

# # Hashtags and accounts to “mention/tag” for Art Education Advocacy via Social Media

Knowing how to use hashtags will help boost your social media engagement. What is a hashtag? The pound symbol on your keyboard—also called an octothorpe— was initially used to mark numbers.

## Hashtag basics

- They always start with # but *they won't work if you use spaces, punctuation or symbols.*
- Make sure your accounts are public. Otherwise the hashtagged content you write won't be seen by any non-followers.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won't likely be used by other social media users.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy—sometimes less is more.

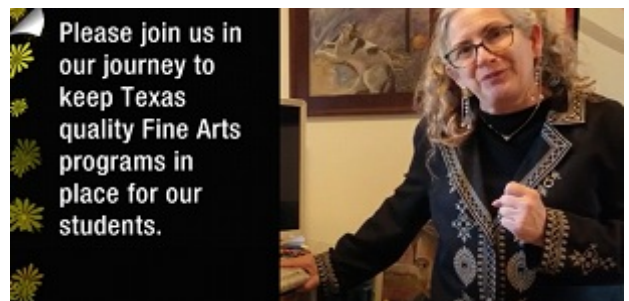
## Include a visual with every post

Good visuals to post:

Include student awards/work

Behind the scenes imagery

Tie-in advocacy with posts for VASE, Jr. VASE, TEAM, Youth Art Month, etc.



## Who Represents You?

<https://wrm.capitol.texas.gov/home>

Many government representatives use social media. Speak to them directly with your posts by tagging them in images and/or mentioning their tag/handle in your posts.

@GregAbbott\_TX (Governor Abbott, twitter)

@TexasFLCA (Celia Abbott, First Lady of Texas, twitter)

## #HASHTAGS

#ArtisEssential  
#ArtsMatter  
#ArtEdMatters  
#ArtsAreEssential  
#SupportTheArts  
#ArtsAdvocacy  
#TXArtsAreEssential  
#PromoteTheArts  
#ArtTeacher  
#ArtEducation  
#K12ArtChat  
#HighSchoolArt  
#MiddleSchoolArt  
#ElementaryArt  
#moreARTnotless

## #Hashtag for YAM

#txYAM21

## #Hashtag for Big Art Day

#bigartday21

### More Art #Hashtags

#art #artistsoninstagram #artist #painting #painter #draw #drawing #sketch #sketchbook  
#portrait #portraits #contemporaryart #modernart #sketchoftheday #abstractart #artdaily  
#newart #instaart #paint #artlife #doodle #doodles #vecorart #illustration #illustrator  
#digitalillustration #graffiti #graffitiart #illustrationart #artoftheday

## Tag TAEA and Related people & organizations

@TxArted (Twitter)

@TexasYAM (Twitter)

@TexasArtEducationAssociation (Facebook)

@txarted (Instagram)

@TXCulturalTrust

@ArtCanTexas

@arteducators (NAEA facebook)

@NAEA (twitter)

@naea\_arteducators (Instagram)

## **Cross-pollinate**

Some platforms will allow you to post to multiple sites. Posting content in Twitter + Instagram + Facebook (and others) can build engagement.

## **Streamline your online identity/brand**

If you are using multiple platforms in your advocacy, consider streamlining your @handles so that they are all the same.

### **Twitter**

Your username — also known as your handle — begins with the “@” symbol, is unique to your account, and appears in your profile URL. Your username is used to log in to your account, and is visible when sending and receiving replies and Direct Messages. People can also search for you by your username.

### **Instagram**

Your Instagram handle is the username that a person uses as their account address. It's that part after @ under your profile. Think of it as a unique link to a user's Instagram profile.

### **Facebook**

In your Facebook settings, you'll have control over two different identifiers:

**Name:** This is your display name. It shows up in more prominent text at the top of your profile, but it's not necessarily unique to you.

**Username:** This is your one-of-a-kind handle. It appears after an @ sign in your Facebook profile and in the associated URL.

For example, in my work with Visual Arts for Austin ISD, @AISDvisual is the @ name for all social media: Twitter, Instagram, and Facebook. This sort of consistency helps people find you when they move between platforms.

## The Texas Cultural Trust

The mission of the Texas Cultural Trust is: To be the leading voice for the arts in education, advocacy, and economic impact in Texas, spotlighting the artistic excellence of our state.

[@txculturaltrust](#)

[#ArtCanTexas](#)

Their “Art Can Texas” serves as a resource to Texas parents, educators and public policy makers so that they can: Understand the important impact of the arts in Texas.

Below are some comments from their research. You can tag them and use these statistics to bolster your advocacy posts.

Students enrolled in more arts courses have higher school attendance. High school students have a 3.3% greater attendance rate, the equivalent of an additional week of school each year, compared to their peers not enrolled in the arts. Attendance is directly linked to student success and district funding.

Students who complete more arts courses have up to a 15% higher pass rates on standardized tests than students with fewer arts courses.

Students without at least one arts credit were twice as likely to drop out as those with an arts credit. Specifically, students who completed at least one arts course in ninth grade were less than one-third as likely to drop out as students who did not complete one arts course.

1 in 15 Texans are employed in the creative sector

Creative sector employment is projected to grow by 17% or 144,000 new jobs by 2026, according to the Texas Workforce Commission.

Taxable revenue from the Arts and Culture Industry has grown by 15.5% over the past decade.

The Arts and Culture Industry generated \$5.59 billion in taxable sales for the Texas economy, totaling nearly \$350 million in state sales tax revenue in 2017.

Based on an estimate of 1% local sales tax, the Arts and Culture Industry generated more than \$32.4 million in local sales tax revenue for the five largest metro areas in Texas.

The 10,600 Arts and Culture Industry businesses create, distribute, and sell products and services nationally and internationally, employing nearly 130,000 Texans.

## **Other Resources**

[12 Hashtags Every Art Teacher Should Know](#)

[Top 30 Art Instagram Hashtags and Accounts](#)

[11 Ways to Grow Your Social Media Audience](#)

[Why You Should Use Social Media as an Advocacy Tool](#)