



 **#secretsMW**
Monday 28/03

Monday is dedicated to discovering your most well-kept secrets! Show a behind-the-scenes glimpse of your museum!

 **#peopleMW**
Tuesday 29/03

Tuesday is dedicated to honor the people -well known or anonymous- who have helped make your museum. Feature your founders, other icons, and current staff members and talk about their expertise!

 **#architectureMW**
Wednesday 30/03

Wednesday is about telling the story of your building(s), your garden(s), your neighborhood or other key locations for your institution. Introduce your museum from a different point of view!

**7 days,
7 themes,
7 hashtags!**

Find out the 7 themes
of the **2016's** edition

 **#heritageMW**
Thursday 31/03

On Thursday, focus on your tangible and intangible cultural heritage. Help your audience discover the variety of content your institution has on view, in storage or online!

 **#futureMW**
Friday 01/04

On Friday, share your most innovative projects, your barriers to innovation, your research or your institutional goals, all of which can lead to a greater understanding of your future initiatives and developments!

 **#zoomMW**
Saturday 02/04

Saturday zoom in on your content by sharing details and anecdotes that provide an interesting insight into your collection (e.g., images of hands or frames, anecdotes about the origins of a book...).

 **#loveMW**
Sunday 03/04

Sunday, time to share what you love about your place! Take advantage of this opportunity to promote your museum's greatest attractions (art works, displays, rooms...) and use Twitter as a helping tool for the visit!