

# May is Museum Month! Mai, Mois des Musées!

Social Media Kit 2019



**WHAT:** May is Museum Month 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 (#IMD2019) 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 the summer tourism season!

Participate in May is Museum Month to:

- Promote your museum to a wide audience!
- Promote museums in your area as vital tourism assets
- Celebrate the kick-off of the summer tourism season

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

## How to Participate

See <http://bit.ly/OMAmmm19> for information on sharing your events with the OMA & inviting VIPs.

### BLOG POSTS & ARTICLES:

May is Museum Month is an opportunity to talk about the cool things your museum does, or to profile museums in your area. Many seasonal museums open for the summer in May, so it can be a great way to encourage people to check them out! Contact Michela Comparey at [partners@museumsontario.ca](mailto:partners@museumsontario.ca) for ideas or a list of museums and events in your area.

### SOCIAL MEDIA:

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

## SAMPLE POSTS

“May is Museum Month! Celebrate #ONMuseumMonth and #IMD2019 with special events across Ontario! Visit [museumsontario.ca](http://museumsontario.ca) to find a museum or event near you!”  
([tweet this](#))

“Put a museum in your travel plans this spring! Find museums or special events during #ONMuseumsMonth at [museumsontario.ca](http://museumsontario.ca)” ([tweet this](#))

“Museums have something for everyone! Check out [museumsontario.ca](http://museumsontario.ca) to find a museum or event during #MayIsMuseumMonth” ([tweet this](#))

“Looking for a fun & educational family outing? #DYK 77% of Ontario museums offer programs linked to school curriculum? #ONMuseumMonth” ([tweet this](#))

### FAST FACTS:

- Ontario has more than 700 museums, galleries, and heritage sites – one in every community!
- On an average day, museums across Ontario welcome more than 53,000 visitors
- Ontario museums welcome 19.4 million visits a year
- Museum visits in Ontario have increased by 15% over five years

### 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

### DIGITAL EXPERIENCES FACTS:

- Ontario museum websites welcome 93.5 million visits a year – 3 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 <http://bit.ly/OMAmmm19>, or include a photo of your museum!

### 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 is 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 Michela Comparey with any questions at: [partners@museumsontario.ca](mailto:partners@museumsontario.ca), 1 (866) 662 8672 (toll free), or 416 348 9672.

Sources: *Government of Canada Survey of Heritage Institutions*: 2017;  
*Ontario's Museums 2014 Profile*, Ontario Museum Association, 2016;  
J.P. Greene, B. Kisida, D. H. Bowen, 2014. *The Educational Value of Field Trips*.  
*Education Next*, Winter 2014.

