

# ADVOCACY through Technology!

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[www.artsonia.com/prospect1](http://www.artsonia.com/prospect1)

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*Using technology to create  
connections!*

- **Who is your audience?**
  - Parents
  - Students
  - Administrators
  - School Community
- **Focus your efforts and energy on YOUR AUDIENCE!**
- **Where to start?**
  - Do you have your own school webpage?
    - Yes? START THERE
    - No? Then make your own WEBSITE or BLOG (see links below)
  - What's the difference? Well, first of all - a blog is a website; and a blog is usually written by one person, formatted as a series of entries, with a title and a date. These entries are called "Posts" - that's a blog. It really depends on how YOU want to display information.
- **What should you post?**
  - Current art experiences
  - Special ART events
  - Art exhibits
  - Student success
  - Contest/exhibit opportunities
  - Visiting artists
  - Links to other
- **Include Photos!** (see links below)
  - Write a "post" and link photos to that "post"
  - How?
    - Artsonia
    - Flickr or Picasa
    - Slideshare
    - Animoto

- **Getting the WORD OUT and building a following!!!**
  - Include a link to your website/blog in the school's Friday Folder.
  - Ask the classroom teachers to include a link to your website/blog in their monthly newsletters.
  - Ask the principal to include a link in their newsletter.
  - Send home a flyer.
  - Send a digital newsletter through ARTSONIA.
  - Get organized BEFORE "Back to School Night" - showcase your site there and create a flyer for parents to take with your sites address.

## LINKS

### WEBSITES

Your school website

[Weebly](#)

[Google Sites](#)

[Digication](#)

### BLOGGING

[Blogger](#) (Google)

[Tumblr](#)

### PRESENTATIONS

[Animoto](#)

[SlideShare](#)

[PhotoPeach](#)

### PHOTOS

[Picasa \(Google\)](#)

[Flickr](#)

### ONLINE GALLERY

[Artsonia](#)

- Web Gallery
- Digital Newsletters

