



## Social Media Engagement Guidelines

An important part of the Arts Fund's grant program is to build community support and appreciation for all the wonderful work our grantees are creating. We are actively building a Facebook and Instagram presence so we can showcase your work.

We need your help to make that happen.

We ask that grant recipients [email](#) us images and videos to post on our social media. Something simple and engaging, like a fetching head shot, group picture, or your logo, is ideal. A picture or short video featuring your art is great as well!

By sending images of your Arts Fund supported project directly to the Arts Fund, you are helping us promote your work on social media, and celebrate your role in the dynamic local arts scene.

We also hope that you will use **your social media** to make your project as visible as possible, to engage our community, and to promote your Arts Fund supported project. When you are posting about your project, we ask that you also use the hashtags **#RWAF** and **#RWArtsFund** and be sure to tag RWAF in the post, so we can continue to share your great work. Share your post with RWAF on Facebook and Instagram, and, when possible, with your city and regional councillors.

Don't forget to like and follow us on Facebook—search for "Region of Waterloo Arts Fund."

Remember to keep track of your engagement and how you acknowledged the Arts Fund, as it will help you complete your Final Report!

Thanks for all of your hard work. We look forward to working with you to build an even larger profile for the outstanding arts and culture in the Region of Waterloo.