

KEY MESSAGES & SOCIAL MEDIA SUGGESTIONS

Suggested Headlines for Newsletters, Websites, etc.

- **Imagine. Make. Play. Thrive.**
- Join **#352Creates** and create a healthy community.
- Promoting health and thriving communities through **creativity**.
- Take a moment, be creative, feel good.
- Creativity can be fun for everyone - **anytime, anywhere**.

Key Messages

- Join 352Creates to help demonstrate that creativity can engage and promote healthy communities.
- 352Creates invites everyone to join in participatory art-making throughout the 352 area code in Gainesville and North Central Florida. Get creative and join the 352Creates movement using **#352Creates**.
- 352Creates is a network of individuals, organizations and businesses united by the idea that creativity connects our community and makes us **healthier** and **stronger**.
- At University of Florida Health Shands hospitals, artists-in-residence with the Arts in Medicine program provide patients, their loved ones and care providers with activities that promote creativity. They transform the hospital experience with visual, literary and performing arts and connect with the UF Center for the Arts in Medicine on clinical studies to understand the effect of creativity on health, wellbeing and quality of life.

Create in Place

- Create wherever you are, whenever you want. 352Creates **'Create in Place'** is the **second Friday of every month** - take a photo or video and post on any social media outlet using hashtag **#352Creates**.
- We're seeking local cultural groups, artists, community agencies, businesses and individuals to **encourage creativity** at home, at school or in the workplace. Co-workers, students and neighbors can get together and enjoy a hands-on creative project. You don't have to be an artist to have fun making art!
- Sample social media posts:
 - **#352Creates**: Celebrate the creativity in everyone
 - Free art-making for your health **#352Creates**
 - **#CreateInPlace #WhyICreate**

Social Media Suggestions

- Use the hashtag **#352Creates**
- Use the buzzwords: **"Imagine. Make. Play. Thrive."**
- Share photos and videos on **Create in Place** days
- Download the 352Creates logo found in the resources section of www.352creates.com and use them on your social media platforms
- Text • Share the 352Creates Facebook Page (www.facebook.com/352Creates)
- Plan ahead! Outline a series of social media posts in advance of the second Friday of each month to promote 352Creates in general and your event specifically



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Connect with us on FACEBOOK.COM/352CREATES

Follow us on Instagram and Twitter at @352CREATES

Upload artwork on social media using hashtag **#352CREATES**