

# MINNESOTA MUSEUMS MONTH



## MINNESOTA MUSEUM DAY

This one-day, online event is a state-wide social media campaign designed to align with #InternationalMuseumDay on May 18, 2016. By leveraging the networks of museums across the state, we can bring awareness to and celebrate all of our museums.

### HOW YOU CAN PARTICIPATE

You don't need to have special programming to participate in Minnesota Museum Day. Instead, this day is an opportunity to share information about your museum on social media, engage with other museums across the state, and interact with visitors all using #mnmuseumday. A separate logo is also available in the graphics pack.

### SHARE INFORMATION ABOUT YOUR MUSEUM AND MINNESOTA MUSEUMS ON SOCIAL MEDIA

Museums using #mnmuseumday are committed to not only sharing their own information but also retweeting other institutions using the same hashtag. Use this expanded audience to your advantage!

#### SAMPLE TWEETS INCLUDE:

- Did you know Minnesota has over 500 museums? Twice as many per capita as the national average! #internationalmuseumday #mnmuseumday
- With twice as many museums per capita as the national average, every day is #mnmuseumday! More: <http://bit.ly/1YxNJQv> #internationalmuseumday #OnlyinMN
- General admission to [museum name] is always free! More info here: [insert link] #internationalmuseumday #mnmuseumday
- Our collection boasts over [insert number] objects spanning [length of time]. #internationalmuseumday #mnmuseumday

### RETWEET AND SHARE POSTS FROM OTHER MINNESOTA MUSEUMS

It takes a community to pull off this kind of campaign. Make sure you share tweets from other museums in your area and throughout the state. Minnesota Museum Day is a day to celebrate each other and encourage visitors to explore their neighborhoods, counties, and their state.

### ENGAGE WITH VISITORS ALL OVER THE STATE

Visitors are encouraged to use #mnmuseumday as well. This is the perfect time to engage with them by asking about their favorite exhibit, thanking them for attending, or inviting them to visit your museum.

### JOIN THE FACEBOOK EVENT

A Facebook event has been set up with multiple administrators. If you want to be listed as an active museum for #mnmuseumday, contact Maren Nelson, [maren@minnesotamuseums.org](mailto:maren@minnesotamuseums.org).