

**Meeting date:** May 6, 2019  
**Department:** Community Services  
**Prepared by:** Lindsay Kernohan, Museum Curator  
**Reviewed by:** Rob Lilbourne, Director of Community Services  
**Reviewed by:** Greg McClinchey, Chief Administrative Officer

**SUBJECT:** **52Museums**

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**RECOMMENDATION: THAT: Report CS 14-2019 entitled 52Museums be received for information.**

## **BACKGROUND**

Museum Strathroy-Caradoc has been selected to participate in 52Museums (2019) for the first time. The project is based on social media, with a focus on Instagram. Each week, the project has a different international museum take over the Instagram, Twitter and Blog account and share their own content, offering a unique behind-the-scenes look at museum life around the world.

Museums that have been selected to participate in the project previously include the Getty, Ingenium, Royal Museums Greenwich, the United States Holocaust Museum, the Royal Ontario Museum, Auschwitz, and the Smithsonian.

## **COMMENTS**

This project is an excellent opportunity to display Museum Strathroy-Caradoc's collection, exhibits and programs to a global audience. Across all social platforms, 52Museums has approximately 25,000 followers. Metrics reports from other museums that participated in previous years indicates that participation in the project has driven visitors to the museums' own websites, and has a correlated increase in the institutions' own social media followings. All museums selected to participate in the project engage with the account for the rest of the year to help share the content across the globe.

For its week on 52Museums, Museum Strathroy-Caradoc will introduce the world to our community, share the stories of local hometown heroes including Sir Arthur Currie, highlight significant artifacts from our collection and provide a glimpse of behind-the-scenes museum work.

## **CONSULTATION**

Communications Committee  
Department Staff

## **FINANCIAL IMPLICATIONS**

None

**ATTACHMENTS**

None