

# MINNESOTA MUSEUMS MONTH



## PARTICIPATING MUSEUM FAQ

### WHAT IS MINNESOTA MUSEUMS MONTH?

Minnesota Museums Month, held every May, is a month-long celebration of museums across the state. A collaboration among museums of all types—history, art, science, zoos, arboretums, and more—it aims to raise awareness of the importance of museums in Minnesota.

### WHO CAN BE INVOLVED IN MINNESOTA MUSEUMS MONTH?

#### DO WE NEED TO SIGN UP TO PARTICIPATE?

Any museum can be a part of Minnesota Museums Month. There is no need to sign up; simply download our promotional materials and start showing off your museum online and in your community!

### DO WE NEED TO HAVE SPECIAL MUSEUMS MONTH PROGRAMMING?

Minnesota Museums Month is about celebrating all institutions across the state. While having special programming, exhibitions, or pricing is a great way to promote your museum, it is not the only way to participate.

We encourage you simply to share your story, collections, and current programming with your community throughout the month. Use this as an opportunity to advertise any current exhibits or events and promote them as Minnesota Museums Month activities.

Have more questions about how you can showcase your museum during May? Check out our Museum Participation 2016 PDF or email Maren Nelson at [maren@minnesotamuseums.org](mailto:maren@minnesotamuseums.org).

### IS THERE A SOCIAL MEDIA HASHTAG WE SHOULD USE?

Yes! We encourage you and your visitors to use #mnmuseums as you share your museum, activities, and visits on social media throughout the month of May and 2016

### WHAT IS MINNESOTA MUSEUM DAY? CAN I BE INVOLVED?

Minnesota Museum Day is an marketing campaign celebrating Minnesota museums on International Museums Day, May 18. Throughout the day, institutions from around the state can participate on social media by retweeting/sharing posts from their fellow institutions using the hashtag #mnmuseumday. For more information, see the Minnesota Museum Day PDF.