



 #MuseumWeek

23-29
March 2015

From 23 to 29 March 2015, museums from **all over the world** will have a chance to celebrate culture on **Twitter**.

Culture professionals, find out the details of **#MuseumWeek 2015** here, **sign up** and plan your participation!

Registration

Sign up now on www.museumweek2015.org and encourage other establishments to do the same by retweeting [@MuseumWeek](https://twitter.com/MuseumWeek)

General recommendations

- Start to prepare the event today by brushing up on your **Twitter technique**. You don't yet have a Twitter account? It's never too late to open one.
- Whatever the size of your establishment or your resources, you can take part in the event. To join in, **you only need to post 1 tweet a day**. But you can be sure you'll soon find yourself caught up in the game.
- Make the most of your **human resources**: staff, visitors, artists... everyone can use the event to celebrate **their passion for your establishment** and culture in general.
- Get others to join in: your **ecosystem** (specialised schools, enthusiasts, popular bloggers) and/or local and even national celebrities.
 - Identify **international establishments** on Twitter and think about joint or **interdisciplinary initiatives** during the event.

Concept of the second #MuseumWeek

As you can see, the structure of the week-long programme below reflects a number of goals:

- **7 days, 7 themes**, shared by participants all over the world;
- All the themes can be adapted to each of your establishments' specialities (Art, Science, Histoire, Ethnography, etc.) and are sufficiently broad to appeal to **every type of public**;
- During the week, the different themes will facilitate **online discussion**; at the weekend, they will focus on **visitor participation**;
- **Interaction between establishments** (also on an international level) and with museum visitor populations will be encouraged.

History and prospects

Led by a dozen **community managers** from French museums and cultural establishments in partnership with **Twitter's teams**, **#MuseumWeek 2014** brought together 630 museums across Europe.

In 2015, the objective is twofold: to bring a **global dimension** to this event and encourage even more of the general public to take part in a **fun, community initiative**.



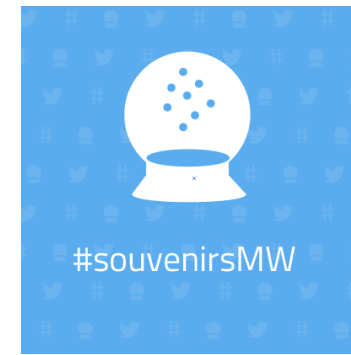
@MuseumWeek
#MuseumWeek



Monday 23

On Monday, introduce the public to the everyday world of your establishments, reveal what goes on behind the scenes... and perhaps let everyone in on a few well-kept secrets.

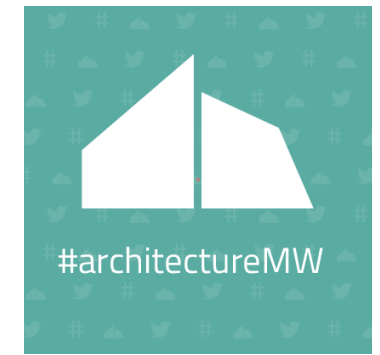
#secretsMW



Tuesday 24

On Tuesday, ask the public to share memories of their visits in the form of souvenirs (photos, fridge magnets, mugs, books or postcards) and stories of meetings and special moments. This will also be an opportunity for museum gift shops to present their star products.

#souvenirsMW



Wednesday 25

On Wednesday, tell the story of your buildings, their gardens, your neighbourhood and its special places. A way of presenting your establishment from a different angle.

#architectureMW



Thursday 26

On Thursday, call on the public to collect content related to your specialities! Items related to art, science, history, ethnography and so many other fields are to be found everywhere around us. Thanks to the smartphone, creativity is within everyone's grasp.

#inspirationMW



Friday 27

On Friday, introduce the public to all the different possibilities that transform a family or school visit into an experience to remember: in situ (audio guides, workshops, guided tours, etc.) or online (educational presentations, booklets, games). Then encourage the public to share their experience.

#familyMW



Saturday 28

On Saturday, focus on what people like best at the museum! Encourage visitors to share their favourite content in a photo, video or Vine. Take advantage of the opportunity to promote your establishment's greatest attractions (works, hand-on exhibits, areas, etc.) and use Twitter as a visitor aid!

#favMW



Sunday 29

On Sunday, ask your visitors to produce their own performance art with the museum as their setting. Poses, memes, selfies... let the public take over! Encourage participation with staff initiatives.

#poseMW