

# 50 BEST TWEETS



from the



2016 National Arts Marketing Project (NAMP) Conference

# @halfempty

There is no such thing as universal relevance. Importance isn't same as relevance. You can't assign relevance by fiat. @ninaksimon #nampc

# @AaronAlbinDMA

"Marketing is a story and motivates audiences to action" - Adam Thurman  
@artsmarketers @Americans4Arts  
**#sprinting #nampc**

# @SignalFlowPR

Start by remembering that no one needs what we have. #sprinting  
**#nampc**

# @BommaritoMegan

"Mixed Taste was not art, but rather the spirit of art." @adamlerner #nampc

# @aliecline

Reminder from @adamlerner: be your best self in your role. **#nampc**

# @5easypieces

It's important to know when not to do what your funders want you to do -

@adamlerner **#dyingofexcellence**

**#nampc**

# @mayamcfaddin

The arts unify us, regardless of age, race, and ethnicity, believe 67% of Americans. Critical these times.

@Americans4Arts #nampc



# @aliecline

The game is won and lost on Facebook.  
Don't be distracted by creating content for  
all platforms until you're killing it on FB.

**#nampc**

# @JennyTinDC

#1 reason why Americans engage in the arts: "It makes me feel creative." #nampc

# @chorusamerica

Online videos: 45% says it makes them think more favorably about a show. 68% says it influences a purchase.

@CapacityInt **#nampc**

# @ErikSchroeder

Write down everything you could do to make your organization unimaginative and risk-averse...how many of them are you doing? **#nampc**

# @StephElton

More than half of @YouTube views and  
2/3 @Facebook video views are on  
#mobile (source: ComScore) **#nampc**

# @SaraLeonard

Your #brand is your all-inclusive culture. a lifestyle choice. it both sets you apart and aligns you with your community. #nampc

# @camiletapr

"The work toward cultural equity is not hard -- but it is work." - Margie Johnson Reese, Board of @Americans4Arts **#nampc**

# @tessalr

Emotions drive decisions. Find out "why" patrons engage with your org to then reach out with their perspective in mind. **#nampc**



# @PHLCultureWorks

What does your work on cultural  
#equity look like? Evaluate this for  
yourself, make it personal, intentional  
@Americans4Arts #nampc

# @karagibbs

"If your brand speaks to everyone, your brand speaks to no one" **#nampc**  
**#branding #artsmarketing**

**@Ms\_KathrynAnne**

Selling tickets is not our highest  
calling **#nampc**

# @MogoARTS

Arts orgs can thoughtfully participate in conversations around the larger set of issues that your audience cares about. **#nampc #nampcsocial**

# @tessalr

If your email is too busy with too many calls to action, your readers will just skip past it. Have one clear call to action. One. **#nampc**

# @LaraGoetsch

To survive, orgs must think of themselves as neighbors participating in community, not just places where people go. **#BeyondTheBubble**  
**#nampc**

# @AlliHouseworth

"Transformative experiences are better than transactional experiences." -  
@annedediemar from @i\_stage  
**#nampc**

# @Erika4arts

"Giving us tickets is one thing, but making us FEEL like we're part of your family is another thing" **#shiftinggears**  
**#nampc**



# @SMDCAC

Want to connect w/ a demographic?  
Try providing authentic cultural  
content regularly. One-time events  
won't cut it. **#nampc**  
**@Americans4Arts**

# @palmbchculture

"I have no special talents. I am only passionately curious"- Einstein. Great words to start the final **#nampc** morning with.

# @mayamcfaddin

"It's important that your arts org staff & board are engaged with the greater arts ecology in your community."

@BMHeidelberg #nampc

# @Hipstercrat

Institutions often confuse their responsiveness with adaptiveness. One leans toward community needs, the other, not. **#nampc**

# @DanceCanvas

"Change the way you look at things  
and the things you look at will begin to  
change" -Chris Denson @Densonology  
**#fuelingchange #nampc**

# @wyattbrand

#Equity, #diversity, #accessibility, and digital activation should not be per program, exhibition, or event but rather institutional. **#nampc**

# @joshjenks

The goal isn't to get equity "done." It is to create a commitment so strong, you may fail by your own standards...& then work harder. **#nampc**

# @StephElton

Research your Latino communities.  
Spend time, build relationships, and  
form true partnerships. **#nampc**



# @Nesheaholic

Older audiences are an asset to be leveraged, not a problem to be solved.

**#grayisthenewgold #nampc**

# @treesiya

Allow people the space to bring their identities to work. #nampc

# @IsleStormMaine

"The demographics of our cities are not changing they **HAVE** changed."

@Americans4Arts **#nampc**

# @wyattbrand

Big takeaway from **#nampc** bookended by @AdamLerner and @ForkliftDance, @mrmichaelme: do something awesome—mktg and audiences will follow.

# @Erika4arts

"Perception = most important factor in diversifying." How diff. groups perceive you informs whether they will value your services. **#nampc**

# @synchrotheatre

Who are your top 100 most committed audience members? **#freerangeart**  
**#nampc**

# @cecileoreste

Best stat of the weekend: 70% of people read their emails on the toilet. (I want to know how this data was collected!) **#nampc**

# @TechInTheArts

A/B testing or focus groups can help give data to questions that seem subjective **#nampc**



# @bradheegel

Filter everything you do through: 1)  
does it fit our promise? Does it fit our  
personality? **#nampc**

# @chorusamerica

We must have empathy with our audiences, and doesn't come simply from surveys. Wisdom from @Densonology **#nampc**

# @mayamcfaddin

"Have patience in the project,  
persistence in the vision of the project,  
give and take." Allen of @austinenergy  
@ForkliftDance #nampc

# @palmbchculture

Diversify boards as well as the pool of  
CEO applicants for #arts orgs!  
#movingup **#nampc**

**@carol123jones**

Be conscious and intentional about making inclusion happen. **#nampc**

# @DanceCanvas

If you were ten times bolder, what ONE big idea would you propose in your arts community? Tell us what you think! **#beavoicenotanecho #nampc**

# @artlifestiletto

#Art is a verb. It takes an active role in changing who we are and who we are becoming. **#nampc**

# @gaensemble

Loving learning about how to use video to promote our entire art forms, not just one show! **#nampc**



# @IsleStormMaine

The opposite of love is not hate, it's indifference. The opposite of art is not ugliness, it's indifference. - Elie Wiesel  
**#nampc**

# @Erika4arts

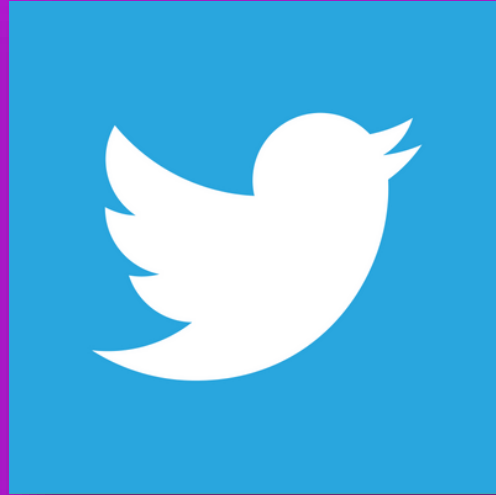
Bringing people who don't normally sit together to sit together is something we should all go home & try to do.

Inspired @MKiLuminate **#nampc**

# @treesiyah

Reflecting on my diversity session today at **#nampc** Its tough to prioritize when everything is important

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