

## Tips for supporting the Art Makes Columbus/Columbus Makes Art campaign via Social Media

### As an Individual Arts Fan

- Follow Art Makes Columbus on Facebook, Twitter, Tumblr, Instagram and YouTube.
- Like Art Makes Columbus content—this is particularly helpful on Facebook where an individual's like can help content show up in more newsfeeds.
- Share Art Makes Columbus content—Help drive traffic to Tumblr. Find an article, video, or collection of photos that you like and share it on your personal accounts (with most posts you can get the permalink to the specific article by clicking on the date stamp on the lower left and with single photo posts just click the post). Sharing Art Makes Columbus Facebook posts helps the reach grow.
- Use #artmakescbus on your arts-related social posts—particularly on Instagram and twitter where we are trying to SHOW arts in Cbus through crowd sourced photos. We stream #artmakescbus Instagram images on the homepage of the website and on a Facebook tab.
- Share web content to help drive traffic to the site—if there is an artist's story or upcoming event that you are particularly interested in, consider sharing the ColumbusMakesArt.com page on your channels.

### As an organization

- Follow Art Makes Columbus on Facebook, Twitter, Tumblr, Instagram and YouTube.
- If you are on Instagram post photos of art—a dance, music or theater rehearsal or performance, artwork, artwork in progress, people engaging with art, public art, artists—and tag it #artmakescbus. (Think of this as a space where people can see images of art rather than ads or fliers). We stream #artmakescbus images on the homepage of the website and on a Facebook tab.
- If you are on Twitter and promoting events, tag them #artmakescbus.
- Share a piece of content posted on one of the Art Makes Columbus channels—particularly Tumblr and Facebook at least twice a month.
- Suggest an artist for the new Artists of Columbus series on Tumblr. While our resources may limit how many new featured artists we can add to the website, we are now also posting Humans of New York style content on Tumblr in a series called Artists of Columbus. These posts allow us to showcase even more Columbus artists.  
<http://artmakescbus.tumblr.com/tagged/artists-of-columbus> The essays are first-person and approximately 200 words. If you have a Columbus artist to recommend for inclusion in this series, email Lacey [lluce@gcac.org](mailto:lluce@gcac.org) with the name and content and she will reach out to coordinate getting the essay and photograph.