CREATE CA

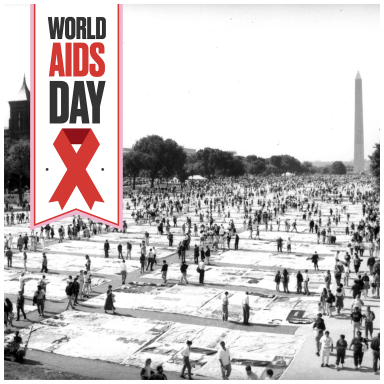
SOCIAL MEDIA TOOLKIT

DECEMBER 2019

We are Californians working together to ensure that every student has access to a quality arts education.

California ranks amongst the lowest in the country when it comes to providing arts education, despite the state mandate. Help us raise awareness around the issue and the solutions so many of you are working on. Arts education is essential to a healthy society, healthy minds, a healthy economy, and healthy communities!

This tool kit provides content for supporting and promoting the unifying messaging on social media, please tag us and use the hashtags #CreateCa & #CreativityIsNotOptional when sharing the below posts.



DECEMBER 1st- WORLD AIDS DAY

Social Copy: 12/1/19
In 1987, activists, friends and family members used radical art to address the AIDS epidemic. The AIDS Memorial Quilt holds 49,000 handmade panels representing 49,000 lives lost to AIDS. It remains the largest community art project in the world. #WorldAIDSday

DOWNLOAD ARTWORK HERE

Holiday Post

Social Copy:
All we want for The Holidays is for every student to have arts classes. It keeps students in school, helps heal trauma & makes learning fun!

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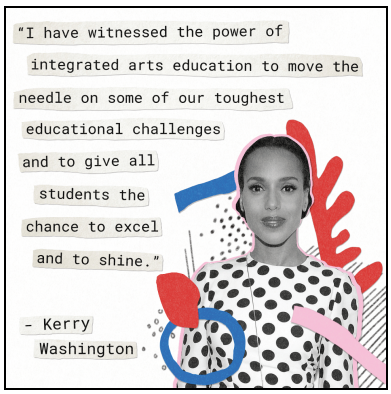

NEW YEARS EVE

Social Copy:
Making your New Year's resolutions? Students with access to arts education have higher academic achievement rates, increased motivation, and higher engagement. Resolve to stand for arts education for every child, all year, every year!

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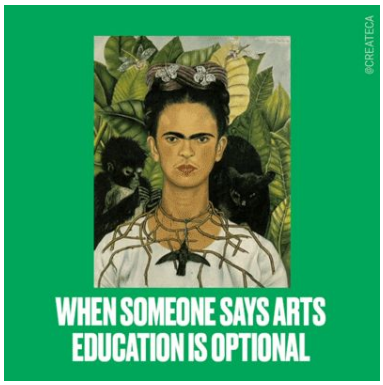

Creativity Is Not Optional

Social Copy:
Please direct all side-eye towards inequitable access to arts education.

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The Data

Social Copy:
CA is ranked 41st in the nation for per-pupil spending on primary & secondary education.

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Power Quote

Social Copy:
"Society is where it is today because people had the imagination; that the Arts provided" –Eugene Ferguson

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SOCIAL MEDIA LINKS

- INSTAGRAM
- FACEBOOK
- TWITTER

USE THESE HASHTAGS

- #CreateCA #CreativityIsNotOptional #DemandEquity #ArtSaveslives #ArtsEducation #ArtsJustice #ArtsAdvocate