

MONA



FOMA

MONA FOMA STYLE GUIDE

DESCRIPTION

The Museum of Old and New Art's summer festival returns in January 2021 across Hobart and Launceston, Tasmania. Art, music and other great stuff, including: lasers at Cataract Gorge, a K&D Warehouse takeover, evening concerts at Mona and by the Tamar River, full-throttle opera, intimate archery, cocktails on kunanyi, exhibitions everywhere from industrial sites to backstage theatres, a woman buried in a mound of dirt, roosters on horseback, and quite a bit more. Launceston: 15–17 January. Hobart: 22–24 January. Tickets on sale now at monafoma.net.au.

ASSETS

Approved images, video, logos and style guide is available for use here:
<https://www.dropbox.com/monafoma2021-styleguide>

Please credit any images with 'Image courtesy of The Museum of Old and New Art.'

SOCIAL MEDIA GUIDELINES

Here are some hot tips and party tricks to kickstart your time at Mona Foma and help you make the most of your relationship with us. Feel free to amend as you see fit: these are guidelines, not hard-and-fast rules.

Instagram

Tag @monafoma and #monafoma where applicable. You can find us here <https://www.instagram.com/monafoma/>

As a general rule, we don't hashtag individual events—mainly so that we can keep all Mona Foma snaps in the one area (#monafoma), but you're more than welcome to add them to your own posts if you wish.

If referencing Mona (David Walsh's museum outside of Hobart, from whence Mona Foma hails), use @monamuseum and #monamuseum.

Twitter

Tag @monafoma and #monafoma where applicable. You can find us here <https://twitter.com/MONAFOMA>

If referencing Mona, use @monamuseum and #monamuseum.

Facebook

Tag @MONAFOMA where applicable. You can find us here <https://www.facebook.com/MONAFOMA/>
No need to use hashtags here.

YouTube

You can find us here <https://www.youtube.com/channel/monafoma>

If referencing Mona, tag @MONA – Museum of Old and New Art. You can find us here <https://www.facebook.com/MONAmuseum/>

General tips

- When writing your own posts related to the festival, be passionate, authentic and positive.
- Be the regram you want to see in the world: if you're posting a Mona Foma-supplied image or video, or reposting an image shared on social media, remember to attribute the original author in your post. This can be done using the camera emoji, #regram or including 'photo credit' alongside the author's name or social media handle.
- If you receive a comment that you don't have the answer to, or about a Mona Foma event that you're not involved with, seek advice from the Mona Foma team before responding.

Commonly used names

- Mona Foma, not MONA FOMA, MOna FOma, Mona FOMA, MONA Foma, MOFO, MoNa FoMa or mofo
- Faux Mo, not FOMO or Fomo
- Mona, not MONA or the Mona

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2021

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