

# MINNESOTA MUSEUMS MONTH



## MUSEUM PARTICIPATION 2017

Every day, museums make a difference in communities across the state. Join in celebrating Minnesota Museums Month throughout May, and help highlight the great work done every day!

### HOW YOU CAN PARTICIPATE

You don't need to have special programming to participate in Minnesota Museums Month. This month is about more than special events or promotions; it's about showcasing work that goes on at museums every day. Below are some ways you can get involved and show off your museum and community!

#### SEND A PRESS RELEASE TO LOCAL MEDIA OUTLETS

Minnesota Museums Month is about celebrating the important role museums have in communities across our state. Write your own press release or use our template, and help spread the word about the great work being done at Minnesota museums. Media outlets to consider include: local newspapers, TV and radio stations, neighborhood or community publications, and online publications.

#### HIGHLIGHT MINNESOTA MUSEUMS MONTH ON YOUR WEBSITE

Let visitors to your website know it's Minnesota Museums Month by posting the logo and sharing what Museums Month is all about. You can find text in the Press Release Template or the Minnesota Museums Month PDFs, all on our website: [minnesotamuseums.org/museumsmmonth](http://minnesotamuseums.org/museumsmmonth).

#### GET INVOLVED ON SOCIAL MEDIA

Minnesota Museums Month is a great time to share your story with the community. Consider focusing on your connection to the community, a specific exhibit or program, or on your collection.

##### Ideas include:

- Showcase a piece in your collection, sharing its story and inviting visitors to come and see it during May.
- Promote a new or existing exhibit throughout the month.
- Share visitor stories and testimonials, letting their words explain why your museum is meaningful to your community.
- Highlight your community partners. Recap the past year and the ways you connected with your community through field trips, classes, events, etc.
- Use #mnmuseums for your own posts and invite visitors to share their experiences on social media using the same hashtag
- Download our Museums Month Social Media Graphics Pack including JPEGs for posts, a cover photo, and a profile picture.
- Invite local politicians to visit your museum.