

#HashtagTheCowboy:

How a Global Pandemic
Became an Opportunity
to Do “Different”



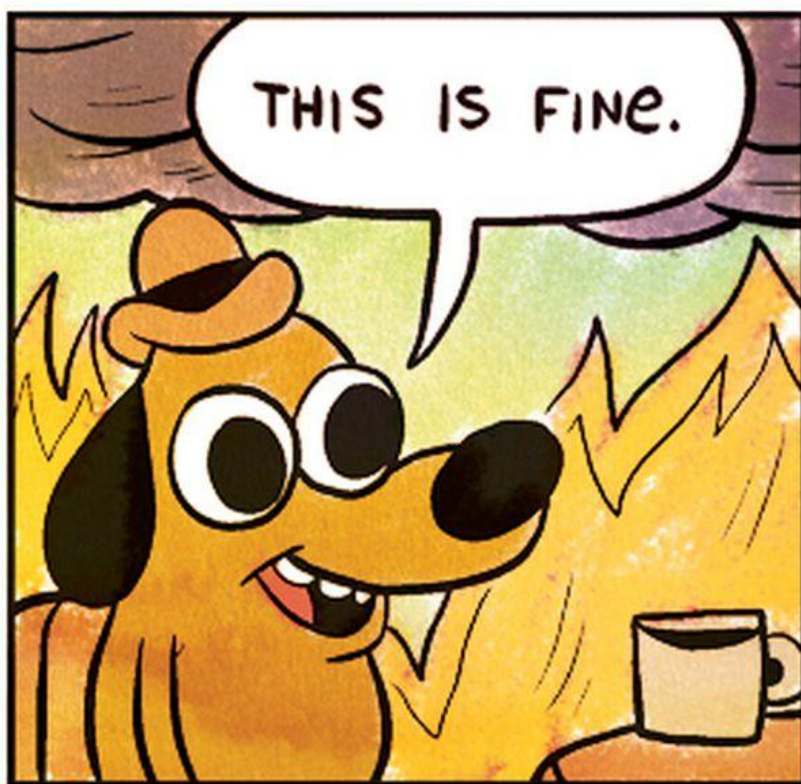
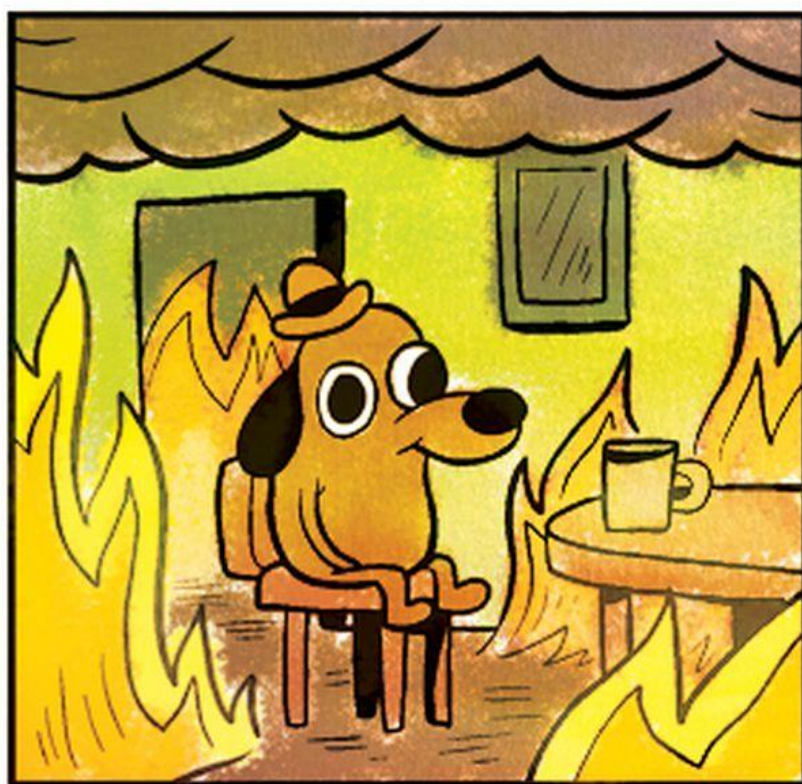


THE SCULPTURE
A Native American man on a horse, holding a bow and arrow, is the central focus of the image. The sculpture is mounted on a circular wooden pedestal. The setting is a modern museum gallery with high ceilings, large windows, and wood-paneled walls. The floor is highly reflective, mirroring the sculpture and the surrounding environment. The lighting is bright, highlighting the details of the sculpture and the architectural elements. The overall atmosphere is one of historical significance and artistic craftsmanship.

THE END OF THE TRAIL
A Native American man on a horse, holding a bow and arrow, is the central focus of the image. The sculpture is mounted on a circular wooden pedestal. The setting is a modern museum gallery with high ceilings, large windows, and wood-paneled walls. The floor is highly reflective, mirroring the sculpture and the surrounding environment. The lighting is bright, highlighting the details of the sculpture and the architectural elements. The overall atmosphere is one of historical significance and artistic craftsmanship.











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:00 p.m.
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0 p.m.



INTERNATIONAL
COWBOY

INTERNATIONAL
COWBOY


INTERNATIONAL
COWBOY




Nat'l Cowboy Museum  @ncwhm · Mar 17

Hello, my name is Tim and I am the head of security for The Cowboy. I have been asked to take on the additional duty of social media management while the museum is closed. I'm new to this but excited. My team will also continue to protect and monitor the museum. Thanks, Tim Send



 1.5K

 6.2K

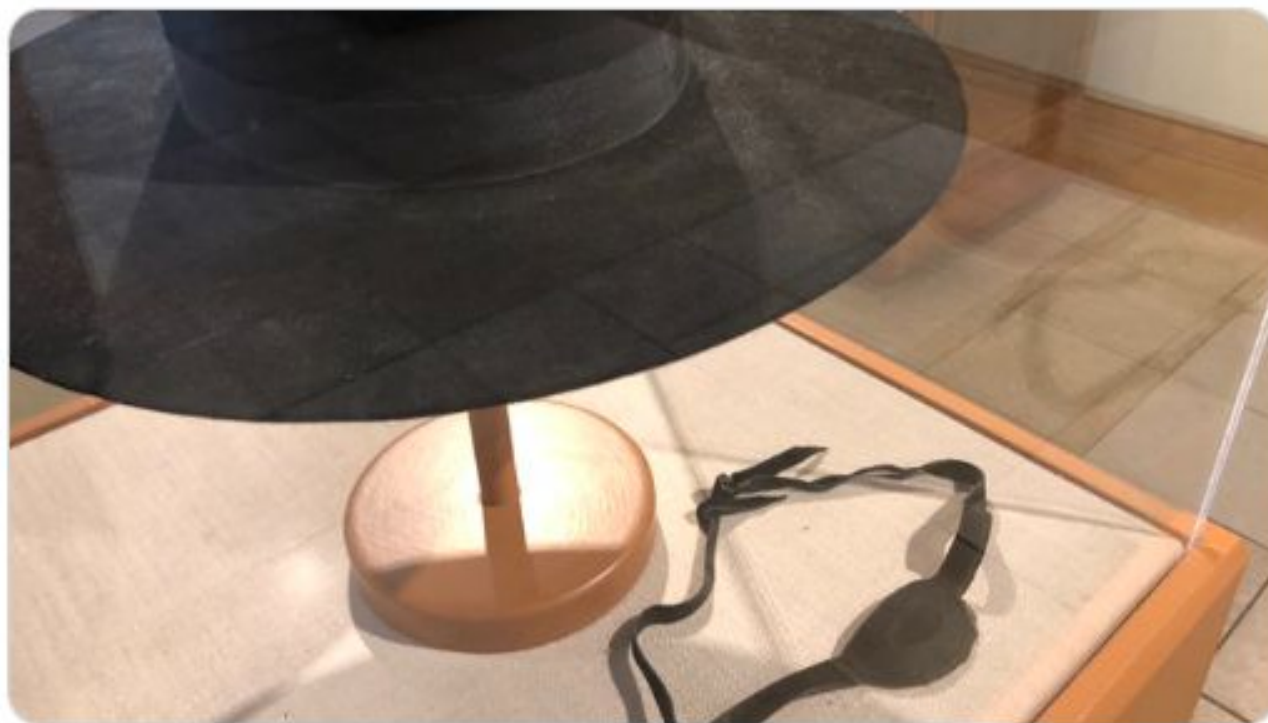
 53.6K






Nat'l Cowboy Museum  @ncwhm · Mar 17

This is the hat and eyepatch the Duke wore in the movie True Grit. They are part of our Exhibition about the 2 True Grit. Lots of interesting props and clothes. I'm told I can't try it on. Hashtag John Wayne. Lucas, my grandson, told me to use hashtags. Thanks, Tim



 217

 2.5K

 22.7K





DIFFERENT



Nat'l Cowboy Museum  @ncwhm · Mar 18



This is one of her photos of people lined up at a social security office in San Francisco trying to get unemployment benefits in 1937. It was a tough time then. And it looks like it's going to be a tough time now. But we get through these times together, don't we? Thanks, Tim

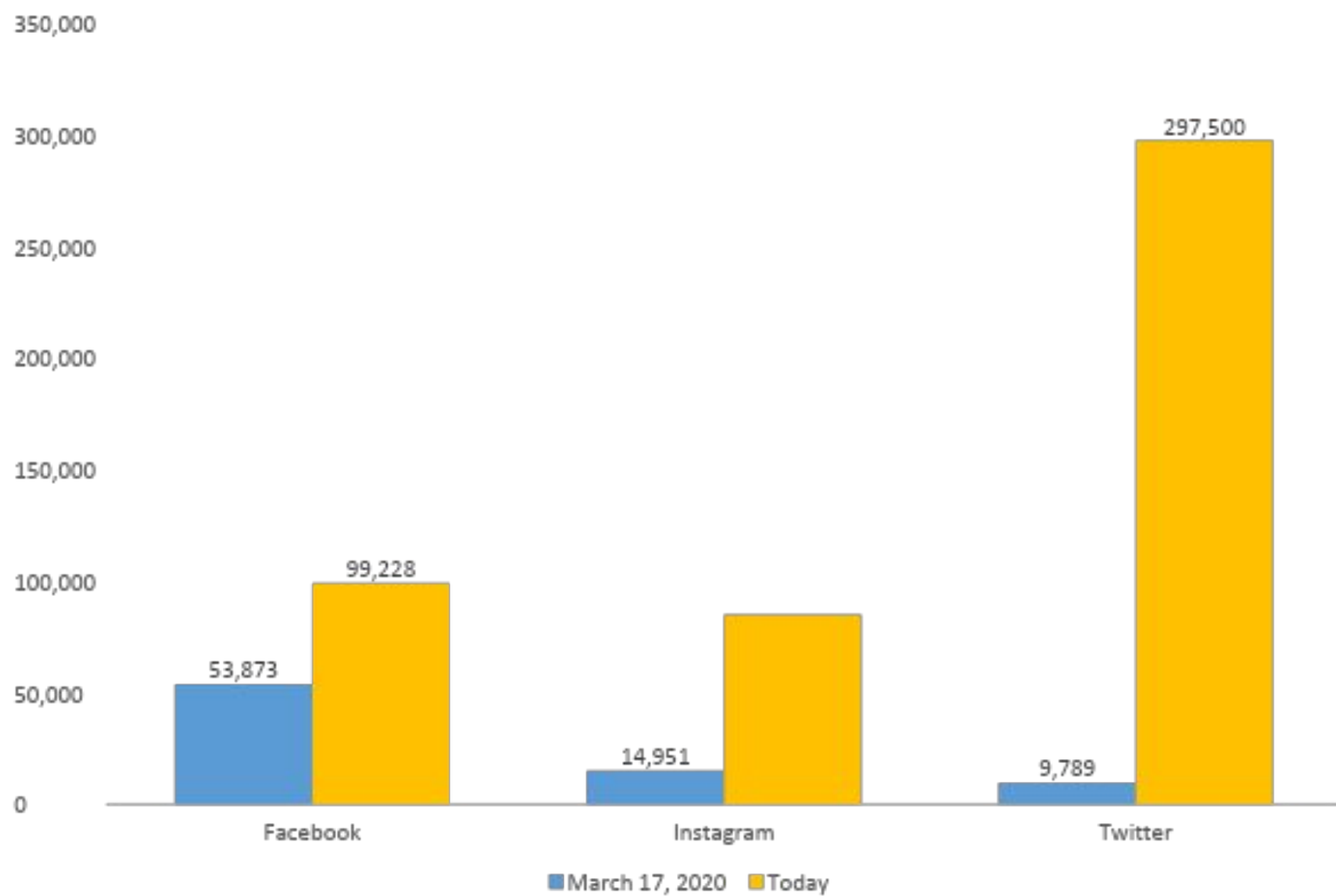


 108

 1.7K

 15.9K







Nat'l Cowboy Museum  @ncwhm · Mar 17 

Hello, my name is Tim and I am the head of security for The Cowboy. I have been asked to take on the additional duty of social media management while the museum is closed. I'm new to this but excited. My team will also continue to protect and monitor the museum. Thanks, Tim Send



1.5K



10.9K



52.6K





Christina
@CMChicoraske



A year ago today I was having a great time with a super celebrity.

Tim [@ncwhm](#)!!

What a crazy year it's been!

[#HashtagTheCowboy](#)





Sarah Silverman ✓
@SarahKSilverman

When this is all over the first place I want to go is The National Cowboy Museum in Oklahoma to meet my new hero, Tim. Thanks, Tim



Patton Oswalt ✓ @pattonoswalt · 1m
The best streaming show right now is called "Watch Head of Security Tim Learn To Use Twitter." Charming, informative and hilarious.



Toby Keith ✓ @tobykeith · 57s
Should've learned to rope and ride.
[#hashtagShouldveBeenACowboy](#)

Nat'l Cowboy Museum @nc... · 22h

Asked how I ended up doing the social media. I got roped into it. LOL. Here's a twisted rawhide rope used by the Argentinian Gauchos. Gauchos were the South American equivalent of the American Cowboy. Argentina 1880-1900. Leather, iron 1983.62.37
[#HashtagTheCowboy](#) Thanks, Tim



CBS Sunday Morning @CB... · 4m
 Tomorrow on #SundayMorning

Museums have always been a way to escape the pressures of daily life. Yet, just when we really need them, they're closed... except, thank goodness, online. Rita Braver virtually visits the @ncwhm cbsn.ws/2V2bzKE

Museum Puts Their Head in Charge Of Their Twitter Tweets Are Hilariously

Folks just can't get enough of his homespun posts like... "These boots were made for riding...and that's just"

WSJ The Wall Street Journal @WSJ

When a security guard took the reins of a cowboy museum's social media amid a coronavirus shutdown, an internet sensation was born

Meet the Museum Security Guard Who's Now an Internet Sensation [wsj.com](https://www.wsj.com)

NPR @NPR

Hello Friends,
 Meet Tim. He's the head of security at the @ncwhm. He recently started running its content on the Twitter, the Facebook and the Instagram.
 Thanks, Tim

Meet The Security Chief Making A Cowboy Museum's Social Media Feeds Extra Delightful



Nat'l Cowboy Museum  @ncwhm · May 7

You guys are off to a great start! But you're doing the hashtags wrong. It took me awhile to figure it out too. Try [#HashtagDisneyMagicMoments](#). From one Social Media Security Guard to another. [#HashtagTheCowboy](#)
Thanks, Tim

Disney Parks  @DisneyParks · May 7

Last night, members of our Security teams at @WaltDisneyWorld Resort and @Disneyland Resort "took over" our Twitter accounts to give fans a peek inside the parks. Check out their adventure: bit.ly/2WAenON
[#DisneyMagicMoments](#) [#DisneyCastLife](#)




 122

 366

 6.4K





Disneyland Resort 

@Disneyland



Just moseyed on over to Jessie's Critter Carousel along Pixar Pier. This yodeling cowgirl might give Tim from [@ncwhm](#) a run for his money! -Tina
[#HashtagTheCowboy](#)
[#DisneyCastLife](#)



Tweet your reply



Follow

Disneyland Resort 

@Disneyland

Welcome to the official Twitter feed for the Disneyland Resort!

 Anaheim, CA  Disneyland.com  Joined January 2008

48 Following **1.4M** Followers

 Followed by Ron C, Logan, and 43 others you follow



Museum Social Media Managers

Private group · 6.5K members



+ Invite

- About
- Discussion**
- Units
- Announcements
- Members
- Events
- Media
- Files

Mar Dixon shared a link.
 Conversation Starter · March 18 · 🌐

Dying - they let the head of security take over their account
 Edit:

Katharine Austin My coworker found Tim's LinkedIn, confirming that he is both real and the museum's director of security. Cheers for Tim!
<https://www.linkedin.com/in/tim-tiller-a9318816a/>
<https://twitter.com/ncwhm>

About

A private group where museum social media managers can share ideas, upcoming projects & campaigns, and the general hilarity that goes along with... See More

Private
 Only members can see who's in the group and what they post

Replying to [@ncwhm](#)

I was so glad to get this in the mail this week. All the best from Liège, Belgium, and thank you for everything that you have done to make these crazy times a little more bearable.

[#HashtagTheCowboy](#)



442 hats

5,772 shirts

965 mugs

863 bandannas

101 bags





199 likes

pliswanto ok but do you spend your grad day driving all the way from houston to oklahoma to find 5 mugs for tim
[@nationalcowboymuseum](#) [#lastseniorsunday](#)
[#hashtagthecowboy](#)





Nat'l Cowboy Museum 
@ncwhm



Nice social distancing, gentlemen. Setting a fine example. [#HashtagTheCowboy](#) Thanks, Tim



2:47 PM · May 16, 2020 · [Twitter for iPhone](#)

 View Tweet activity

205 Retweets 5.6K Likes



The Cowboy Way 2020

Here are some ways for you to join us in providing a safe and enjoyable Museum experience

Whoa there! How ya feeling?

If you are experiencing any COVID-19 related symptoms (cough, shortness of breath or difficulty breathing, or any two of these symptoms: fever, chills, muscle pain, headache, sore throat or new loss of sense of smell or taste) or have had contact with a person with COVID-19, we respectfully ask that you delay your visit. Much obliged.

Masks? That's nothing new for cowboys.

Cowboys have often covered their faces to protect themselves. Our staff is wearing coverings for your protection. Masks are recommended (but not required) for visitors where safe and age-appropriate.

Give me room, lots of room (at least 6 feet, to be exact).

Spreading out comes naturally in the West. Cowboys have been giving each other plenty of space since long before it was a CDC recommendation. Be sure everyone in your party gives anyone else in the Museum at least 6 feet of space.

Cowboys clean up every chance they get!

While cowboys don't always have the opportunity to keep up with personal hygiene while hard at work, here at The Cowboy we've made it easy. Hand-sterilization stations have been placed throughout the Museum, and reminders have been posted in all restrooms.

A time





Nat'l Cowboy Museum ✓

@ncwhm



We're relaunching our "blog"! Seth from Marketing asked me to write a new "blog" "post" to get it started. Here ya go: bit.ly/TheCowboyBlog
[#HashtagTheCowboy](#) Thanks, Tim



1:49 PM · Jul 13, 2020 · Twitter for iPhone

||| View Tweet activity

88 Retweets 18 Quote Tweets 2.3K Likes



Nat'l Cowboy Museum  @ncwhm · Jul 29

Morning! Looking forward to getting a "little" help today from this guy. Lol!
[#HashtagTheCowboy](#) Thanks, Tim



 35

 41

 1.8K



P.I.V.O.T

P.I.V.O.T

P.I.V-A.H.T.!



- **Different is good**
- **Right people on the bus**
- **Buy-in from above**
- **Personal works better**
- **Traditional media still has its place**





Thanks, Tim