

CraftNOW Philadelphia

Social Media Toolkit

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

Find the CraftNOW logo and colors [HERE](#).

Get in touch with CraftNOW Philadelphia:

For partnership inquiries and questions about how to get your business or organization featured on our website, please contact CraftNOW Executive Director Emily Edelstein at emily@craftnowphila.org.

For social media questions, please contact Chantelle Saldanha chantelle@enroutemarketing.com or Kayhan Celik at kayhan@enroutemarketing.com.

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

- Tailor each post to fit your brand voice.
- Include your individual craft activity within the sample social media posts.
- Include content that highlights your craft and incorporate the CraftNOW logo when applicable.
- Tag marketing partners like Philadelphia Convention & Visitors Bureau (@Discover_phl), Visit Philadelphia (@visitphilly), Old City District (@oldcityphilly) depending on your location.

CraftNOW's Audience is primarily located in:

- Philadelphia, PA
- New York, NY
- Cherry Hill, NJ
- Wilmington, DE
- Abington, PA
- Camden, NJ
- Levittown, PA
- Upper Darby, PA
- Bethlehem, PA
- Collingswood, NJ

CraftNOW Programming:

Annual Events

- **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!
 - **CraftBLAST! Annual 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.
- **Tools of the Trades**: An annual, hybrid conference designed for makers by makers, focused on connecting artisans to business resources in Philadelphia and beyond.
- **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 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.

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.
