

NATIONAL
ARTS IN
EDUCATION WEEK



#BecauseOfArtsEd

SOCIAL MEDIA CAMPAIGN

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HOW-TO GUIDE





ABOUT AMERICANS FOR THE ARTS

The mission of Americans for the Arts is to build recognition and support for the extraordinary and dynamic value of the arts and to lead, serve, and advance the diverse networks of organizations and individuals who cultivate the arts in America.

Founded in 1960, Americans for the Arts is the nation's leading nonprofit organization for advancing the arts and arts education. From offices in Washington, DC and New York City, we provide a rich array of programs that meet the needs of more than 150,000 members and stakeholders. We are dedicated to representing and serving local communities and to creating opportunities for every American to participate in and appreciate all forms of the arts.

ABOUT THE ARTS EDUCATION PROGRAM

The Arts Education Program provides leadership development, networking, research, and tools that empower individuals and organizations to create equitable systems and strong policies which strengthen the arts education ecosystem. We seek to unify diverse stakeholders, including arts education professionals, cultural and education sector leaders, the business community, parents, and young people, to create change in their communities, states, and the nation.



ABOUT NATIONAL ARTS IN EDUCATION WEEK

National Arts in Education Week is supported by Americans for the Arts on behalf of the field of arts education to bring visibility to the cause, unify stakeholders with a shared message, and provide the tools and resources for local leaders to advance arts education in their communities. As a local partner or a member of the organization, find ways to celebrate the transformative power of the arts in education by visiting www.NationalArtsInEducationWeek.org.

ACKNOWLEDGEMENTS

Americans for the Arts would like to thank the many individuals and organizations who contributed to this publication and National Arts in Education Week campaign over its many years of development.

Photos courtesy of Scott Cronin & Alonso Parra



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, Twitter, and LinkedIn

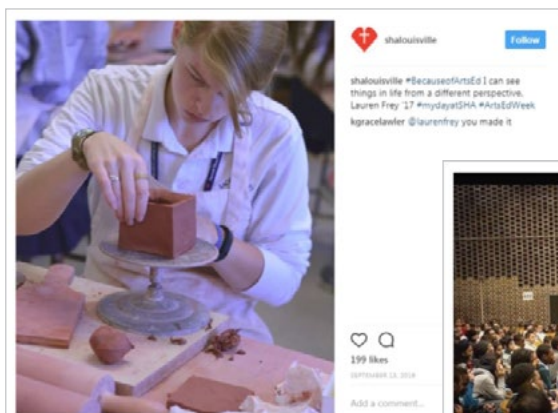
Whether you are an individual or an organization, you can share your story in innovative ways. Include photos or videos when possible – they liven up posts, make them more memorable, so that more people share them!

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 re-share 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!



SHARE YOUR STORY USING #BecauseOfArtsEd



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!



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.



CREATE A #BecauseOfArtsEd CAMPAIGN

Unify the voices of your members, participants, or constituents by documenting their stories and sharing throughout the week. Be sure to use #BecauseOfArtsEd and #ArtsEdWeek!



SHARE A VIDEO!

Record yourself or others sharing their #BecauseOfArtsEd story. If you are able, edit it to less than 1 minute and include the Arts Ed Week Logo! Check out the videos we have made for examples!



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