



Social Media Tips and Messaging for Arts In Education Week

Connect to larger themes that resonate in your community:

- Equity
- Social Justice
- Social and emotional well-being
- Creativity
- Engagement
- Confidence
- Achievement

Sample messaging for social media:

- Every week is #ArtsEdWeek in our school!
- Every day that we reach a student through #artseducation is a reason to celebrate!
- #BecauseOfArtsEd my students are creating works of art that are meaningful to them.
- #BecauseOfArtsEd my school promotes arts learning as a way for students to heal and be engaged.
- #BecauseOfArtsEd my children are focused and look forward to learning every day.
- #BecauseOfArtsEd my students now see me as an artist as well as a teacher.
- #BecauseOfArtsEd my community values the creatives who live, work, and give so much to our town.

Social media tips

- Keep the focus on the students.
- Stay positive; celebrate accomplishments.
- Use high quality photos and videos.
- Close ups are best. (Get permission to post student images.)
- Keep the text brief; rely on visual images to tell the story.
- Choose social media platforms carefully; monitor privacy concerns.
- Acknowledge program partners and donors; link or tag their websites/social platforms.

(Excerpted with permission from ElevateArtsEd: [Be the Good News](#))