

## Arts & Economic Prosperity 5 Social Media Kit

**Release date:** Saturday, June 17, 2017 at Americans for the Arts' Annual Convention in San Francisco

**Hashtag:** #AEP5

**AEP5 on the web:** <http://www.americansforthearts.org/aep5>



**Americans for the Arts on social media** (please tag us whenever possible!)

Twitter: @americans4arts, <https://twitter.com/americans4arts>

Facebook: <https://www.facebook.com/americans4arts/>

Instagram: @americans4arts, <https://www.instagram.com/americans4arts/>

**Arts & Economic Prosperity 5 is the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted**, and we hope you'll be part of the movement to share the news far and wide.

We encourage you to use these sample social media posts to share the news about the results of AEP5. Feel free to adapt the messaging to fit your voice, and use our AEP5 calculator to customize the study findings for your community. Be sure to ask colleagues, organization members, and other interested parties to like and share your posts, and always use the hashtag #AEP5 to help us build buzz around this important story. (You can also draw inspiration from others who are posting using the [#AEP5 hashtag!](#))

Social media posts with **images** get more attention and reach more people! Use photos of the arts in your own community with your posts, or download and use any of the images [in this folder](#), contributed by many of our national study partners. Please give study partners a shout-out if you use their photos; a file of credits is included in the folder. Also included is a short (90 second) video overview of the AEP5 results that you may download and post directly to social media.

### SAMPLE TWEETS

#### *National results*

The nonprofit arts have a \$166 billion economic impact in the US! Learn more in @Americans4Arts #AEP5 study: [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

America's nonprofit arts & culture industry supports 4.6 million jobs. Learn more in @Americans4Arts #AEP5 study: [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

The US nonprofit arts industry generates \$27.5 billion in govt revenue. Learn more in @Americans4Arts #AEP5 study: [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

Spending by arts audiences sends \$102.5 billion to local businesses. Learn more in @americans4arts #AEP5 study: [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

The arts are an economic & employment powerhouse! New @americans4arts study shows impact locally & nationally. #AEP5 [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

The arts deliver community well-being & economic vitality across the US. Learn more in @americans4arts #AEP5 study: [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

### *Local results*

New Arts & Economic Prosperity Study from @americans4arts shows economic impact of arts in [MY COMMUNITY]. [americansforthearts.org/aep5](http://americansforthearts.org/aep5) #AEP5

The arts generate \$[FIGURE] in economic activity in [MY COMMUNITY]! Learn more in @americans4arts' #AEP5 study. [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

The arts support [FIGURE] full-time jobs in [MY COMMUNITY]! #AEP5 @americans4arts [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

The arts mean business in [MY COMMUNITY]—\$[FIGURE] in local revenue, to be exact. #AEP5 @americans4arts [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

[MY COMMUNITY] ♥s the arts—& the feeling is mutual! Learn more in @americans4arts #AEP5 economic impact study. [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

### **SAMPLE FACEBOOK / INSTAGRAM POSTS**

**Note:** Links are not clickable in the body of Instagram posts; you may consider adding the AEP link in your Instagram bio and indicating in each post to click on the link in your bio for more information.

### *National results*

The arts are an economic and employment powerhouse! A new economic impact study from Americans for the Arts shows that the U.S. nonprofit arts and culture industry spurs \$166 billion in annual economic activity, supporting 4.6 million jobs and generating \$27.5 billion in government revenue. #AEP5

<http://www.americansforthearts.org/aep5>

The arts mean business—\$166 billion in economic activity [*or \$27.5 billion in government revenue, or 4.6 million jobs*], to be exact. Learn more and find out how the nonprofit arts industry helps your community

thrive in Americans for the Arts' new Arts & Economic Prosperity study, the most comprehensive arts & culture economic impact study ever conducted. #AEP5

<http://www.americansforthearts.org/aep5>

#### *Local results*

The arts are an economic and employment powerhouse! A new economic impact study from Americans for the Arts shows that the nonprofit arts and culture industry in [MY COMMUNITY] generates \$[FIGURE] in annual economic activity, supporting [FIGURE] full-time equivalent jobs and generating \$[FIGURE] in local and state government revenues. #AEP5

<http://www.americansforthearts.org/aep5>

The arts mean business in [MY COMMUNITY]—\$[FIGURE] in economic activity *[or local revenue, or full-time jobs]*, to be exact. Learn more about the impact of nonprofit arts in [MY COMMUNITY] in Americans for the Arts' new Arts & Economic Prosperity study, the most comprehensive arts & culture economic impact study ever conducted. #AEP5

<http://www.americansforthearts.org/aep5>

[MY COMMUNITY] ♥s the arts—and the feeling is mutual! Learn more about how the arts make [MY COMMUNITY] a better place to live and work in in the new Americans for the Arts economic impact study. #AEP5

<http://www.americansforthearts.org/aep5>