

July 1 - Sept. 5



CT Summer at the Museum Marketing Toolkit

We've gathered a few materials you can use to help promote your participation in this program — which you can download from this toolkit.

1. LEVERAGE THE PROGRAM BADGE

We encourage you to download and use the 2022 CT Summer at the Museum badges on your website, in your marketing materials, and on your social media channels. (Badges available in English and Spanish.) You may also want to print out and display these badges in your location. The more participants who use this badge, the faster we can build the buzz about this program!

[Download the Badges](#)

2. SHARE ON SOCIAL MEDIA AND USE OUR HASHTAG

We've also included some sample posts/images you can share on your social media channels. Feel free to make these posts your own and create new ones. When you post, please include our hashtag **#CTSummerMuseums**.

[Download Social Toolkit](#)



Headline: Free Museum Admission for Kids | July 1 - Sept. 5

Caption: CT Summer at the Museum is back! Participating museums are free for kids 18 y.o. and under. Plan your trip today. **#CTSummerMuseums #CTvisit**

Headline: CT Summer at the Museum | July 1 - Sept. 5

Caption: More discoveries ahead! Participating Connecticut museums are free for kids 18 y.o. and under. Click to learn more. **#CTSummerMuseums #CTvisit**

Headline: Free Admission for Kids at CT Museums | July 1 - Sept. 5

Caption: Your favorite program is back! All summer, kids 18 y.o. and under get in free at participating museums. Click to learn more. **#CTSummerMuseums #CTvisit**

3. DOWNLOAD OUR POSTERS AND USE OUR URL

At your events and venues, also consider printing out and displaying posters promoting this program.

You can print posters up to 24" x 36" from this high-resolution file. And wherever/however you promote the program, please use the program's direct URL: **CTSummerMuseums.com**.

That URL links to the full list of participating museums on CTvisit.com.

[Download Posters](#)

Thank you for your participation — and for encouraging more people to enjoy our state's many incredible museums!