

TAPA invites you to help spread the word about the *11th Annual Arts Day at the City*

What is Arts Day?

Arts Day is an annual campaign that brings the performing arts sector to Toronto's City Hall and Council, where arts leaders and community members meet with our City's councillors to advocate for support for the arts.

What do we ask the City for?

You can read the message and requests that have been crafted by the [Advocacy Committee](#) here: <https://tapa.ca/wp-content/uploads/2021/08/11th-Annual-Arts-Day-At-The-City-2021.docx.pdf>

How can you participate?

Help spread the word about Arts Day, in the following ways:

Include a post on any social media platform or a blurb in an e-blast or newsletter this week about Arts Day.

Please refer to the message and request document to create your post.

You can provide a link to the event page on the TAPA website calendar: <https://tapa.ca/calendar/annual-arts-day-at-the-city-advocacy/>

Here are some visual graphic assets for you to include in your posts.

Arts Day Graphic (1080 x 1080 px) -  Arts Day at the City SQUARE .png

Alt Text: A post promoting the 11th Annual Arts Day at the City on Monday, November 1st, 2021.

Image Description: Black text on a white background with a red border reads: "The 11th Annual Arts Day at the City. Monday, November 1st, 2021." A graphic of the Toronto skyline. Red text reads "Be a part of the conversation: #ArtsDayTO #ForTheLoveOfLive #ArtsChampionTO." The TAPA, Business/Arts, Toronto Arts Foundation, and Arts Vote logos along the bottom of the image.

Initiate or join in a "What is #ArtsDayTO?" Twitter thread

Here are example Tweets to choose from. Use them to craft a post on any other social media platforms of your choosing as well.

- What is #ArtsDayTO? It is a day to show @TorontoCouncil City Councillors and the Mayor @JohnTory Toronto's vibrant and diverse arts scene. Toronto is a creative city. @TAPA_TO
- What is #ArtsDayTO? It is a day to talk about how #COVID19 has impacted the live performing arts industry. First to close, last to reopen. #ForTheLoveOfLive @TAPA_TO

- What is #ArtsDayTO? It is a day to remind our elected officials how large and influential our industry can be. Arts and culture is an economic driver of the city. @Culture_TO @TAPA_TO
- What is #ArtsDayTO? It is a day when arts organizations come together for a shared purpose. #WorkTogether @TAPA_TO
- What is #ArtsDayTO? It is a day when artists can be seen at City Hall talking to #ArtsChampionsTO. City Councillors are pivotal for arts organizations. @TAPA_TO
- What is #ArtsDayTO? It is a day to be seen and heard if you care about the arts in Toronto. #ShowLoveTO @TAPA_TO
- What is #ArtsDayTO? It is a day when #ArtsChampionsTO shout #ForTheLoveOfLive. @TAPA_TO
- What is #ArtsDayTO? It is a day to ask for greater investment in the arts. @CityofToronto supports festivals and organizations, but thousands of artists have lost their jobs and are leaving this expensive city. #AffordableHousing @TAPA_TO

To create your own tweets, please refer to the following:

First, make sure to follow, tag, and retweet

@TAPA_TO	Toronto Alliance for the Performing Arts
@BusinessforArts	Business/Arts

Tag the Toronto Arts Foundation when you tweet about the "[Toronto Vital Signs](#)" report, or the 2019 "[Art Stats: Going Without](#)" report.

@TOArtsFdn	Toronto Arts Foundation
@TorontoArts	Toronto Arts Council

Hashtags

#ArtsDayTO	#ArtsChampionTO	#TOPoli
#ForTheLoveOfLive	#ShowLoveTO	#TOArts

Tag the mayor and Toronto Council with calls to action:

@JohnTory	Mayor John Tory
@TorontoCouncil	Toronto City
@CityOfToronto	Council City of Toronto

If possible, please make sure to tag your own city councillor in your tweet. You can use this link to find your city councillor using your postal code:

<https://www.toronto.ca/city-government/data-research-maps/neighbourhoods-communities/ward-profiles/>