The UGR joins #MuseumWeek, the worldwide festival for cultural institutions on social media

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University news & events

The motto for this celebration of museums, archives and libraries is "Togetherness - 7 days, 7 themes, 7 hashtags"

The University of Granada, through its Vice-Rectorate for Outreach and Heritage, has joined the 2020 edition of MuseumWeek — the famed worldwide festival for cultural institutions on social media. The event has been held every year since 2014 and brings together 60,000 participants from over 100 countries. After six editions, the festival has become the top cultural event on the globe in the virtual sphere. This year it will take place from 11 to 17 May under the motto "Togetherness - 7 days, 7 themes, 7 hashtags".

Thanks to MuseumWeek, museums, galleries, archives and libraries get to play a leading role on social media for seven days. Different daily hashtags aim to promote cultural activities and pieces selected by each institution from among their collections. The Heritage area at the Vice-Rectorate for Outreach and Heritage has designed a programme to make exhibitions, publications, audiovisual resources, restoration work, and other materials related to the UGR's rich heritage, available for each day of the festival.

The Vice-Rector for Outreach and Heritage, Víctor Medina, points out that the University of Granada considers the preservation, cataloguing and promotion of its heritage to be a priority, adding that these activities are essential because they enable our University to achieve the kind of dissemination that we seek, on this occasion at an international level.

You can stay informed about every MuseumWeek activity at the UGR by following the UGR Heritage area on social media, via Twitter (@Patrimonio_UGR), Instagram (@patrimonio_ugr) or Facebook (@patrimonio&heritageugr).

The daily hashtags (in English) for this edition are the following: #heroesMW, #CultureInQuarantineMW, #togetherMW, #MuseumMomentsMW, #climateMW, #technologyMW, #dreamsMW