



Posting Your Artists in Schools Programs on Social Media

Social Media Handle for all platforms:
@UnitedArtsWake

Use these Hashtags:


#AIS4all #ArtistsinSchools #UnitedArts #MakeArtHappen #Arts919

Make Sure you **LIKE** or **FOLLOW** United Arts' Social Accounts

One way you can increase engagement on your personal, business, or school social media platforms by tagging other pages and individuals.

Tagging/Mentioning United Arts on Your Facebook Page

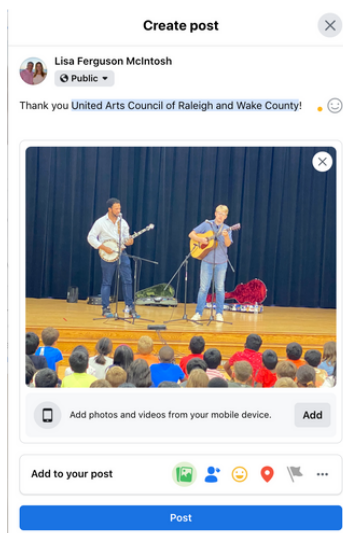


1. From the top of your News Feed, click "What's on your mind, [Your Name]?"
2. Add your message and be sure to tag United Arts by typing: **@unitedartswake**
 - o Click on the full name that pops up (Fig. 1), then the full name will appear in your post with a link to United Arts Facebook Page (Fig. 2).
 - o Facebook will also notify United Arts that you are posting about them.
3. Add any photos or videos if you would like by clicking on this icon:  Photo/video
4. Use hashtags for better optimization.
5. Make sure your audience selector at the top is set on public.*

6. Click "POST".



Figure 1






Tip: Posts with images see 2.3X more engagement than posts without images and are 40X more likely to get shared on social media than other types of content.

Figure 2

Posting From Your Twitter Account

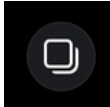


1. In Twitter, type your message (up to 280 characters with spaces) into the "What's Happening" box at the top of your Home timeline, or click the  icon on bottom right.
2. Include up to four photos, a GIF, or video by clicking one of these icons:  
3. Type the "@" symbol before the username(s). For example: **@unitedartswake**
4. Use Hashtags if space allows.
5. Click the "TWEET" button to post the Tweet to your profile.

TIP: Many teachers, schools, and PTA's use Twitter!
Use the **SEARCH** to find a school or teacher. If they are on Twitter, use the **@ symbol with their username in the body of your Tweet.**

Posting From Your Instagram Account



1. On your Mobile Instagram App, tap the "+" icon at the top of your screen.
2. Select up to ten images/videos from your library, or take one in the app. To share more than one image on a single post, tap the stacked square icon: 
3. Then tap "NEXT" in the top right corner of your screen.
4. Crop the image and/or choose a filter. If you do not want to do this, just tap "NEXT."
5. Create your caption. Use hashtags for better optimization.
6. Tag People. Type in **unitedartswake** or other accounts. (Alternatively, you can include an "@" symbol with their handle in your caption, such as **@unitedartswake**)
7. Add Location (optional)
8. Tap "Share" at top right of screen.

Remember: You cannot include links in an Instagram post, so be sure to include links such as your website or YouTube channel in your bio

***If your accounts are not public, then only your followers will see what you post.**