



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 [#CincYPerks](#) 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
- [@Macys 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.



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

Twitter Engagement is highest Thursday through Saturday, especially during commute times and after 1pm!

Check your page's Facebook Insights Post Data to discover when your fans are online.

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



Macy's Arts Sampler

a calendar app

Organize and plan your Macy's Arts

Sampler events. Bookmark and share events, list by venue, type of art, age appropriateness and more. Get the Macy's Arts Sampler 2015 app!

Search "ArtsWave" in the iPhone and Android app stores.

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