

Media Package

BC Museums Week 2022

Background:

The British Columbia Museums Association (BCMA) celebrates BC Museums Week 2022 from May 17 - 22. Hear how museums across British Columbia and beyond are pushing boundaries and defying expectations. From creating new community spaces, to confronting difficult truths, to shifting their focus from collections to people, British Columbians are invited to join the BCMA to celebrate innovative museums and outside-of-the-box cultural leaders.

BC Museums Week is an opportunity to explore new ideas, connect with innovative peers, and come together to demonstrate the impact of our sector. Join hundreds of arts, culture, and heritage professionals from across the province and beyond to celebrate how our sector is defying expectations, creating change, and making an impact in the lives of Canadians through impactful stories and thought-provoking learning opportunities each day.

Tag Us on Social Media:

Instagram: [@bc_museums_association](https://www.instagram.com/bc_museums_association)

Facebook: [@BCMuseumsAssn](https://www.facebook.com/BCMuseumsAssn)

Twitter: [@BCMuseumsAssn](https://twitter.com/BCMuseumsAssn)

Use Our Hashtags:

#BCMW22 #BCMuseumsWeek #BCMuseumsWeek2022 #BCMuseums
#DefyingExpectations #BCMuseumsAssociation #BCMA

Social Media Examples:

Please feel free to adjust the copy of these example posts to fit your organization.

Twitter:

“We are joining @BCMuseumsAssn in celebrating #BCMW22! Connect with fellow sector professionals throughout the week of May 16 - 22. Visit their website for learning opportunities and more!”

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

“This #BCMW22, @BCMuseumsAssn is highlighting museums and cultural organizations who defy expectations! Join us as we too celebrate our sector and get inspired by how others are pushing boundaries.”

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

“Explore how fellow cultural professionals are pushing boundaries this #BCMW22! Join us for this week-long celebration hosted by @BCMuseumsAssn. Visit their website to find digital engagement opportunities from May 16 - 22.”

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

Facebook:

“Join us in celebrating BC Museums Week alongside the @BCMuseumsAssn! They will be highlighting heritage and cultural professionals across British Columbia and beyond that are pushing boundaries and defying expectations.

A number of learning opportunities including webinars, podcasts, and online resources will be available throughout the week. Visit their website to read how you can get involved in #BCMW22, happening May 16 - 22.”

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

“The @BCMuseumsAssn is hosting a week of free learning and engagement opportunities as part of BC Museums Week 2022! Join us and others in the sector as we celebrate the power of museums and those who are defying expectations.

Learn how you can get involved from May 16 - 22 on their website. Be sure to use the hashtag, #BCMW22.”

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

“Looking for online engagement opportunities this BC Museums Week? Join the @BCMuseumsAssn (BMCA) and hundreds of heritage and cultural professionals from around the province and beyond for a week-long celebration!

This #BCMW22, the BCMA will be highlighting sector leaders who are defying expectations and pushing boundaries. Visit their website to view their free learning and networking opportunities from May 16 - 22.”

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

Instagram:

“We will be celebrating #BCMW22 this May 16 - 22! The @bc_museums_association is providing a number of digital learning opportunities throughout the week including webinars, podcasts, and online resources.

Visit their website to learn how you can get involved. Be sure to follow and use the hashtag #BCMW22 to keep up to date on their exciting engagement opportunities!”

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

“BC Museums Week 2022 is happening from May 16 - 22! Join us and hundreds of sector professionals from British Columbia and beyond for a week of celebration. The @bc_museums_association has a number of opportunities to connect with and learn from innovative cultural professionals available online.

Visit their website to learn more about #BCMW22 and how you can engage with their daily themes.”

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

“Connect with fellow cultural professionals throughout BC Museums Week happening May 16 - 22. The @bc_museums_association will be highlighting cultural leaders who are defying expectations and providing digital learning resources each day.

Visit their website to view their daily themes and how you can get involved in #BCMW22!

[\[https://museum.bc.ca/conferences-and-events/bc-museums-week/\]](https://museum.bc.ca/conferences-and-events/bc-museums-week/)

About the BC Museums Association:

Founded in 1957, the British Columbia Museums Association (BCMA) creates a bright future for British Columbia’s museum, gallery, and related heritage communities through networking, advocacy, innovation, and professional development. Since our founding, the BCMA has grown to include more than 450 members in every corner of the province representing museums, art galleries, science centres, Indigenous cultural organizations, heritage sites, botanical and zoological gardens, cultural centres, conservation institutes, exhibition galleries permanently maintained by libraries and archives, and nature reserves.

Contact:

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