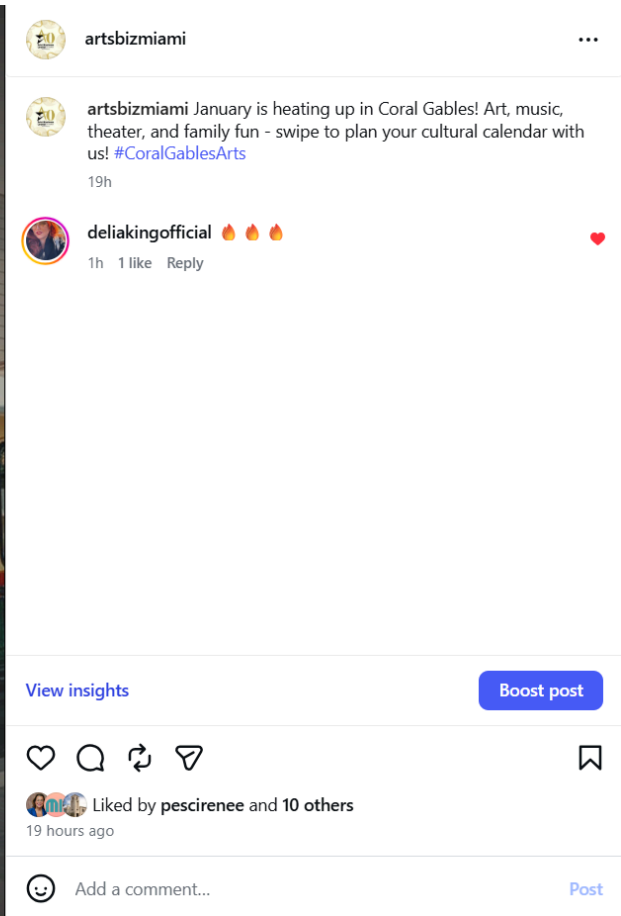
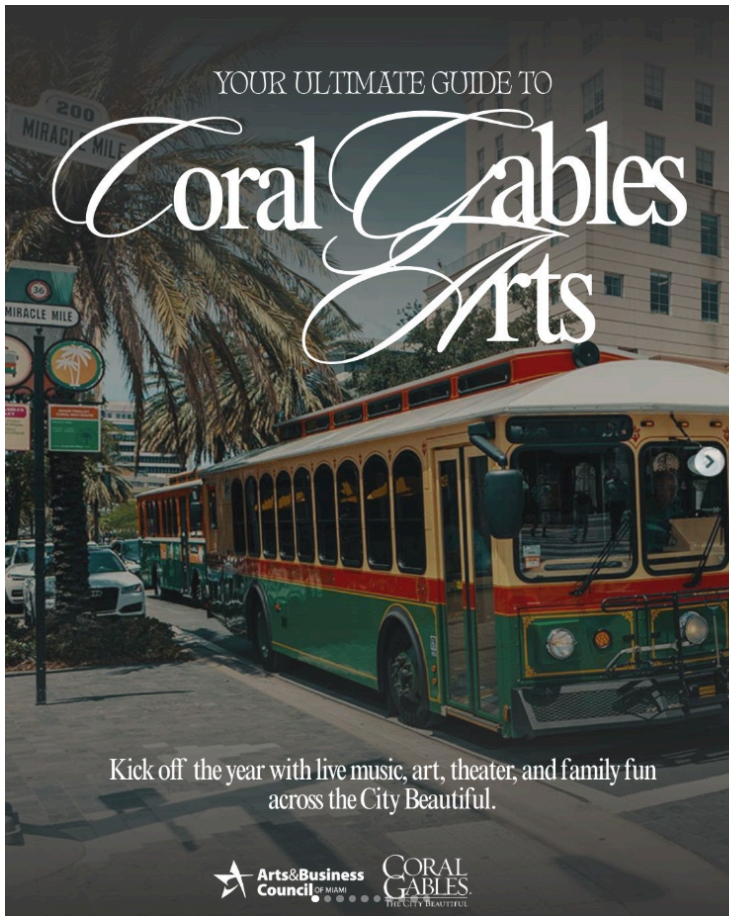


# CORAL GABLES ARTS 2026 DIGITAL MARKETING TOOLKIT



## Promoting Events with #CoralGablesArts #ArtsLiveHere

The Arts & Business Council of Miami partners with Coral Gables to amplify the visibility, audience engagement and attendance of community members to the art events and activations in the City Beautiful across our social media platforms and through e-mail marketing.

## Social Media Strategy

We pursue dedicated collaboration partners for weekly co-branded content to expand visibility and strengthen cross-audience engagement which features a mix between reels and carousel posts that exhibit art events in Coral Gables. Each slide is complete with the event title, date and time, admission cost, short description of event and a photo that is representative of the event or venue. Each post tags the featured organizations to increase reach and engagement with the hashtag **#CoralGablesArts** to further initiative. [Submit your request here.](#)

## E-mail Marketing Strategy

Our redesigned Culture Connectors Guide now functions as a dynamic newsletter, integrating artist and partner spotlights, arts-based volunteer opportunities, pro bono legal services, and prominent top-page partner features. These top placements will highlight dedicated municipal partners such as **#CoralGablesArts** and will link directly to our premier partner feature: a centralized, continuously updated [Community Calendar](#). Submit your event [here](#).

# CORAL GABLES ARTS 2026 DIGITAL MARKETING TOOLKIT



## Amplify #CoralGablesArts

Use these tips below to invigorate your organization's marketing strategy:

- SPOTLIGHT ARTISTS/ PERFORMERS WITH REELS AND CAROUSELS
- POST BEHIND THE SCENES CONTENT FROM REHEARSALS & PERFORMANCES
- TAG ATTENDEES, SUPPORTERS & PERFORMERS IN EVENT PHOTOS
- USE RECAP REELS TO KEEP YOUR EVENT IN THE ALGORITHM
- BRAND AND PROMOTE YOUR EVENT WITH UNIQUE HASHTAGS
- COLLABORATE WITH @ARTSBIZMIAMI TO LEVERAGE YOUR REACH
- LIKE, COMMENT AND REPOST CONTENT YOU'RE FEATURED TO YOUR STORY TO INCREASE ENGAGEMENT
- SHARE POSTS TO YOUR STORY AND TAG COLLABORATORS
- FOLLOW @ARTSBIZMIAMI ACROSS ALL PLATFORMS