

Arts Advocacy Social Media Kit

Hashtag: #TXArtsArtsEssential

TFA Membership: www.texansforthearts.com/membership

TFA on Facebook: <https://www.facebook.com/texansforthearts> @texansforthearts

TFA on Instagram/Twitter: @txforthearts

Interested in posting arts advocacy resources or information on your social media pages? Feel free to copy and paste or draw inspiration from these sample posts! You can find the jpeg. files of the following images [here](#). Please tag us when you post!



The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed \$49.8 billion to Texas' economy in 2019, representing 2.7% of the state's GDP, 391,922 jobs, and total compensation of \$26.7 billion. Follow and become a member of Texans for the Arts to support creative workers! #TXArtsAreEssential

“It’s Better Out Here” live print event at Lubbock’s First Friday Art Trail, which is free to the public and an opportunity for residents and visitors to visit dozens of arts spaces to explore different forms of art and art-making. Charles Adams Studio Project, Helen DeVitt Jones: Print Studio on the campus of the Louise Hopkins Underwood Center for the Arts. Lubbock, TX. Photography by Victoria Marie Bee.



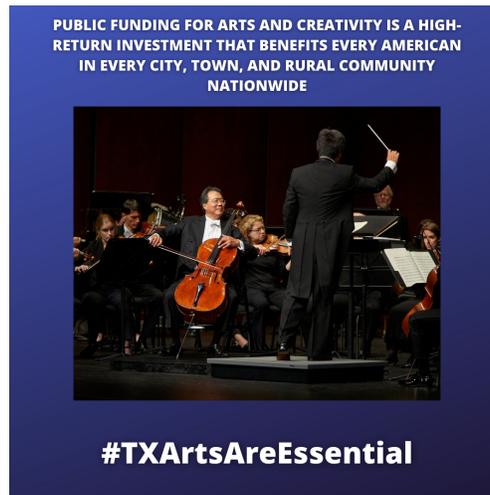
Covid-19 shook the arts world to its core. Arts, culture, and creativity are one of three key sectors that drive regional economies. Any lasting damage to the creative sector will drastically undercut our culture, well-being, and quality of life. Support the Texas arts economy now! Follow and become a member of Texans for the Arts today!
#TXArtsAreEssential

Houston Ballet Principals Melody Mennite as Psyche and Charles-Louis Yoshiyama as Eros with Artists of Houston Ballet in Stanton Welch's *Sylvia*. 2019. Photography by Amitava Sarkar. Courtesy of Houston Ballet.



In the Greater Houston Region specifically, nonprofit arts groups generated \$579.4 million in economic activity. Audiences of 36.3 million people added another \$538.0 million in related spending for a total of \$1.1 billion for the city in 2015, and this generated \$119.3 million in local and state government revenues. The creative economy is vital to Texas! Follow and become a member of Texans for the Arts today!
#TXArtsAreEssential

Theatre Under the Stars' production of *Suessical*. Houston, TX. Photography by Melissa Taylor.



Arts and creativity make us stronger—as individuals, families, communities, states and as a country. They are a backbone of innovation, prosperity, and thriving people and places. Public funding for arts and creativity is a high-return investment that benefits every American in every city, town, and rural community nationwide.

#TXArtsAreEssential

Yo-Yo Ma with the Eastern Texas Symphony Orchestra. September 2017. Photography by Sam Smead.



72% of Americans attend arts or cultural events, such as the theater, museum, zoo, or a musical performance. Arts attendees spend \$31.47 per person, per event, beyond the cost of admission (meals, retail, and lodging)—vital commerce for local businesses. The creative economy is vital to Texas! Follow and become a member of Texans for the Arts today! #TXArtsAreEssential

Ballet Folklorico Paso del Norte performs in front of Luis Jiminez's sculpture, "Los Lagartos" at the reopening of historic San Jacinto Plaza. April 2016. El Paso, TX. Photography by Ben Fyffe.