Social Media Ideas

2015 Campaign

ArtsWave in Action

#Give2ArtsWave #ArtsWave
@ArtsWave in Action

Sharing your involvement with the ArtsWave campaign is a great way to highlight your company’s philanthropic efforts and commitment to a thriving community.

Create and Leverage Content

Tweet, post on Facebook, snap pics on Instagram, discuss on LinkedIn, pin, blog, post videos, or create any other content you can think of to help promote your role in supporting the ArtsWave Campaign. Included below are example tweets and posts you can use during your campaign.

*If you do not manage social media for your company, please share this information with your marketing/social media department directly.

Tag and Hashtag - Join the conversation. Tag @ArtsWave and use these hashtags:
- #Give2ArtsWave when talking about the ArtsWave Campaign
- #ArtsPass or #CincyYPerks when enjoying your discounts
- @ArtsWave in Action or #ArtsRipple when you see arts making an impact
- #CincyWinterArts & #CincySpringArts when enjoying the amazing arts in our region
- #ArtsWaveYP when connecting with other Young Professionals through the arts
- @Macy's Arts #Sampler2015 when enjoying 2 days of free arts on March 7 & 8
- #CincySings for company sing-offs, Semi-Finals March 14, or the big event on April 8
- #Toast2Arts when dining with one of our Toast to the Arts partners
- #AWAmazingRace for our signature YP event, the Amazing Arts Race, on April 18

Like, Comment, and Share - Follow @ArtsWave on your favorite social network. Share your pictures, posts, or video of fun campaign activities, and spread the word about ArtsWave to your personal and professional network. Connect with us on LinkedIn to join discussions about the campaign and the arts in our region.

Increase and Enhance your Web Presence - Connect your social media activity back to an appropriate spot on your Web site or to our site: http://www.theartswave.org

Blog - Write about your company’s ArtsWave campaign on your company blog, share the ArtsWave blog posts on your social networks, and leave us comments!

Integrate with Planned Marketing
Integrate your social media promotion with other marketing or business activities. We’ll continue sending you updates about the rest of our activities so you can stay in sync.

Follow ArtsWave
Look for our redesigned site theArtsWave.org in 2015.
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**Awareness Messages**

Following are tweets and posts you can share to bring and increase awareness of your Workplace Campaign.

- Creating community thru the arts. That’s @ArtsWave in Action. #Give2ArtsWave #ArtsWave
- Bringing families together. That’s @ArtsWave in Action. #Give2ArtsWave #ArtsWave
- ArtsWave supports over 100 local arts organizations all over our region. #Give2ArtsWave
- The arts create a ripple effect of benefits throughout our region. #ArtsRipple #Give2ArtsWave
- The arts create lively, attractive neighborhoods. #Give2ArtsWave
- Discover what connects us. That’s @ArtsWave in Action. #Give2ArtsWave
- Finding my new favorite thing to do. That’s @ArtsWave in Action. #Give2ArtsWave

**Phase II - Action Messages**

Following are posts that will inspire giving and encourage others to attend our amazing events.

- Support 100+ local arts organizations that bring our community together. #Give2ArtsWave
- Make new family memories at @ArtsWave’s @Macys Arts #Sampler2015
- Enjoy the wine [at local restaurant] and #Give2ArtsWave at the same time! #Toast2Arts
- Hear amazing voices in our community. #CincySings #Give2ArtsWave
- Making a difference and new friends. #ArtsWaveYP #AWAmazingRace
- FREE art in your neighborhood! #Sampler2015 #Give2ArtsWave

**Phase III - Engagement**

The following tweets and posts will show the connections between your organization and our Community Impact Agenda that reveal the Ripple Effect in our community.

- [Your Organization] believes the arts create thriving communities. @ArtsWave in Action #Give2ArtsWave
- [Your Organization] is committed to helping schools succeed by leveraging the power of the arts. @ArtsWave in Action #Give2ArtsWave
- [Your Organization] is building a stronger community by helping @ArtsWave in Action. #Give2ArtsWave
- [Your Organization] is committed to supporting the arts by [running an ArtsWave employee campaign]. #Give2ArtsWave

Want a more detailed social media and communications calendar for ArtsWave’s 2015 Campaign? Contact Rebecca Calkin, Manager: Digital Communications, at rebecca.calkin@theartswave.org or 513.632.0133