



# Social Media Guidelines

## 2012 Campaign

- \* **Facebook** - Ask your co-workers and team members to “like” the ArtsWave page on Facebook ([www.facebook.com/ArtsWave](http://www.facebook.com/ArtsWave)) Our goal is to reach 5,000 likes by the end of Campaign.
- \* **Tag** - Take video and/or pictures of fun activities your company is doing during your workplace campaign and tag ArtsWave on [Facebook](#) so everyone can see.
- \* **Twitter** - Follow [@ArtsWave](#) on Twitter, and let us know how your campaign is going. ReTweet (RT) our posts, and use the [#MacysSampler](#) hashtag when you’re experiencing free Macy’s Arts Sampler events.
- \* **Apps** - Download our [iSpyArt app](#) for Android and iPhone and share the art-all-around. You can utilize the app with games and contests to get your coworkers involved. We’ll have a gallery on our Facebook page for everyone to see your art.
- \* **Blog** - Write about your company’s ArtsWave campaign on your [company’s blog](#), share the ArtsWave blog posts on your social networks, and leave us comments!

# Download our Apps!

## - for Android and iPhone



### **iSpyArt** - a smartphone game

Take pictures of the art you see all around and post it to our online gallery! Share your favorites on Facebook and Twitter - a new "commission" every month.



### **Macy's Arts Sampler** - a calendar app

Organize and plan your Macy's Arts Sampler events for all three Saturdays. Bookmark and share events, list by venue, type of art, age appropriateness and more.

Search "ArtsWave" in the iPhone and Android app stores.