

CraftNOW Philadelphia

Social Media Toolkit

Find our Instagram Takeover Guide [HERE](#).

Find our CraftNOW logo [HERE](#).

How to get in touch with CraftNOW:

For questions about how to have your business or organization featured on CraftNOW's website and partnerships, please contact CraftNOW Executive Director Leila Cartier at leila.cartier@craftnowphila.org.

For social media questions, please contact Hannah Thomas (hannah@enroutemarketing.com) or Billy Cook at (billy@enroutemarketing.com).

If you're planning on posting about CraftNOW, please keep the following in mind:

- Please feel free to tailor each post to fit your brand voice.
- Include your individual craft activity within the sample social media posts.
- Include any other imagery you may have along with the CraftNOW social media graphics or logos.
- Tag marketing partners like Philadelphia Convention & Visitors Bureau (@Discover_phl), Visit Philadelphia (@visitphilly), Old City District (@oldcityphilly).

CraftNOW's Audience Demographics Information:

- Top cities:
 - Philadelphia PA - 37.9%
 - New York, NY - 2.4%
 - Cherry Hill, NJ - 0.9%
 - Wilmington, DE - 0.7%
 - Abington, PA – 0.6%
 - Camden, NJ – 0.6%
 - Levittown, PA 0.6%
 - Upper Darby, PA – 0.6%
 - Bethlehem, PA – 0.5%
 - Collingswood, NJ – 0.5%
- Gender
 - 83.8% identifies as Women and 16.2% Men
- Age
 - Website and social chart data show that most of the audience that engages with the content is generally between 35-44.

CraftNOW 2022 Programming:

Annual Events

- **CraftNOW Create [Summer Camp](#):** Together with Philadelphia's Department of Parks and Recreation, CraftNOW Create has expanded into its summer camps. Thanks to this collaboration, CraftNOW is bringing the wonder and imagination of the craft studio into Philadelphia neighborhood rec centers. CraftNOW Create camp-goers are 46% Black, 35% White, and 7% Hispanic.
- **[CraftMONTH](#):** CraftNOW activates the city the days and weeks surrounding the Philadelphia Museum of Art Contemporary Craft Show with the City of Philadelphia's Art in City Hall and Office of Arts, Culture and the Creative Economy having issued a proclamation naming November CraftMONTH. Key programs and events include:
 - **[CraftNOW Symposium](#):** Each year, CraftNOW hosts a symposium to provide a platform for critical discourse in contemporary craft.
 - **[CraftNOW Create](#):** Craft steps out of the studio and into the hearts of Philadelphians with CraftNOW Create!
 - **[Annual CraftNOW Fundraiser](#):** This special auction unites Philadelphia's best-known artists and showcases one of the city's newest creative spaces. Proceeds support our CraftMONTH programming, economic development initiatives, and youth education.

CraftNOW Online Resources:

[Museums, Galleries, and Retail Directory](#): Find the full directory of CraftNOW Philadelphia partner organizations sorted according to neighborhood.

[Artist & Maker Directory](#): An introductory guide sorted according to each artist's primary medium.

[Artist Resource Directory](#): A growing list of professionals and organizations that provide technical assistance and support services for creative businesses.

[CraftECON](#): CraftNOW is utilizing resources, partnerships, and networks to implement programs that further advance the local craft and maker industry in Philadelphia. These programs will unite creative businesses, increase the economic impact of the artisanal sector, and support policies that encourage investment in the field.

[Business Survey](#): Access the anonymous feedback for help on developing programming for the craft, creative, and artist community.

Keystone Alliance for Creative Economies: CraftNOW and Pittsburgh-based Creative Business Accelerator (CBA) have partnered to create a statewide pilot, funded in part by the PA Council on the Arts (PCA), that will enable the two organizations to share high-level, aggregated data on their respective creative ecosystems' impact on regional economies.
