**Social Media Tool Kit**

**for publicizing & raising awareness of artlook®**

Social Media is a strategic way to spread your own news and amplify your message – both in terms of the public and as part of your PR strategy.

Each community’s social media team (or members of the communications team at the schools or district levels) should be part of the planning process.

In addition, opportunities to photograph and capture video of educators during workshops; students and teachers during classroom lessons or on an arts-related field trip; or teaching artists interacting in the classroom are valuable visuals for the impact of arts education in your community!

You are welcome and encouraged to tag the Kennedy Center, Any Given Child, and Ingenuity as well! Our social handles include:

Kennedy Center Facebook and Instagram – @kennedycenter and #KCED

Any Given Child’s hashtag - #AnyGivenChild

Kennedy Center Twitter – @kencen

Ingenuity Twitter - @IngenuityChgo

Ingenuity Facebook - @IngenuityChicago

Below are some sample social media messages and ideas that you can use as a starting-point for creating your own social media strategy publicizing the artlook® collaboration and efforts to your public audiences. Keep in mind that reporters and media will often look at socials and use it as tool as a tool themselves.

**Social Ideas**

* Are there days to spotlight arts education stories or teachers, or even field trips to arts organizations? If the arts organization students are visiting is doing socials while they are there, sync up with them
* Man-on-the-Street style interviews with students or also by students as reporters to speak to what they love most about an art form or what they are learning?
* Re-sharing content from KC or Ingenuity socials about the initiative or arts education is also a great way to further amplify the importance of what is taking place within the community
* Could a selection of parents speak in a short video about why arts education is important to them?
* If a reporter or media outlet is in process of doing a story on the initiative, make sure they have the relevant hashtags for the community, so they are able to tag you

**Sample Posts**

[# or @ for backbone agency] is dedicated to promoting #ArtsEd equity and access for our kids -- and we’ve been selected as one of only 6 cities nationally to receive support from @kencen to help that goal. Check out [link to your community’s custom artlook URL] to learn more! [relevant hashtags]

A majority of @[community’s school districts] leaders are embracing #ArtsEd as a “must have” in their schools. Check out [link to your community’s custom artlook URL] to learn more! [relevant hashtags]

#ArtsEd matters to [community]! We’re thrilled to announce a new partnership between @[Agency], @kencen, and @Ingenuitychgo to bring fact-based improvements to the equity, access, and quality of arts education in our public schools [relevant hashtags]

You – Yes - You are part of our Arts Education story! How [X Community] needs your help to improve access to arts education. Check out [link to your community’s custom artlook URL] to learn more! [relevant hashtags]

(Ex - Using the art of dance to teach math)

#Math is important. Not all students grasp it from books—so these teachers use #dance to engage all ---- [include engagement photo or short video of students actively participating in the lesson]

(Ex - Using Visual Art in teaching History)

Budding Artists alert! Our [X grade] students used their visual art skills to learn about the Civil War --- [photos of the art work or a video of a couple of students speaking about their art/what they learned]

(Ex - Using creative writing to teach science)

Guess what our teachers are doing today with [NAME of teaching artist], a @kencen teaching artist! How does poetry fit in with science? [include short video of teachers explaining what they learned through a teaching artist workshop or active participation of what they worked on]