

# 2016 AIR FORCE ART CONTEST

## GENERAL BEST PRACTICES FOR UTILIZING SOCIAL MEDIA

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### TWITTER

#### Post length:

140 *characters* max, 75-100 best for re-tweeting purposes w/shortened link.

#### Post frequency:

Post 3-5 times a day using different variations of the tweets provided. Post at different times each day during the hours of 0700 and 2200.

Example: Monday schedule 0730, 1015, 1525, 1745, 2110.

### FACEBOOK

#### Post length:

250 *characters* max, 50-100 words best for engagement

#### Post frequency:

Post once daily using different variations of the posts provided. Post at different times each day. Highest engagement is early afternoon (1300-1600).

Accompany all posts with an image to boost engagement.

## Sample Posts

### Before Submissions Open

#### TWITTER

The 2016 Air Force Art Contest is almost here! [Learn more \(link\)](#)

USAF art contest is about to open. Categories for all ages and skill levels [\(link\)](#)

2016 art contest is looking for entries from #USAF members and their families [\(link\)](#)

Show off your art skills! Novices and accomplished artists of all ages welcome to enter [\(link\)](#)

## **FACEBOOK**

We are looking for talented service members and their families to show off their art skills! (link)

Calling all artists! The 2016 Air Force Art Contest is almost here (link)

We are looking for novice and accomplished artists of all ages to compete for prizes in multiple categories. (link)

Submissions open November 1-30 for the 2016 Air Force Art Contest (link)

## **GENERAL MESSAGING/EMAIL**

We are looking for talented service members and their families to show off their art skills! The 2016 Air Force Art Contest is open to all ages and includes categories for both novices and accomplished artists. There are prizes for the top 3 winners in each category. Entries accepted November 1-30. Follow the link to read the complete rules and enter (link).

Calling all artists! The 2016 Air Force Art Contest is almost here. We are looking for novice and accomplished artists of all ages to compete for prizes in multiple categories. The top 3 in each category get a prize! Click here for a complete list of rules and directions on how to enter (link). Entries will be accepted November 1-30.

## **LONG FORM PRINT (E.G. FLYER)**

The 2016 Air Force Art Contest is almost here!!

The United States Air Force is full of talented service and family members and we want to show off some of that talent! Beginning November 1 thru November 30<sup>th</sup> we will accept electronic submissions of original, two-dimensional fine art from both novice and accomplished artists. Active duty and retired service members and their families are invited to participate. The contest is open to adults and children ages 6-17. Prizes will be given to the top 3 winners in each category. For a complete list of rules and instructions on how to enter go to [myairforcelife.com/artcontest](http://myairforcelife.com/artcontest).

## **DURING SUBMISSIONS OPEN**

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### **TWITTER**

The 2016 Air Force Art Contest is now accepting entries! (link)

USAF art contest is open for all ages and skill levels (link)

Don't wait! Deadline to enter the 2016 #USAF art contest is Nov 30 (link)

Calling all artists! The 2016 Air Force Art Contest is open

## **FACEBOOK**

The 2016 Air Force Art Contest is now open! (link).

Novice and accomplished artists of all ages are welcome to participate in the 2016 Air Force Art Contest (link).

We are looking for talented service members and their families to show off their art skills! (link)

Don't wait! The deadline to enter the 2016 Air Force Art Contest is Nov 30 (link)

## **GENERAL/EMAIL**

The 2016 Air Force Art Contest is now open! The contest is open to service members and their families. Novice and accomplished artists of all ages are welcome to participate. There are prizes for the top 3 winners in each category. Entries accepted November 1-30. Follow the link to read the complete rules and enter (link).

Calling all artists! The 2016 Air Force Art Contest is now open. Click here for a complete list of rules and directions on how to enter (link). Entries will be accepted November 1-30.

## **LONG FORM PRINT (E.G. FLYER)**

Call for entries!!

The 2016 Air Force Art Contest is now open. Now through midnight on November 30<sup>th</sup> we will accept electronic submissions of original, two-dimensional fine art from our talented active duty and retired service members and their families. Eligible art includes paintings and drawings in a variety of mediums.

The contest is open to adults and children ages 6-17 and includes categories for both novice and accomplished artists. Prizes will be given to the top 3 winners in each category. For a complete list of rules and instructions on how to enter go to [myairforcelife.com/artscontest](http://myairforcelife.com/artscontest)

Hurry! No late entries will be accepted. Submit yours today!

## **AFTER SUBMISSIONS CLOSE/WINNERS ANNOUNCED**

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## **TWITTER**

Congratulations to the winners of the 2016 Air Force Art Contest! (link)

The #USAF showed off its art skills (link)

The 2016 #USAF art contest was a huge success! See the winning entries (link)

Proud to show off the winning entries of the 2016 Art Contest! (link)

## **FACEBOOK**

Congratulations to the winners of the 2016 Air Force Art Contest! (link) #USAF #ART #airforce

Thanks to all who entered the 2016 Air Force Art Contest. View the winners here (link).

So proud of our talented service members and their families who showed off their art skills! (link) #

Winners announced in the 2016 Air Force Art Contest! (link)

### **GENERAL/EMAIL**

Thanks to everyone who entered the 2016 Air Force Art Contest! You showed how truly talented our service members and families are and we can't help but brag. View the gallery of entries and congratulate our winners! (link)

Congratulations to the winners of the 2016 Air Force Art Contest! Who knew we had such a talented bunch? Well, we did and we can't help but brag! Check out the winners in each category and show your support for our talented Air Force family (link).

Winners announced! We received over XX entries and it was tough to narrow it down, but we finally have our top 3 for each category. Follow the link to view the winners (link).

### **LONG FORM PRINT (E.G. FLYER)**

Winners Announced!

The 2016 Air Force Art Contest has officially come to a close and we have our winners. After receiving over XX entries we faced a tough decision but were able to select our top 3 winners in each category. Thank you to all who entered. You demonstrated how truly talented our Air Force Family is. We can't wait to do it again next year!

To view the winning entries go to [myairforcelife.com/artscontest](http://myairforcelife.com/artscontest)