

The People's Money Artists Collective: *Social Media Toolkit*



The [Civic Engagement Commission](#) is seeking 5 artists, one per borough, to be a part of the inaugural The People's Money Artists Collective!

This collective group of visual artists will create the core graphic and creative assets for The People's Money: Citywide Participatory Budgeting 'Get Out the Vote' campaign running from May through June 2023. We need your help spreading the word!

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Download the [“Open Call” graphics!](#)

Sample Posts

- Twitter:

- **Large character limit (Facebook, IG, LinkedIn):**

 CALLING NYC ARTISTS  We want your help to build the creative identity for #ThePeoplesMoney 'Get out the Vote' campaign! 

The CEC is seeking five artists, one representative for each borough, to be a part of the inaugural #ThePeoplesMoney  Artists Collective! Apply until 2/24: on.nyc.gov/cecartists 

This collective group of visual artists will create the core graphic and creative assets for The People's Money: Citywide Participatory Budgeting 'Get Out the Vote' campaign running from May through June 2023.

Who should apply? Visual artists capable of creating graphics and creative content to support an advertising campaign.

Selected artists will commit to delivering 15 creative assets on a rolling basis to support a marketing and advertising campaign. This includes social media squares and stories, static graphics, videos, postcards, posters and swag reflective of their borough. Artists will also be expected to attend bi-weekly Artists Collective meetings and weekly check-ins with The People's Artist and CEC staff.

Each selected artist will receive a \$2,000 monthly stipend between March 15th and August 15th, 2023.

Applications will close on February 24th, 2023. On March 1st, selected artists will be announced and subsequently begin their work on March 15th. This year's Artists Collective will end on August 15th.