

May is Museum Month! Mai, Mois des Musées!

Social Media Kit 2021



WHAT: *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 (#IMD2021) 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 2021's unique summer tourism season! In 2021, museums can emphasize all the ways that the public can experience their collection and stories—from fully online to safe, in-person experiences!

With this year's International Museum Day theme of "The Future of Museums: Recover and Reimagine", we want to highlight all the ways that museums are evolving to meet the challenges of today and emerge stronger for the future.

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 to the 2021 'hyperlocal' summer tourism season

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

How to Participate

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 museums will start their summer in May, so it can be a great way to encourage people to add them to their summer plans! Digital content will also play a huge role in connecting with our audiences. Contact Christopher Shackleton at community@museumsontario.ca for ideas or a list of museums in your area.

SOCIAL MEDIA:

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

Get started on Twitter!

The OMA and Laura Pearce, 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

"May is Museum Month! Celebrate #ONMuseumMonth and #IMD2021 with Ontario's museums! Visit museumsontario.ca to learn more!"

"There's a museum near you! Find museums, virtual experiences, or special events throughout #ONMuseumMonth at museumsontario.ca"

"Museums have something for everyone! Check out museumsontario.ca to learn about Ontario's museums during #MayIsMuseumMonth"

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

Museums are a vital part of Ontario's education system, supporting skills in reading, science, math, and critical thinking! #MayIsMuseumMonth #MuseumsConnectON #Education	Tweet this!
Museums make communities vibrant and vital places to live, work, visit & invest! #MayIsMuseumMonth #MuseumsConnectON #Community	Tweet this!
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	Tweet this!
Museums are vital tourism assets in every community in Ontario, and will play a key role in Ontario's recovery! #MayIsMuseumMonth #MuseumsConnectON #Tourism	Tweet this!
Museums help build communities—including through more than 37,000 museum volunteers across Ontario! #MayIsMuseumMonth #MuseumsConnectON #Volunteers	Tweet this!

FAST FACTS:

- Ontario has more than 700 museums, galleries, and heritage sites – one in every community!
- Ontario museums welcome 19.6 million visits a year
- Museum visits in Ontario have increased by 15% over five years

MUSEUMS AND EDUCATION:

- 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:

- Ontario museum websites welcome more than 112 million visits a year – 4 visits per second!
- Museums in Ontario have engaging digital content: from pictures and videos to augmented and virtual reality!
- Digitized collections bring the museum to you—wherever you are!

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/OMAmmm2021>, 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?”
- Pre-visit information about the public health measures in place at your site helps to build visitor confidence
- Several museums across Ontario have had success with collecting stories, videos, pictures or artwork of people’s experiences during the pandemic

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@museumsonario.ca, 1 (866) 662 8672 (toll free), or 416 348 9672.

Sources:

1. *Government of Canada Survey of Heritage Institutions: 2019*;
2. *Ontario’s Museums 2014 Profile*, Ontario Museum Association, 2016;
3. J.P. Greene, B. Kisida, D. H. Bowen, 2014. The Educational Value of Field Trips. *Education Next*, Winter 2014.