**Instructions**

\*Captain America voice\* Arts advocates, assemble! If you consider arts and culture an essential part of your life, then consider joining DAA for Delaware Arts Advocacy Week from June 7-11! Once again, we're holding a week full of virtual events all focused on arts advocacy, ending with a day dedicated to sending letters to our public officials. **The main goal of the week is to have arts advocates send out as many letters as possible to public officials about the importance of including arts and culture businesses and organizations in American Rescue Plan funding.**

Once again, the theme for Delaware Arts Advocacy Week is “arts and culture are essential.” Our social media campaign will focus on three pillars of that statement:

* Arts and culture are essential to health and well-being.
* Arts and culture are essential to community and connection.
* Arts and culture are essential to economic prosperity and opportunity.

The social media campaign will kick off on June 7. Enclosed in the toolkit folder on DAA’s website are graphics that you can use with your posts, which you can also see below. Here are some guidelines for posting and sample posts that you can use on each social media platform.

1. Post throughout the week, but **focus posting on June 7**.
2. Use the hashtags like **#DEArtsAndCulture** and **#DEArtsAdvocacyWeek**.
3. Share pictures and videos of your organization’s events and activities **held during the pandemic** that correspond with each pillar, i.e. a picture of an event that fosters community and connection.
4. Feel free to share and retweet DAA’s posts through the day, as well as other organizations’ stories.
5. Don’t forget to personalize your posts!

**Sample Posts and Graphics**

Health and Wellbeing

* We believe that arts and culture are essential to health and well-being. #DEArtsAndCulture
* 90% of Americans agree that cultural facilities, like theaters and museums, improve their quality of life. How have the arts affected your life? #DEArtsAndCulture
* Here’s how the arts are essential to our health and well-being! Share a 30-second video on how the arts have helped you. #DEArtsAndCulture [attach video/pictures of how the arts affect your health and well-being]
* A study at University of Pennsylvania showed that the presence of arts and culture resources related to improved social well-being outcomes. #DEArtsAndCulture

  
Community and Connection

* Arts and culture have shown to be beneficial in encouraging empathy and instilling community trust and cohesion. They connect us and bring us closer together. #DEArtsAndCulture
* Arts and culture have played such a big role in keeping us connected with each other, whether through shared love for the arts or attending concerts and plays. How have arts and culture connected you? #DEArtsAndCulture
* Research has shown that arts education enhances civic engagement and social tolerance. This strengthens our communities and helps us understand each other. #DEArtsAndCulture



Economic Prosperity and Opportunity

* We believe arts and culture are essential to economic prosperity and opportunity, as do 86% of Americans. #DEArtsAndCulture
* Did you know that nonresident attendees of Delaware nonprofit arts events spend on average $50.47 per event, beyond the cost of admission? That money goes to items like meals, parking, and babysitters. Arts attendance spills out to the local economy, benefitting local small businesses.
* The arts and culture sector is a $1 billion industry in Delaware, 1.5% of the state’s GDP, and it amounts to over 9,000 jobs. Arts and culture are essential in Delaware. #DEArtsAndCulture
* The Conference Board reported that creativity is one of the top five most sought after applied skills, with 72% saying that creativity is of high importance when hiring. The biggest indicator of creativity? A college arts degree. #DEArtsAndCulture
* Students with an education rich with the arts have higher GPAs and standardized test scores, and lower drop-out rates—regardless of socioeconomic status. Arts education is absolutely critical for opportunity and prosperity. #DEArtsAndCulture

