your object.

Museum labels aim to be short enough to convey the message whilst keeping interest. Occasionally items have a longer label for more interested readers. You can use any format, for example a story, narrative, factual account, dialogue/script, poem (haiku, acrostic, rhyming verse).

Whatever you choose here are some top tips;

1. Write for your audience. This could be other students, families, and the wider school community.
  - You may be writing for both young people and adults to read.
  - If it is obvious who you are writing about check with them that they are OK with it before starting!
2. You could start with an eye-catching sentence that reflects the act of kindness. You could phrase it as a question or a thought-provoking statement.
3. It helps when writing for labels to imagine you are talking directly to the person viewing your image. Use 'you' and 'we,' it will make the text more personal and the reader more involved. Read it to someone to check this has worked!
4. Your label should communicate why the act of kindness was so important. You could include how it made you feel, and/or relate it to the experience of the audience (e.g. using similes they can relate to).
5. Use language and structure in your writing that will catch and keep the readers' attention - vary the words used (use synonyms if needed), and sentence lengths. Keep paragraphs short.
6. Use active verbs rather than passive where possible. For example: Mark gave me the cake, rather than, the cake was given to me by Mark. This makes the sentence more interesting and easier to read.
7. Finally type it up carefully and double check over it.

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