



BC Museums Week – How-to Guide for Getting Involved

Introduction

May 13-20, 2018 marks the second official BC Museums Week! BC Museums Week celebrates the contributions of museums, galleries, historic sites, and other related heritage organizations to BC's communities and economy. The week also surrounds International Museum Day on May 18.

BC Museums Week is your chance to celebrate our sector and increase awareness about the value and impact of your organization among key audiences and stakeholders. There are a variety of ways to get involved in BC Museums Week. Use this how-to guide as a resource for planning your involvement!

Daily Themes

The BCMA creates a series of daily themes for use on social media during BC Museums Week. Join us on [Twitter](#) and [Facebook](#) by following our suggested daily themes:

- **May 13 – BC Museums Week:** promote what you have planned this week and get people excited about BC Museums Week.
- **May 14 – Your People:** showcase your staff, volunteers, community members, or anyone else involved with your museum.
- **May 15 – Hidden Stories:** this is a great opportunity to show people what they don't often see about your organization. Behind the scenes, sneak peeks, little known facts...
- **May 16 – Your Community:** celebrate and highlight how you contribute to and are involved in your broader community. How do you partner with your local heritage, education and community organizations? This is a great day to showcase how you serve diverse communities, your ongoing Indigenous Reconciliation efforts, or who in your community contributes to your important work.
- **May 17 – Our Connected Sector:** celebrate Galleries, Libraries, Archives and Museums (GLAM) by showcasing your connections with other GLAM organizations in your region or around the world.
- **May 18 – International Museum Day:** join the international conversation about "Hyperconnected museums: New approaches, new publics" using #MuseumDay. Learn more at: <http://imd.icom.museum/>
- **May 19 – Coming Soon:** what is coming soon in your organization? Highlight upcoming exhibits, events, programs, initiatives, or cool staff projects.
- **May 20 – BC Museum Week Showcase:** what did BC Museum Week look like for you? Recap the week and keep the celebrations going!

You can also use these themes to plan special on-site events or programs, or you can choose your own themes for events or social media!



Online Involvement

Celebrate BC Museums Week by joining the conversation on social media! 2017 saw over 55 organizations tweet and post to Facebook about BC Museums Week, and **#BCMuseums** was trending in the Lower Mainland. It's really easy to get involved, creates thousands of engagement opportunities with the local, provincial, and international community.

Get Connected:

Whether joining the daily themes or posting on your own, be sure to tag the BCMA so we can help promote your work. Tag us using **@BCMuseumsAssn** – this works on [Facebook](#) and on [Twitter](#). Find our accounts at **/BCMuseumsAssn**.

Also remember to use **#BCMuseums** on all your social media posts so we can see them and share them! Follow **#BCMuseums** for all your BC Museums Week news, information, and celebrations.

Top Tips:

- Include an image or other visual media to make your posts more visible.
- Schedule your posts throughout the day (and in the lead-up to the week) to ensure they get noticed. If you don't have a scheduler already, try Hootsuite for free and get up to 30 posts scheduled in advance.
- Use Facebook Events for on-site programs throughout the week

On-site Involvement

On-site programs are also a great way to celebrate BC Museums Week and get people through your doors. Some examples of potential events and programs include:

- Open by donation or open late hours
- Special events for kids and families
- Behind the scenes tours of the collections
- Concerts or other festival-style events
- Special events with community groups

See below for more examples from BC museums in 2017.

Events as Advocacy and Promotion:

On-site events are a great way to attract political support and media attention. Invite members of your civic council, your MLAs and your MPs to your events. Coordinate with local media to cover politicians' visits as well as to showcase your events. Communicating with local media will increase your chances of attracting your representatives and your community.



If you don't know who your local representative is, try these links:

Find your local MLA: <https://www.leg.bc.ca/learn-about-us/members>

Find your local MP: <http://www.ourcommons.ca/parliamentarians/en/constituencies/FindMP>

Partnerships within the GLAM sector:

BC Museums Week is a great time to partner with institutions across the broader Gallery, Library, Archives and Museum (GLAM) sector. If you are a gallery or museum that works closely with or acts as an archive, showcase that work in an on-site program or online. Partner with a local library to host a pop-up exhibit at their site, or a pop-up library at yours. The GLAM sector is excited to work with you, so don't miss this opportunity to connect with your larger community!

While we encourage these events all week long, we will be specifically focusing on GLAM sector connections and partnerships on May 17.

Posters and Templates:

The BCMA has created a series of posters for BC Museums Week that you can use to promote the week and showcase the important role of museums in your community.

You can download a poster by visiting our BC Museums Week page: <http://bit.ly/BCmuseumsweek>

Have a poster up in your museum or gallery? Show us where you put it by sharing on social media – just don't forget to include #BCMuseums so we can see it!

Contact Us

We want to hear from you about your BC Museums Week events and experience! What did you do to celebrate BC Museums Week? How did your community get involved with your celebrations? What ideas do you have for next year?

You send questions or share your events by email to bcma@museumsassn.bc.ca or by phone at 250-356-5700.

Don't forget to use #BCMuseums when you tweet us, and you can always tag us on Facebook when you share your events or content.