

## Invitation to Partner on 2018 Women's History Month Campaign

### *Can you name #5WomenArtists?*

#### **Campaign Overview**

In March 2016, in honor of Women's History Month, the National Museum of Women in the Arts ([NMWA](http://nmwa.org)) launched an award-winning social media campaign asking, "Can you name five women artists?" A seemingly simple question with a not-so-simple answer—even for those who consider themselves well-versed in the arts—#5WomenArtists elicited shock, provided a challenge, and sparked conversation about gender parity in the arts. NMWA continued the challenge in March 2017 with astounding participation from 520 arts and cultural organizations from seven continents and 30 countries. We invite you to join us in continuing the campaign to increase gender parity in the arts in March 2018 by using #5WomenArtists to share important contributions by women in your collections or exhibitions with a special emphasis on sharing the stories of women artists of color.

#### **Why is this important?**

Can you name five women artists? Many people can't. If you can, it probably takes you much longer to think of five female artists than five male artists. Now, try to name five women artists of color. The truth is that women—especially women of color—have never been treated equally in the art world, and today they remain dramatically underrepresented and undervalued in museums, galleries, and auction houses. This imbalance goes well beyond the art world, of course. But art plays a vital role in exploring issues of gender in society. That is why the #5WomenArtists social media campaign is so important. #5WomenArtists directly addresses the gender imbalance in the presentation of art in the United States and abroad, assuring great women artists a place of honor now and into the future.

**Hashtag:** #5WomenArtists

#### **Campaign Website**

<https://nmwa.org/womens-history-month>

**Please tag us in your posts whenever possible:** @WomenInTheArts

#### **What type of content will NMWA share?**

- Artist biographies, birthdays, and quotes
- Blog posts
- Collection images and library resources
- Statistics about women artists
- Art world news
- News articles

## **What type of content can partnering museums share and add #5WomenArtists?**

- Artwork by women in their museum's collection
- Exhibition information (past, present and future)
- Women's influence on the design, architecture or landscape architecture of the institution
- Articles about women artists or gender imbalance in the arts
- Programs they are hosting related to Women's History Month or the #5WomenArtists campaign
- Women artists in their own communities

## **How much does my museum have to do in order to participate?**

We encourage you to participate as much as you'd like! We understand that everyone's time is limited and the content you distribute on your channels is carefully curated—so even if you just add the hashtag to content you would already be sharing about women artists, we would appreciate it. Alternatively, NMWA's social media channels create sharable content during the month of March. Feel free to repost the content that we distribute. Each year we've been flattered to see some organizations go above and beyond to incorporate #5WomenArtists into their on-site programs, blog series and exhibitions.

## **NMWA Social Media Handles**

- Facebook: WomenintheArts (<https://www.facebook.com/womeninthearts>)
- Twitter: WomenintheArts (<https://twitter.com/womeninthearts>)
- Instagram: WomenintheArts (<http://instagram.com/womeninthearts>)
- Blog: Broad Strokes Blog (<https://nmwa.org/blog/>)

## **About NMWA**

The National Museum of Women in the Arts (NMWA) is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs and online content, the museum seeks to inspire dynamic exchanges about art and ideas. NMWA advocates for better representation of women artists and serves as a vital center for thought leadership, community engagement and social change. NMWA addresses the gender imbalance in the presentation of art by bringing to light important women artists of the past while promoting great women artists working today.

## **Questions?**

Contact [media@nmwa.org](mailto:media@nmwa.org) with any questions you have regarding how your museum can participate.