

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





Claim Your Title as NJ's Biggest Arts Fan and Win!

Posted on [October 12, 2010](#) | [Leave a comment](#)

October has been officially proclaimed "Discover Jersey Arts Month" by Governor Christie. To celebrate this, and the tenth anniversary of their official launch, Discover Jersey Arts is holding an Ultimate Arts Fan Contest!

All month long, Discover Jersey Arts invites arts lovers from throughout the region to tell them why they love the arts in New Jersey. You can write it, draw it, record it or film it, but make sure you submit it because the winner will receive a **\$500 Jersey Arts Fan Spending Spree** tailored around the passions, geography and organizations featured in their entry.

For more information and sample submissions (including a video of yours truly!) visit: <http://jerseyarts.com/artefan>

search

Search

about us

Arthrive NJ works to increase awareness at local, state and national levels for funding, support and recognition of the arts as vital to New Jersey's quality of life, education and economic vitality.

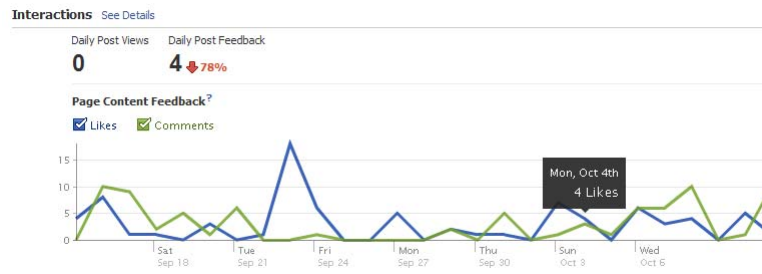
Find out more at arthrive.nj.com



[illegible]

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!



1,000 FB “Liker”



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!

Now! Arts & Humanities Month



Sample "Arts Fan" Submissions



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).

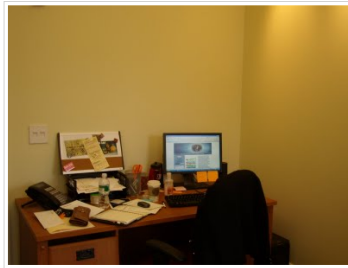
2009 NAHM – Fill the Wall! (through Art Pride blog)

Monday, September 28, 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 macaroni and paste 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 madelinorton@artpridej.com!

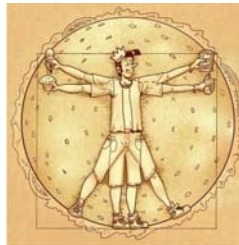


Submissions

Masterpiece of the Day- October 1, 2009



Riccardi Bass
By: Jackie Stack Lagakos
Stained glass mosaic



Pastel Patchwork:
Sunflowers in July, Cheetah in Lipstick, and Color Me True
By: Priyanka Chanchani, Samantha Olivas, Joe Randall
Pastels



Marshlands Triptych #1

By: Joanie San Chirco

Paint, photography and hand stitching on linen



Ocean City
By: Sandra Lubrano
Photograph

Arts Day promotion – April 2010



Ad in Tourism
Conference
program



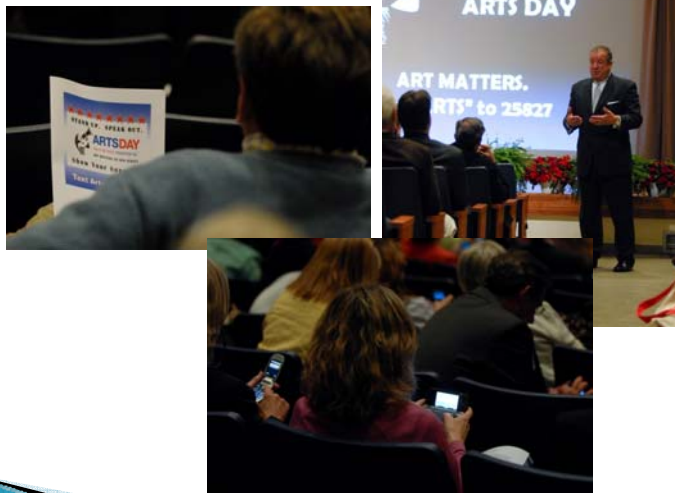
•Tent cards with club
text message
Text ARTS to 25827



Flash Mob – April 10 – Jersey Gardens Mall, Elizabeth, NJ



Day of Event



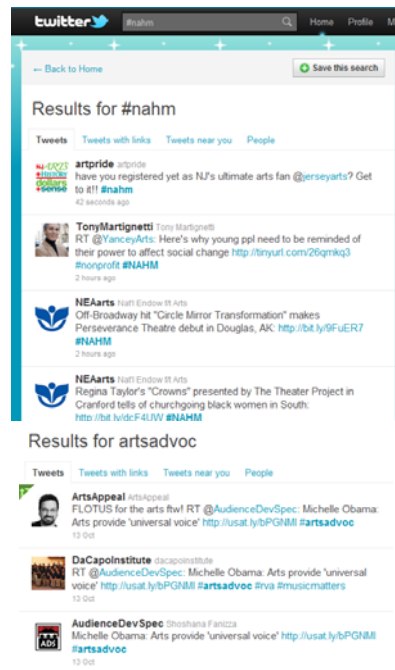
Twitter

Start or join a real time discussion!

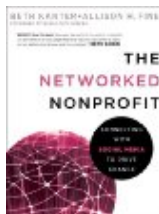
#tweatre – Rachel Evans of Kean Univ. launched national discussion on theatre ed & arts advocacy during Arts in Education Week in Sept.

#NAHM – National Arts & Humanities Month

#artsadvoc



Resources – the “Best!”



The Networked Nonprofit by Beth Kanter & Allison Fine

- ▶ **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.

Bethkanter.org

[About Beth](#)[Speaking](#)[The Networked Nonprofit](#)[Work with Beth](#)[Best of Beth](#)[Archives](#)[Contact](#)

Beth's Blog

How Networked Nonprofits Are Using Social Media to Power Change



14 OCT 2010

Category:
Fundraising,
Guest Post

Tags:
Comment



33 tweets

4 shares

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

Like



Hi, I'm Beth. Welcome!



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