

# #BecauseOfArtsEd Social Media Campaign

## How To Guide



An essential part of National Arts in Education Week is visibility. This is your chance to tell your own personal story about the transformative power of the arts in education on Facebook, Instagram and Twitter.

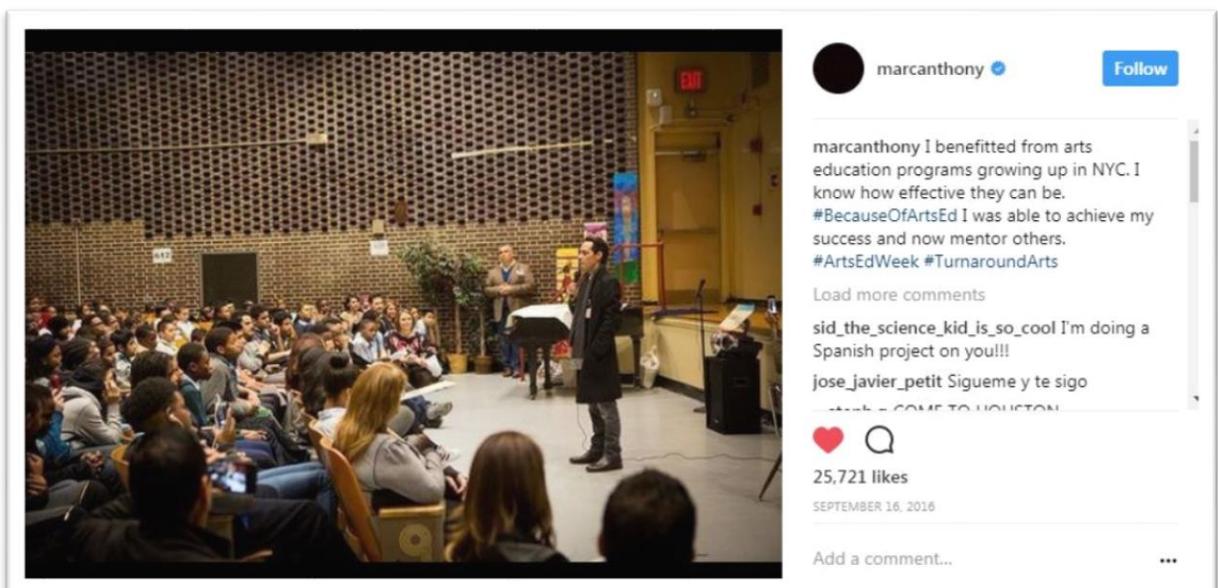
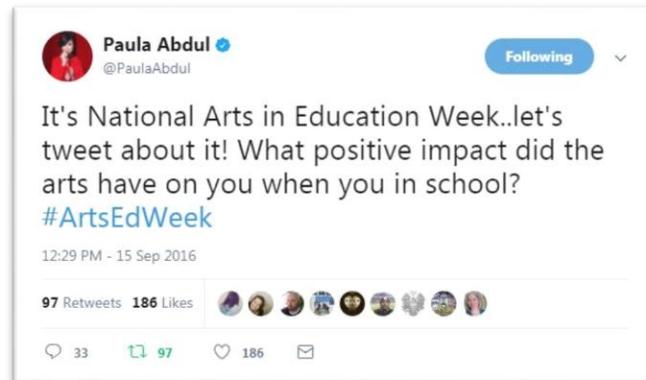
Whether you are an individual or an organization, you can share your story in innovative ways.

Make sure to use the hashtag **#BecauseOfArtsEd** on all social media platforms. This allows others to check out your post and for it to be included in the campaign! For anything regarding National Arts in Education Week, be sure to use **#ArtsEdWeek**, too!

Also, don't forget to **tag people or organizations** in your photos. Tagging others using their @handle allows others to join in the fun of the campaign and to share their story, too. Pro tip: tag @Americans4Arts so we can check out your post—we love to reshare our favorites!

Lastly, be sure to **like, favorite, retweet, or share** others' posts! This way we can amplify our message and get the word out in all corners of the country!

Below, check out some of our favorite posts from last year and examples of posts on all platforms of social media!



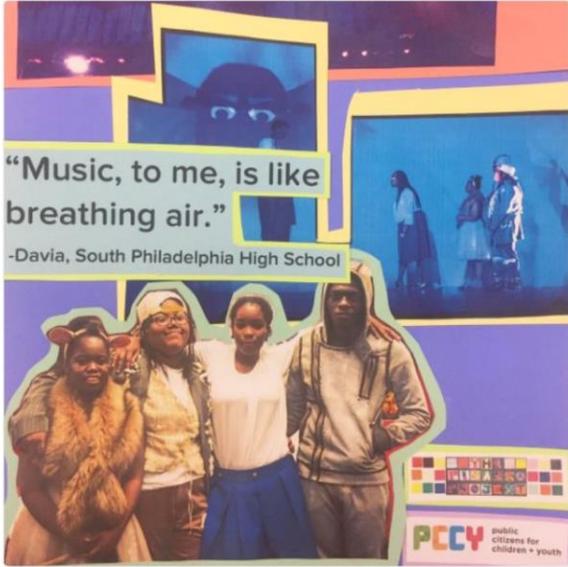
**Post a story on Facebook.** Tell the world your #BecauseOfArtsEd story on Facebook. Let us know what you are doing now in work and life, and show how arts education has a positive impact with a photo! Be sure to use #ArtsEdWeek, too.



Send a quote on Twitter. Share your quick #BecauseOfArtsEd story on Twitter. Be sure to include an image or video along with #ArtsEdWeek. Don't forget to tag us and your friends, too!

**Picasso Project**  
@PCCYarts

Why do we ❤️ #ArtsEd?! "Music, to me, is like breathing air" -SPHS #PicassoProject student. 🎵🎸🎹🎺🎻🎷🎧🎧  
#BecauseOfArtsEd #ArtsMatter #PHLed



8:16 AM - 2 Aug 2017

10 Retweets 19 Likes

**Ms. Wallace Art**  
@ARTatMMS

I've seen them thru HS, college, jobs, grad school-it's so nice watching your former students become such great people!  
#BecauseOfArtsEd



5:43 PM - 24 Sep 2016

**lana** 😊  
@AbbyRoscher

#BecauseOfArtsEd I have found my best friends and my family ❤️



10:13 PM - 18 Sep 2016

7 Likes

Share a photo on Instagram. Post your favorite arts education photo on Instagram along with your #BecauseOfArtsEd story to tell the impact of arts education on your life. Be sure to use #ArtsEdWeek.

