POWER PLANT GRANT

SOCIAL MEDIA TOOLKIT

Congratulations on your award! We encourage our Power Plant Grant recipients to share important milestones as part of their award through a variety of media, including but not limited to images, written materials, press releases, online publications, and social media. We are proud of the work of the artists in the program and the following guidelines are intended to help us better amplify the great work you do.

In this toolkit, you will find key handles + hashtags, suggested language, and graphics in both square and rectangle formats. Please use the materials however you see fit.

If you have any questions, please don't hesitate to reach out to Summer Alaniz, summer@bigcar.org

Referring to Power Plant Grants, Big Car Collaborative and The Andy Warhol Foundation for the Visual Arts

We appreciate the acknowledgment of our support for your work. To assist in your communications, please review the following guidelines.

- All promotional materials and communications should give credit to *the Power Plant Grant program of Big Car Collaborative funded by The Andy Warhol Foundation for the Visual Arts*.
- Of note, this is not a grant directly from The Andy Warhol Foundation. This is part of the foundation's regional regranting partnership program that funds organizations like Big Car Collaborative to facilitate funding projects in their cities or regions.
- Please use our approved Power Plant Grant logo in materials (electronic or printed) related to your funded project. Our logos are available for download at www.powerplantgrant.org/ppg-logos
- Please link to our website in your electronic communications about your funded projects: www.powerplantgrant.org

Key Handles + Hashtags

Facebook: @bigcar, @warholfoundation
Instagram: @bigcarpix, @warholfoundation
Twitter: @bigcar, @warholfdn

Official Hashtag: #powerplantgrant

We also encourage you to use the hashtags #RegionalRegrantingProgram, #WarholFoundation and #WarholGrantee as appropriate on social media.

SUGGESTED LANGUAGE
Please share to announce your award and event.

Twitter

We're excited to be part of the #powerplantgrant program of @bigcar made possible by the @warholfdn to support Indianapolis visual artists and artist run spaces! For more details, click here: www.powerplantgrant.org
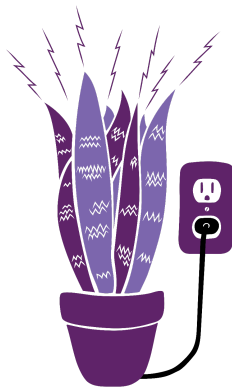
Facebook

We're excited to be part of the #powerplantgrant program of @bigcar made possible by the @warholfoundation to support Indianapolis visual artists and artist run spaces! For more details, click here: www.powerplantgrant.org

Instagram

We're excited to be part of the #powerplantgrant program of @bigcarpix made possible by the @warholfoundation to support Indianapolis visual artists and artist run spaces! For more details, head over to powerplantgrant.org! (or add the link to your IG bio)

Graphics can be downloaded at www.powerplantgrant.org/ppg-logos