

CORAL GABLES ARTS 2021 SOCIAL MEDIA CAMPAIGN



#CoralGablesArts

performances • museums • film • events

PROMOTING #CoralGablesArts - #ArtsComeback2021

As the arts comeback of 2021 gets into full swing we can leverage our outreach by cross promoting on social media

ABOUT #CoralGablesArts

During COVID social media has become more popular and vital. Leveraging our digital marketing we can cross promote all Coral Gables arts events & programs. Our hashtag based social media campaign will highlight the arts reopening in 2021. From virtual events, to live to hybrid we can increase visibility for Coral Gables as an arts hub and destination. We are joining communications forces to build new audiences for your performances, memberships, tickets and events.

Join Arts Biz to amplify #CoralGablesArts includes a weekly carousel to highlight upcoming performances and events and opportunities to cross promote. When you use the # our social media editor will feature some of your programs on our platforms and you can share each others programs.

MAKE SURE YOUR GROUP IS IN THE MIX!

SEND US YOUR INFO EVERY WEEK!

- ⇒ **EVERY MONDAY** Email us performances, events, fun facts, and photos.
- ⇒ Photos: tell us who is in the photo and info about the artist/performer.
- ⇒ Performances/events: include time, date, location, one-line description.
- ⇒ **Email: Kala@artsbizmiami.org Subject line: Coral Gables Arts**

JOIN THE CONVERSATION!

Use #CoralGablesArts on your platforms and in your posts
Follow @ArtsBizMiami on social media and share #CoralGablesArts posts



GET CREATIVE WITH
#CORALGABLESARTS

ACTIVATE ARTISTS/
PERFORMERS WITH
POP UP VIDEOS

POST BEHIND THE
SCENES PHOTOS
FROM REHEARSALS &
PERFORMANCES

TAG PEOPLE IN
EVENT PHOTOS

SET UP TWEET HOT
SPOTS IN LOBBY

ONE MINUTE VIDEO
REVIEWS AT EVENTS

BOOMERANG AND
GIFS MAKE POSTS
MORE MEMORABLE

CONTINUE TO
EVOLVE & LEVERAGE
COLLABORATIVE
DIGITAL MARKETING

**CORAL
GABLES**
THE CITY BEAUTIFUL



Collaboration with Coral Gables
Cultural Development Board
and Arts & Business Council