

Tool T: Sample Social Media Toolkit for State X

This social media toolkit is designed to help you take advantage of digital media channels to increase support for arts education in State X schools. The toolkit includes social media best practices, recommended key partners and sample content you can use or adapt.

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- Potential Partners/Key Influencers.
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Social Media Best Practices

Before implementing this social media strategy, consider a basic set of best practices for using the materials you have and engaging with your target audiences effectively.

CONTENT

When posting, the key is to maintain a consistent presence, publishing content at least two times per week. **Content should also be short, no more than two sentences**, to ensure that the audience can easily ascertain the key message and recommendations. Whenever possible, post pictures or video. Visual posts get more interaction.

TIPS FOR EFFECTIVE ENGAGEMENT

Make sure to create opportunities for interaction, whether you tag a key influencer or link to a relevant resource.

Take advantage of any other dialogues or social media content that focus on arts education. Respond directly to those dialogues or share them with your networks. As a part of your social media strategy, you should expand your network of stakeholders who are interested in this issue, because they can disseminate your posts and messages.

Social Media Platforms

FACEBOOK – the world’s largest social platform, with over 1 billion active monthly users. It’s very likely that you have an involved Facebook parent community just waiting for your posts. Optimal times to post are Mondays – Thursdays, right before lunch or right after rush hour.

TWITTER – a popular microblogging platform that is ideal for quick updates. The key to being successful on Twitter is to post consistently. Tweets with links are [more likely](#) to be retweeted, while posts with images [get more engagement](#) than tweets without. It is effective to use at least one hashtag per tweet to ensure you are reaching individuals beyond your network of followers.

INSTAGRAM – a platform for sharing photos and video, organized by tags (or topics) and information about location. Instagram can be a good platform for sharing short, clear infographics or photos of successful arts education programs in action. Instagram will not accommodate much text, so focus on images that tell a story. Again, include hashtags to increase engagement.

Tag key influencers – in other words, include their formal social media handles in posts that might interest them. This notifies them that you mentioned them.

- Build your network of stakeholders.
- Leverage trending hashtags.
- Use engaging visuals to supplement your content.
- Don't forget to include suggestions for what people can do to promote change.



Potential Partners/Key Influencers

To increase social presence, it is critical to engage with — and re-broadcast content from — a variety of partners invested in arts education. Below is a list of national partners that are actively engaged in this issue across social media platforms. They can be conduits to parents, policymakers, educators and other key stakeholders. This list is not exhaustive, so take some time to identify organizations in your state or community that have active social media accounts.

Monitor these and other accounts when possible, and when relevant, respond directly to or re-post their content.

ORGANIZATION/ INFLUENCER	WEBSITE	SOCIAL MEDIA HANDLES/ LINK
AFTERSCHOOL ALLIANCE	http://www.afterschoolalliance.org	Twitter: @afterschool4all Facebook: afterschoolalliancedc Instagram: afterschool4all
ALLIANCE FOR YOUNG ARTISTS & WRITERS	https://www.artandwriting.org	Twitter: @artandwriting Facebook: Scholastic Art and Writing Awards Instagram: artandwriting
AMERICAN ALLIANCE FOR THEATRE AND EDUCATION	https://www.aate.com	Twitter: @AATENow Facebook: The American Alliance for Theatre and Education Instagram: aatenow
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION (AERA)	https://www.aera.net	Twitter: @AERA_EdResearch Facebook: AERAEdResearch Instagram: aera_edresearch
AMERICANS FOR THE ARTS	https://www.americansforthearts.org	Twitter: @Americans4Arts Facebook: americans4arts Instagram: americans4arts
ARTSCONNECTION	https://artsconnection.org	Twitter: @ArtsConnection_ Facebook: artsconnection Instagram: artsconnection
ARTS EDUCATION COLLABORATIVE	https://artsedcollaborative.org	Twitter: @ArtsEdCollab Facebook: artsedcollab Instagram: artsedcollab
ARTS EDUCATION PARTNERSHIP	https://aep-arts.org	Twitter: @aep_arts Facebook: ArtsEdPartnership Instagram: aep_arts

ARTS SCHOOLS NETWORK	https://www.artsschoolsnetwork.org	Twitter: @artsschools Facebook: artsschoolsnetwork
CHORUS AMERICA	https://www.chorusamerica.org	Twitter: @chorusamerica Facebook: chorusamerica Instagram: chorus_america
COUNCIL OF CHIEF STATE SCHOOL OFFICERS (CCSSO)	https://ccsso.org	Twitter: @CCSSO Facebook: ccsso Instagram: ccsso
EDUCATION COMMISSION OF THE STATES	https://www.ecs.org	Twitter: @edcommission Facebook: edcommission
EDUCATIONAL THEATRE ASSOCIATION	https://www.schooltheatre.org	Twitter: @schooltheatre Facebook: Educational Theatre Association Instagram: schooltheatre
GRANTMAKERS IN EDUCATION	https://www.edfunders.org	Twitter: @Edfunders Facebook: edfunders
GRANTMAKERS IN THE ARTS	https://www.giarts.org	Twitter: @GIArts Facebook: GrantmakersArts Instagram: grantmakersinthearts
INTERNATIONAL CHILD ART FOUNDATION	https://www.icaf.org	Twitter: @ICAF_org Facebook: ICAF.org
JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS	https://www.kennedy-center.org	Twitter: @KenCen Facebook: KennedyCenter Instagram: kennedycenter
MUSIC FOR ALL	https://www.musicforall.org	Twitter: @musicforall Facebook: musicforallnetwork Instagram: officialmusicforall
NATIONAL ASSEMBLY OF STATE ARTS AGENCIES	https://nasaa-arts.org	Twitter: @nasaa_arts
NATIONAL ART EDUCATION ASSOCIATION (NAEA)	https://www.arteducators.org	Twitter: @NAEA Facebook: arteducators Instagram: whyartmatters
THE NATIONAL ASSOCIATION FOR MUSIC EDUCATION	https://nafme.org	Twitter: @NAfME Facebook: nafme Instagram: nafme



NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS	https://www.naesp.org	Twitter: @NAESP Facebook: naesp Instagram: thenaesp
NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS	https://www.nassp.org	Twitter: @NASSP Facebook: principals Instagram: nassp_
NATIONAL ASSOCIATION OF STATE BOARDS OF EDUCATION	http://www.nasbe.org	Twitter: @NASBE Facebook: StateBoards
NATIONAL DANCE EDUCATION ASSOCIATION	https://ndeo.org	Twitter: @ndeodance Facebook: ndeopage Instagram: ndeodance
NATIONAL ENDOWMENT FOR THE ARTS	https://www.arts.gov	Twitter: @NEAarts Facebook: National Endowment for the Arts Instagram: neaarts
NATIONAL PTA	http://www.PTA.org	Twitter: @NationalPTA Facebook: ParentTeacherAssociation Instagram: nationalpta
PARTNERSHIP FOR 21ST CENTURY LEARNING	http://www.battelleforkids.org/networks/p21	Twitter: @battelleforkids Facebook: battelleforkids Instagram: battelleforkids
STATE EDUCATION AGENCY DIRECTORS OF ARTS EDUCATION	https://www.seadae.org	Twitter: @_SEADAE
TURNAROUND ARTS *NATIONAL PROGRAM OF THE JFK CENTER FOR THE PERFORMING ARTS*	http://turnaroundarts.kennedy-center.org	Twitter: @TurnaroundArts Facebook: TurnaroundArts Instagram: turnaroundartsnational
U.S. DEPARTMENT OF EDUCATION	https://www.ed.gov	Twitter: @usedgov Facebook: ED.gov Instagram: usedgov
VH1 SAVE THE MUSIC FOUNDATION	https://www.savethemusic.org	Twitter: @VH1SaveTheMusic Facebook: vh1savethemusic
YOUNG AUDIENCES ARTS FOR LEARNING	https://www.youngaudiences.org	Twitter: @YoungAudiences_ Facebook: Young Audiences Arts for Learning Instagram: young_audiences

Key Hashtags

Hashtags serve as a useful way to reach other stakeholders who may not fall within your social media networks. They also provide an entry point into relevant, issue-based conversations you can participate in to engage relevant members of a target audience.



Below is a list of hashtags used in arts education dialogues across the country:

- **#artsed**
- **#artsintegration**
- **#edchat**
- **#arteducation**
- **#arted**
- **#arts**
- **#theatreineducation**
- **#STEAM**
- **#edtech**
- **#artsgrants**
- **#artsfunding**
- **#artsforchange**



Social Media Sample Content

This section includes a set of sample Facebook and Twitter posts to use or (more likely) adapt in your communications efforts. The images below are publicly available through a Creative Commons license, which authorizes their free distribution for nonprofit purposes.

IMAGE	FACEBOOK	TWITTER
	<p>When students participate in arts classes, their academic performance improves, their attendance and graduation rates increase, they become more empathetic and resilient and their critical thinking skills grow sharper.</p> <p>However, while an average of 94% of students nationwide attend schools offering music classes, the same cannot be said for State X where only 87% of all students attend such schools.</p> <p>Find out [link] what we can do to invest in our students' future successes in school, work and life.</p>	<p>From improved grades and sharpened critical thinking skills to increased graduation rates and more empathy - the benefits of arts education are endless! #artsed #artsintegration</p>
	<p>Dear State X-</p> <p>Almost one-third (31%) of students who receive free or reduced-price lunches attend schools that do not offer any arts courses.</p> <p>Low-income students with a history of involvement in the arts have higher college enrollment rates than their low-income peers who didn't pursue arts education, and they are three times more likely to earn bachelor's degrees than their peers.</p> <p>We must do better for our students.</p>	<p>At-risk students with a history of involvement in the arts have higher college enrollment rates & are 3X more likely to earn bachelor's degrees than their peers. #edchat #artsed</p>



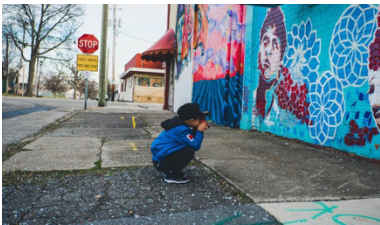
Way to go, State X! For the 3rd year in a row, Arts Education is on the rise in State X! While there's still more work to be done, our collective efforts are working!

Learn more about the positive effects of #artsed on students' behavior, performance, and outlook from this great article by @MindShift.

<https://www.kqed.org/mindshift/50874/what-happens-to-student-behavior-when-schools-prioritize-art>

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We know that arts education develops creativity and problem-solving skills, improves judgment and encourages innovative thinking. Read more about the studies that have found these correlations in this informative article from @forbes.

<https://www.forbes.com/sites/jessicabaron/2019/03/05/fine-arts-courses-help-students-excel-in-math-and-science/#5f36748f2596>

Multiple studies have confirmed the correlation between art engagement and academic achievement in other subjects. To learn more about these studies, check out this great article from @forbes.

<https://www.forbes.com/sites/jessicabaron/2019/03/05/fine-arts-courses-help-students-excel-in-math-and-science/#5f36748f2596>



Arts integration has been proven to be beneficial in improving students' learning and thinking skills, while also increasing access to arts education at a time when arts offerings in some schools are being scaled back. Learn more about the interesting partnership between arts integration and social emotional learning here: https://districtadministration.com/arts-integration-and-social-emotional-learning-a-partnership-for-success/?platform=hootsuite&utm_AugTwittercampaign=hootsuite

#Artsintegration has been proven to be beneficial in improving students' learning and thinking skills. Learn more about the intersection between arts integration and social emotional learning #SEL [here](#).



An analysis from the Kinder Institute's Houston Education Research Consortium and the Brookings Institution found that exposure to arts education was linked to more empathy and engagement, better writing scores and fewer disciplinary problems.

<https://bit.ly/2IHJqcO>

An analysis from the @RiceKinderInst and @Brookings found that exposure to #artseducation was linked to more empathy and engagement, better writing scores and fewer disciplinary problems.

<https://bit.ly/2IHJqcO>



“But when you look deeper, it’s clear that not all arts curriculum is equal in terms of enrollment. Music and visual art enroll about 70% of Ohio students, but it’s just 1% for drama and less than 1% for dance.”

Read on to learn more about what @OhioAllianceforArtsEducation Executive Dir. Jarrod Hartzler has to say about art education in Ohio.

<https://bit.ly/2m9pL5Q>

“Music and visual art enroll about 70% of Ohio students, but it’s just 1% for drama and less than 1% for dance.” @ohioalliance’s new Exec. Director, Jarrod Hartzler, explains what those numbers mean for #artseducation in Ohio.

<https://bit.ly/2m9pL5Q>



We know that participation in arts classes improves students’ attendance and graduation rates, boosts their empathy and tolerance, and sharpens their critical thinking skills.

However, 6.1% of State X students still do NOT have access to ANY art course.

Without public arts education data, it will be more difficult for policymakers, school and district leaders, parents and community members to ensure that students in all districts and areas receive equitable education programs.

#ArtsDataMatters

Research confirms that #artseducation is valuable to students’ future success in school, work, and life, but over 52k students in State X still do not have access to any art course.

Check out @aep_arts to learn more about the importance of #artseducation data.