

IOWA MUSEUM WEEK CAMPAIGN: JUNE 10TH – 16TH, 2024
Always the second week in June!

GOAL: Iowa Museum week is an opportunity to unite Iowa museums in advocating for the field, promoting the message that museums are essential to their communities. Using social media, you can help demonstrate the unique ways your museum serves, educates, and inspires the public.

STRATEGY: We encourage you to participate in Iowa Museum Week by doing the following:

- Schedule posts for each day of Iowa Museum week, using **#IowaMuseumWeek**
- Like and share our posts on your social media pages
- Get you staff and volunteers involved by asking them to share their museum experience on social media using the hashtags **#MuseumProfessional** and **#MuseumVolunteer**

SCHEDULE & POST IDEAS:

Monday, June 10 th	Museums Educate
	Museums are trusted and valuable educators. <ul style="list-style-type: none">• Photo ideas: school groups, tours, educational programs• Caption ideas: school groups reached, research hours, impact, etc.
Tuesday, June 11 th	Museums are Substantial Economic Contributors
	Museums contribute to our local and statewide economies. <ul style="list-style-type: none">• Photos ideas: collaborative programs, spotlight nearby shops• Caption ideas: highlight how you contribute to your community
Wednesday, June 12 th	Museums Preserve History
	Museums hold unique and significant collections. <ul style="list-style-type: none">• Photos ideas: highlight rarely seen, unique, or odd collections items• Caption ideas: the history of your museum or object
Thursday, June 13 th	Museums Share Stories
	Museums communicate important information <ul style="list-style-type: none">• Photo ideas: upcoming/current exhibits, researchers• Caption ideas: how people can preserve their stories, visit info.
Friday, June 14 th	Museums Spark Passions
	Museums employ professionals who are dedicated to the field <ul style="list-style-type: none">• Photo ideas: staff, staff/volunteers interacting with the public• Caption ideas: quote about why you love your museum

IMAGE ([download here](#)):

