Social Media & Arts Advocacy?
Perfect Together!
ArtPride New Jersey
October 2011

Why?

- Recruit new advocates
- Raise issues/awareness
- Promote the “fun” in arts participation on a grassroots level
How?...blogs

Facebook
Facebook Insights (or Google analytics)
Evaluate success, but remember failure can lead to success!

Facebook Friends Gallery
Converting Virtual Friends to In Person and Live!

Promo hyping 1,000 Facebook liker—sent “handmade” artist beret and Discover Jersey Arts “swag” – pin, pen, etc.

Asked the “fan” to take a photo of herself in her beret and post it on our facebook page!

Mary Louise is an artist/craftsperson who makes dolls. Here she is!

1,000 FB “Liker”
Now! Arts & Humanities Month

One Grand Prize winner will receive their own, customized, one-of-a-kind Jersey Arts Fan Spending Spree tailored just for them (not to mention the bragging rights of being New Jersey’s Ultimate Arts Fan).
2009 NAHM – Fill the Wall! (through Art Pride blog)

Monday, September 19, 2009

Hang your Masterpiece on Maddie’s Digital Office Wall

In celebration of National Arts and Humanities Month...

Maddie’s office wall is empty! Art is for and by everyone—send us an image of YOUR masterpiece (anything from an oil painting to a photograph of you performing art to a macaroon and pastel picture) to post on Maddie’s digital office wall. We will post a new piece of art every weekday in October to celebrate National Arts and Humanities Month. So crack open that new box of crayons and email an image of your creation to Maddie@ArtPride.com.

Submissions

Masterpiece of the Day: October 1, 2009

By: Joelle Sue Ohline

Ariccioli Bass
By: Jackie Stack Lupakes
Stained glass mosaic

Oceana
By: Amanda Rosenblatt
Hand knit scarf

Harshlinda Triptych #1
By: Joelle Sue Ohline
Paint, photography and hand stitching on linen

Ocean City
By: Sandra Lubomir
Photograph
Arts Day promotion – April 2010

Ad in Tourism Conference program

Tent cards with club text message
Text ARTS to 25827
Flash Mob – April 10 – Jersey Gardens Mall, Elizabeth, NJ

Day of Event
Twitter

Start or join a real time discussion!

#tweatre – Rachel Evans of Kean Univ. launched national discussion on theatre ed & arts advocacy during Arts in Education Week in Sept.

#NAHM – National Arts & Humanities Month

#artsadvoc

Networked Nonprofits are simple and transparent organizations. They are easy for outsiders to get in and insiders to get out. They engage people to shape and share their work in order to raise awareness of social issues, organize communities to provide services or advocate for legislation.

Networked Nonprofits don’t work harder or longer than other organizations, they work differently. They engage in conversations with people beyond their walls — lots of conversations — to build relationships that spread their work through the network. Incorporating relationship building as a core responsibility of all staffers fundamentally changes their to-do lists.

Resources – the “Best!”

The Networked Nonprofit by Beth Kanter & Allison Fine

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Beth’s Blog

14 OCT 2016

Video Can Help Boost Donations in End-Of-The-Year Fundraising

Hi, I’m Beth. Welcome!