

Recommendations Communication World Day 2026 for Associate Members

World Day of Friends of Museums – Sunday 11 October 2026

Calendar

When	What to do
Mon 21 – Thu 24 Sept	Edit the material: Choose your official poster and add your own elements (logo, event, details), then start using it (website, newsletter, posts, print). Adapt the press kit (your contact, your events, logos) and have the translated press release edited and proofread.
Fri 25 – Wed 30 Sept	Send the press kit: press, public institutions (local, regional, national cultural services), cultural associations, cultural agendas.
Tue 6 – Wed 7 Oct	Press reminder: send a short reminder to the press and your contacts. Schedule your posts and adapt ACTIVITIES, D-DAY and HIGHLIGHTS.
Sat 10 Oct	Mandatory post 1: ACTIVITIES (the day before).
Sun 11 Oct	WORLD DAY – mandatory post 2: D-DAY. Post stories and tag @thewffm_official #WDFM #thewffm_official. Take photos!
Mon 12 Oct	Mandatory post 3: HIGHLIGHTS (the day after). Relay posts and stories from other WFFM members.
By Tue 13 Oct	Photos: email 3 to 5 of your best photos to the WFFM.
Nov	Feedback: fill in the Google Form.

Available material [here](#)

- [Press kit](#)
- [Translated Press Release](#)
- [Social posts](#)
- [HD posters](#)
- Logos (World Day, WFFM Member, Parliament Patronage)
- [Videos](#) presenting the World Day (EN, ES, FR) available on demand: communication@thewffm.org

Official posters

- Use the official World Day posters: 2 HD versions are available on the World Day webpage. Choose one and use it for all your communication. Using the official posters makes the campaign recognisable everywhere.
- Use it on social networks, in your press kit and press emails, on your website and newsletter, and print it for display in your venue and with your partners.
- You can add your own elements to the poster (your logo, your event details). We suggest you use the WFFM font Cabin (free on Google Fonts); otherwise choose a simple, legible font. Please keep the rest unchanged (colours, layout, World Day identity).



Social networks

- Use the official poster you chose as your main visual
 - On all posts, tag @thewffm_official #WDFM #thewffm_official
 - Keep the posts as they are as much as possible in terms of colours and layout
 - 3 posts need to be adapted to your own activities: ACTIVITIES, D-DAY, HIGHLIGHTS. Feel free to add your own photos (events, venue, volunteers), as long as you have the right to use them and the people shown agree to it.
- > You can watch a video about how to use Canva [here](#)
- > part 3: editing text, 4: customizing colours, 5: layout and elements, 6: saving and downloading
- Post at least 3 posts: Sat 10, Sun 11, Mon 12 Oct
 - Post stories during the World Day and tag @thewffm_official
 - Schedule your posts in advance (with Metricool for example)
 - Post at regular times
 - Translations: have them proofread
 - On Instagram: share posts and tag each other
 - Comment, like, save each other's posts on all the Social networks!



Press kit

- A press release is included in the press kit and is also available as an editable Canva template. Proofread the translated version and replace the text in red with your local information (events, contact, presentation of your organisation).
- Then send the kit to the press, to public institutions (local, regional or national cultural authorities) and to cultural associations.
- Send your logo, the World Day logo and the WFFM logo
- Mention The WFFM in your press release
- Share a link to photos of previous events
- Proofread the translated press release (DeepL) before sending it

During and after the World Day 2026

- By Tue 13 Oct, email 3 to 5 of your best photos to communication@thewffm.org (subject: WDFM 2026 – Name of your organisation, Country), or send them by private message to @thewffm_official. Original files are fine.
- Analyse how your posts increased your visibility online
- Fill in the feedback form (Google Form) that we will send you after the World Day

Questions? Contact Charlotte Cuny: communication@thewffm.org

