



ARTS &
ECONOMIC PROSPERITY 6

AWARENESS CAMPAIGN DIGITAL ASSETS

October 2023

“Share the Insights”

AWARENESS CAMPAIGN

Across the nation, arts and culture has proven to be a force of its own. Beyond its contribution to the human experience, arts and culture is an economic driver of vibrant and livable communities. The findings from AEP6 reinforce the need to invest in arts and culture as a critical industry that supports jobs, generates government revenue, strengthens the visitor economy, and helps preserve authentic cultural experiences.

This campaign is designed to create awareness around AEP6 findings, utilizing the data to support change at both the national and local level—including at each of the 373 regions across all 50 states and Puerto Rico.

Campaign Overview

Values-driven campaign messaging focuses on how arts and culture enhances everyday life—from preserving cultural experiences to building jobs and the economy.

Messaging identifies arts and culture's most important contributions to the community and the need to share those insights with our audiences.

Vibrant graphics, motivational messaging, and an engaging call-to-action invite audiences to utilize the research.

The campaign look and feel is powerful yet welcoming, and easily translates to other platforms such as digital newsletters, posters, social media, etc.



Campaign Assets

ARTS & CULTURE BUILDS

"SHARE THE INSIGHTS"

2023 AWARENESS CAMPAIGN

[Download Campaign
Asset Presentation](#)

All AEP6 findings are strictly embargoed
and may not be shared until after the
October 12 national release.



INSTAGRAM

Here is a collection of Instagram sample copy and graphics for your team to use to promote your AEP6 study findings. Post these concepts and the other examples from your business IG account to help tell your community about AEP6 results.

Suggested Captions:

Have you read the Arts & Economic Prosperity 6 study yet? Did you know that in 2022, arts and culture generated \$151.7 billion in economic activity? Check it out today! [AEP6.AmericansForTheArts.org](https://aep6.americansforthearts.org) (LINK)

Hashtags: #AEP6 #ArtsMatter
#ArtsandCultureBuilds
#SharetheInsights

The arts and culture industry supports 2.6 million jobs and generated \$151.7 billion in economic activity last year. Learn more about the economic and social impact of arts and culture in our study.

[AEP6.AmericansForTheArts.org](https://aep6.americansforthearts.org) (LINK)

Hashtags: #AEP6 #ArtsMatter
#ArtsandCultureBuilds
#SharetheInsights

Need more social post ideas? Source from the key message document. Another Tip: from your business Instagram account, add a Link Sticker and link to [AEP6.AmericansForTheArts.org](https://aep6.americansforthearts.org)

[Download Key Messages](#)

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[Download Instagram Graphics](#)

FACEBOOK & LINKEDIN

Here is a collection of Facebook & LinkedIn sample copy and graphics for your team to use to promote your AEP6 study findings. Please utilize them on your communication channels to help tell your community about AEP6 results.

Suggested Caption:

Across the nation, arts and culture has proven to be a force of its own. Beyond its contribution to the human experience, arts and culture is an economic driver of vibrant communities. The findings from AEP6 reinforce the need to invest in arts and culture as a critical industry that supports jobs, generates government revenue, strengthens the visitor economy, and helps preserve authentic cultural experiences. AEP6.AmericansForTheArts.org

Hashtags: #AEP6 #ArtsMatter #ArtsandCultureBuilds #SharetheInsights



[Download Facebook/LinkedIn Graphics](#)

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TWITTER

Here is a collection of Twitter sample copy and graphics for your team to use to promote your AEP6 study findings. Please utilize them on your communication channels to help tell your community about AEP6 results.

Suggested Caption:

Across the nation, arts and culture has proven to be a force of its own. Beyond its contribution to the human experience, arts and culture is an economic driver of vibrant communities. The findings from AEP6 reinforce the need to invest in arts and culture as a critical industry that supports jobs, generates government revenue, strengthens the visitor economy, and helps preserve authentic cultural experiences. AEP6.AmericansForTheArts.org

*Hashtags: #AEP6 #ArtsMatter #ArtsandCultureBuilds
#SharetheInsights*



Download [Twitter Graphics](#)

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ALT-TEXT

Here is example alternative text for each social graphic. Alternative text is a short written description of an image, which makes sense of that image when it can't be viewed for some reason. This text also helps screen-reading tools describe images to visually impaired readers.



Alt Text:

Illustrated graphic that says Arts and Culture Builds Jobs & the Economy with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.



Alt Text:

Illustrated graphic that says Arts and Culture Builds Social Connections with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture creates opportunities for shared experiences that strengthen social bonds, sense of belonging, as well as community pride and identity.



Alt Text:

Illustrated graphic that says Arts and Culture Builds Creativity & Innovation with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.



Alt Text:

Illustrated graphic that says Arts and Culture Builds More Livable Communities with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture beautifies cities and towns, brings joy to residents, as well as celebrates and preserves diverse cultural expressions and traditions—improving emotional health and well-being.



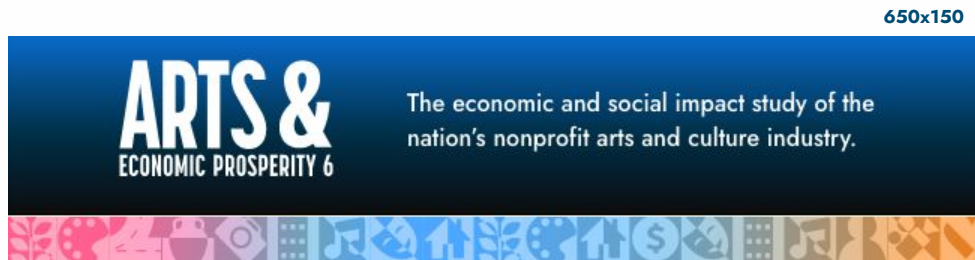
Alt Text:

Illustrated graphic that says Arts and Culture Builds Empathy & Understanding with colorful background patterns, and Arts and Economic Prosperity 6 study logo with American For The Arts logo. Text reads: Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

EMAIL HEADERS



Download sample email graphics for your team to customize and adapt to promote your local AEP6 results.



CAMPAIGN ASSETS

WEBSITE BANNERS

Here are sample web graphics for your team to adapt to promote the release of AEP6 on your organizational website.

728x90



300x250



320x50



300x50



Download [Website Graphics](#)

160x600



300x600



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WEBSITE BANNERS

Here are sample web graphics for your team to adapt to promote the release of AEP6 on your organizational website.

728x90



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320x50



300x50

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Download [Website Graphics](#)

(LOCALIZE)

160x600



300x600





CAMPAIGN ASSETS

ZOOM BACKGROUND

Download sample zoom backgrounds to use during local stakeholder meetings, AEP6 presentations or to simply promote the study during general meetings.



Download [Zoom Templates](#)