

Ideas for posts on social media for #NIMuseumsDay: 18th May 2018



Not sure what to share as part of #NIMuseumsDay?

We've put together some examples that you might like to use if you are stuck for ideas.

Keep your message short and clear, approximately 200 characters or less. Include images and links where you can!

Include/ tag your partners into your posts so if there is a picture of food/ artefacts associated with eating then tag the local café which you work with. It's a way to get a different audience involved.

The public love when museums talk to each other online so make friendly banter with other local museums in your area through social media, comment on and like their posts.

Some examples of topics you might wish to use to get you started:

'Our favourite object is *<insert object>* (object image) #NIMuseumsDay'

'Our new exhibition opens on *<insert date>* (use images and link to your website if you have information) #NIMuseumsDay'

'Today we are working with *<insert name of community group>* through our outreach programme #NIMuseumsDay'

'My favourite moment working at *<insert name of museum>* was when....#NIMuseumsDay'

'My favourite memory of visiting a museum was when I visited *<insert name of museum>* #NIMuseumsDay'

You get the idea. You are welcome to get as creative as you like and share what is important to you!

Why not use the day to:

- Create your own video or photo collage of your museum's collection/ building/people
- Explore features on social media such as emojis, Giffs, Facebook story, Facebook live, or Twitter poll during the day.
- Run a social media competition on the run up to the day and announce the winner on #NIMuseumsDay
- Co-ordinate a social media take over day at your museum.
- Invite a blogger to visit your museum a few weeks beforehand and ask them to publish their blog on #NIMuseumsDay.
- Install signs in your museum to remind visitors to share photos and their experiences of your museum online.

