

May is Museum Month! Mai, Mois des Musées!

Social Media Kit 2022

May is Museum Month / Mai, mois des musées is a program of the Ontario Museum Association and celebrated by Ontario's 700+ museums, galleries, and heritage sites. May is Museum Month coincides with International Museum Day (#IMD2022) on May 18th, a worldwide initiative of the International Council of Museums.

May is Museum Month is an opportunity to celebrate the contributions of museums to their communities and to kick-off 2022's summer tourism season! With so many Ontarians taking 'staycations' this year, museums are a vital asset to hyperlocal tourism. As visitors are once again welcomed through your doors, museums can emphasize all the ways that the public can experience their collections and stories—from fully online to safe, in-person experiences!

With this year's International Museum Day theme of "The Power of Museums", we want to highlight all the ways that museums are bringing positive change to their communities through contributing to achieving sustainability, innovating in digitalization and accessibility, and building communities through education. This May is Museum Month, show your community the power of your museum!

Participate in May is Museum Month to:

- Promote your museum to a wide audience
- Showcase the ways your museum offers unique virtual or safe in-person experiences
- Promote museums in your area as vital tourism assets
- Celebrate the kick-off of the 2022 'hyperlocal' summer tourism season!

SOCIAL MEDIA TAGS: #MayIsMuseumMonth, #ONMuseumMonth, #MuseumsConnectON

How to Participate

BLOG POSTS & ARTICLES:

May is Museum Month is an opportunity to engage local media or blog writers to talk about all of the cool things your museum does, or to profile museums in your area. Many museums will start their summer in May, so it can be a great way to encourage people to add a visit to their summer plans! Digital content will also play a huge role in connecting with our audiences. Contact Christopher Shackleton at community@museumontario.ca for ideas or a list of museums in your area.

SOCIAL MEDIA:

Post about May is Museum Month on Twitter, Facebook, Instagram, and LinkedIn using #MayIsMuseumMonth, or use one of the sample posts to talk about May is Museum Month more generally. Remember to tag @MuseumsOntario!

Get started on Twitter!

The OMA and Laura Pearce, then-Head of Marketing at Twitter Canada, held two webinars to help Ontario museums build their skills on Twitter:

- Watch “Twitter 101” [HERE](#)
 - Watch “Twitter 201” [HERE](#)

SAMPLE POSTS

“#MayIsMuseumMonth! Celebrate #ONMuseumMonth and #IMD2022 with Ontario’s museums.
Visit museumsontario.ca to learn more!”

“There’s a museum near you! Add one to your travel plans this spring. Find museums, virtual experiences, and special events during #ONMuseumMonth at museumontario.ca”

“Museums have something for everyone! Check out museumontario.ca to learn about Ontario’s museums during #MayIsMuseumMonth”

“Looking for fun & educational family experiences? #DYK 77% of Ontario museums offer programs linked to school curriculum? #ONMuseumMonth”

“There’s a fun and local experience waiting for you this #MayIsMuseumMonth! See what #ONMuseumMonth has to offer at museumontario.ca”

Museums are a vital part of Ontario's education system, supporting skills in reading, science, math, and critical thinking! #MayIsMuseumMonth #MuseumsConnectON #Education	Click to Tweet!
Museums build strong communities, making them vibrant and vital places to live, work, visit & invest! #MayIsMuseumMonth #MuseumsConnectON #Community	Click to Tweet!
Ontario's museums offer many digital experiences, accessible from anywhere in the world! Museum websites in the province welcome 112.8 million online visits a year – that's 4 per second and growing! #MayIsMuseumMonth #MuseumsConnectON #Digital	Click to Tweet!
Museums are vital tourism assets in every community in Ontario, and will play a key role in Ontario's recovery! #MayIsMuseumMonth #MuseumsConnectON #Tourism	Click to Tweet!
Museums help build communities—including through more than 37,000 museum volunteers across Ontario! #MayIsMuseumMonth #MuseumsConnectON #Volunteers	Click to Tweet!



ONTARIO MUSEUM
ASSOCIATION
MUSÉES DE L'ONTARIO

FAST FACTS:

- Ontario has more than 700 museums, galleries, and heritage sites – one in every community!
- On average, Ontario's museums welcome more than 53,000 visitors per day
- Ontario museums welcome 19.4 million visits a year
- Museum visits in Ontario have increased by 12% over two years
- For every \$1 spent on museum operations, museums deliver a \$3.70 ROI
- Ontario's museums contribute an estimated \$1.6 billion in total economic value annually
- Ontario museums employ 11,000 people across the province
- More than 37,000 volunteers contribute 3.6 million hours a year to help keep Ontario's museums running

MUSEUMS AND EDUCATION FACTS:

- 77% of Ontario museums offer programs linked to school curriculum
- Museum visits build skills in reading, math, science, and critical thinking
- Specialized museum programs welcome 2 million visits by Ontario schoolchildren every year
- Museums bring in an estimated \$600 million annually in school visits

DIGITAL EXPERIENCES FACTS:

- Ontario museum websites welcome 112.8 million visits a year – 4 visits per second!
- Museums in Ontario have engaging digital content: pictures, video, even virtual reality!

IMAGES:

Social Media posts with images generate more engagement. Download the May is Museum Month wordmark in both English and French at <https://bit.ly/ONmmm2022> or include a photo of your museum, or your volunteers, staff, or visitors (with permission)! Share the wordmark with local media or blog writers where you see fit!

ENGAGING YOUR AUDIENCE:

Asking questions is a great way to get more people talking about May is Museum Month! Try asking a question like “what’s your favourite museum memory?” to engage your audience.

Please send or tag the Ontario Museum Association in any event write-up, photos, or social media so we can share it widely! Contact Christopher Shackleton with any questions at: community@museumontario.ca, 1 (866) 662 8672 (toll free), or 416 348 9672.

Sources:

1. *Government of Canada Survey of Heritage Institutions*: 2019;
2. J.P. Greene, B. Kisida, D. H. Bowen, 2014. The Educational Value of Field Trips. *Education Next*, Winter 2014.
3. *Ontario's Museums 2014 Profile*, Ontario Museum Association, 2016.
4. *Policy Statement on Social-Economic Development*. Federation of Canadian Municipalities, March 2016.
5. *Value Study of GLAMs in Canada*, Oxford Economics, 2019.