

Marketing Update



Andrew Shaw



Cayden Turnbow

Focus on the story

- Not just *what* and *where*, but *why*, *who*, and *how*
- Express the Arts Council's value
- Build context and support across many messages

In the particular is contained the universal.

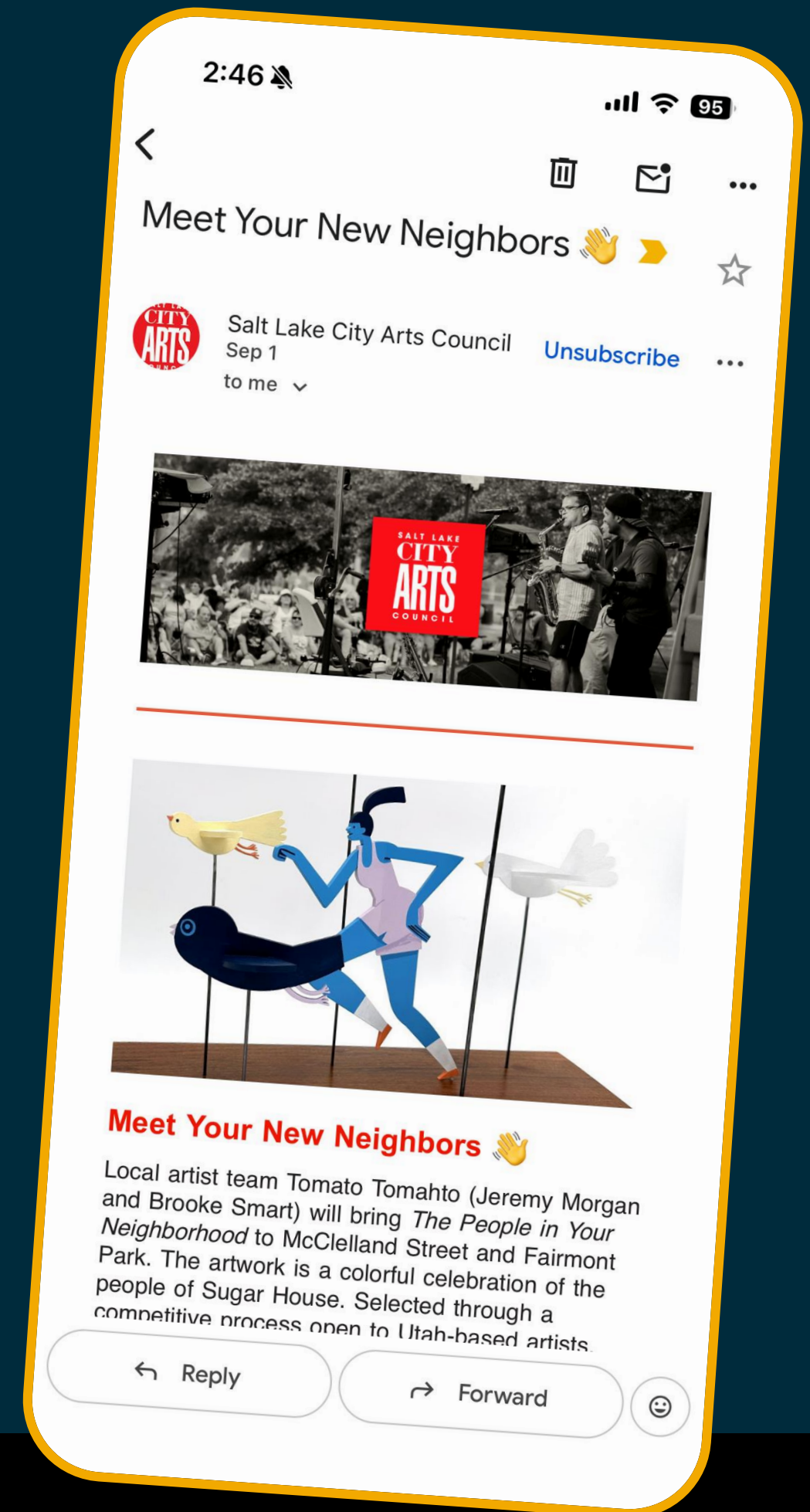
• *James Joyce*



Newsletter refresh

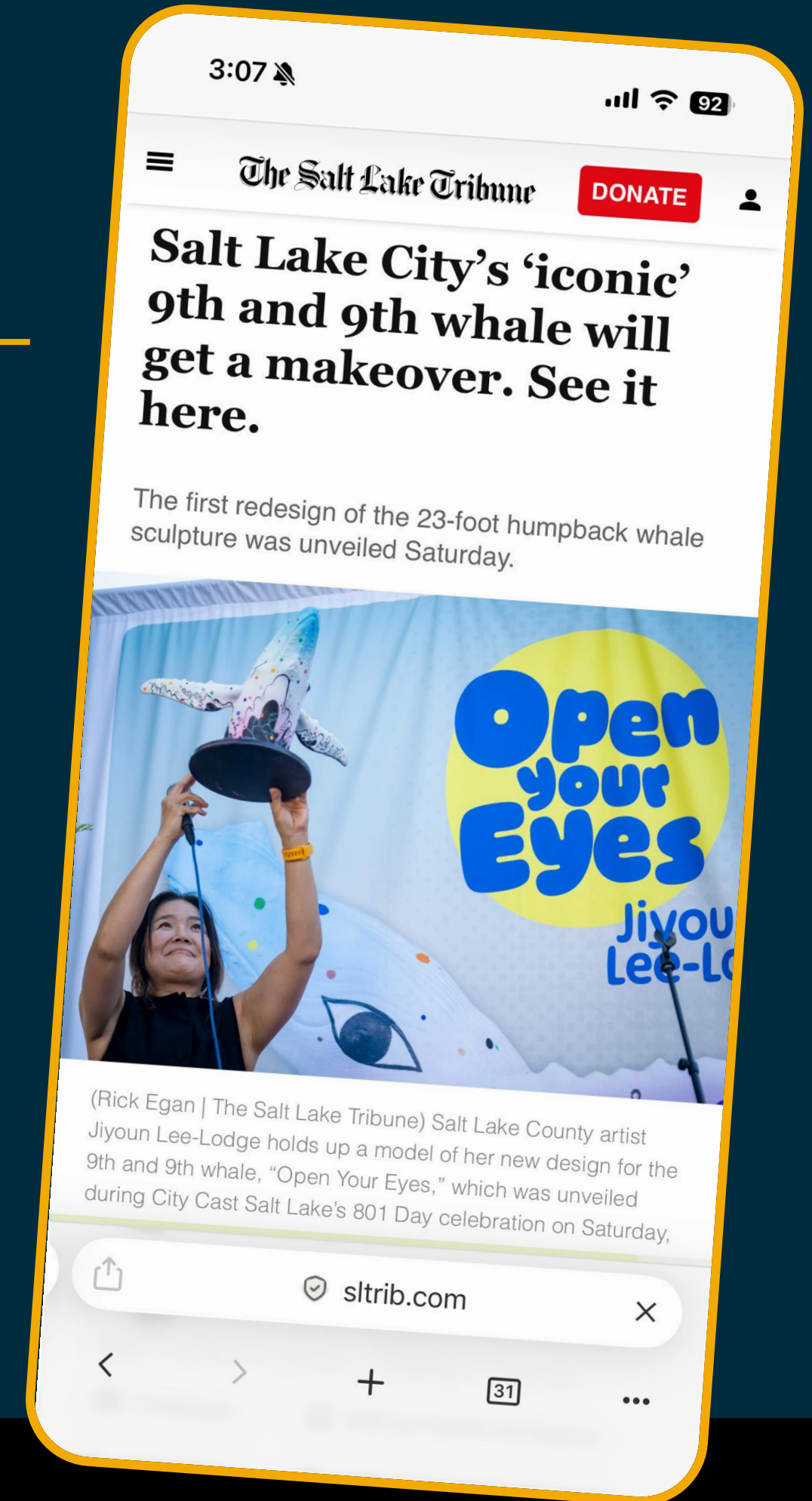
- **Before**
separated by program
- **Now**
better prioritization
and hierarchy

*Registration pop-up on
website working well*



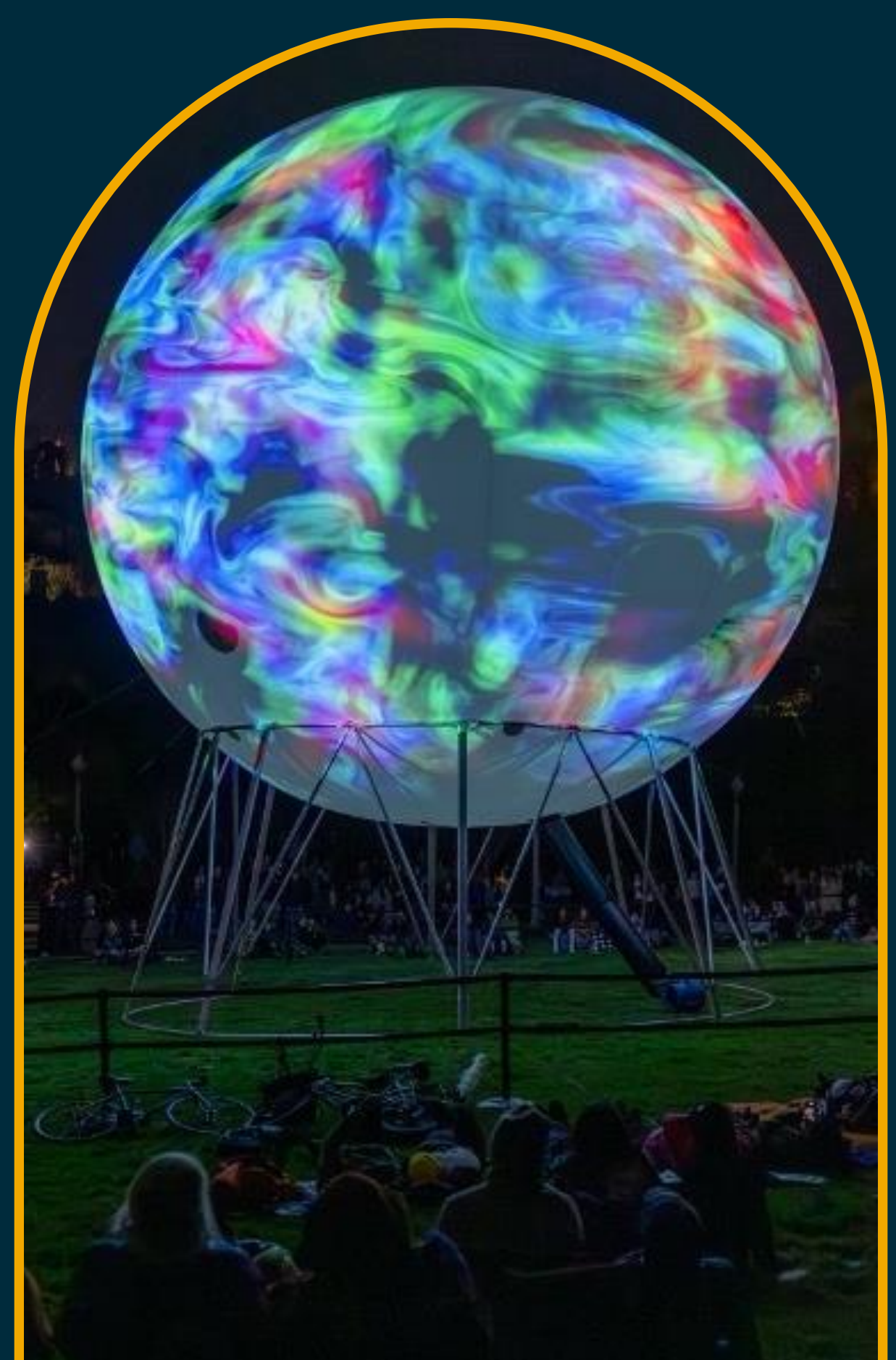
Press engagement

- WakeGSL had international impact
- KRCL RadioACTIVE
- City Cast Salt Lake's 801 Day partnership
- "Open Your Eyes" on KRCL, FOX13, and KUTV



Meta Ads

- **Before**
boosting posts
- **Now**
targeted ads
(plus boosting posts)



Meta Ads Stats • March to Aug 2026



817,676 Reach



1,782,688 Impressions



\$0.16 Cost per click

Social Media Accounts

Instagram

@slcartscouncil

@slcpublicart

@slclivingtrad

@slctwilight

@wakegsl

LinkedIn

Salt Lake City Arts Council

Facebook

Salt Lake City Arts Council

Living Traditions Presents

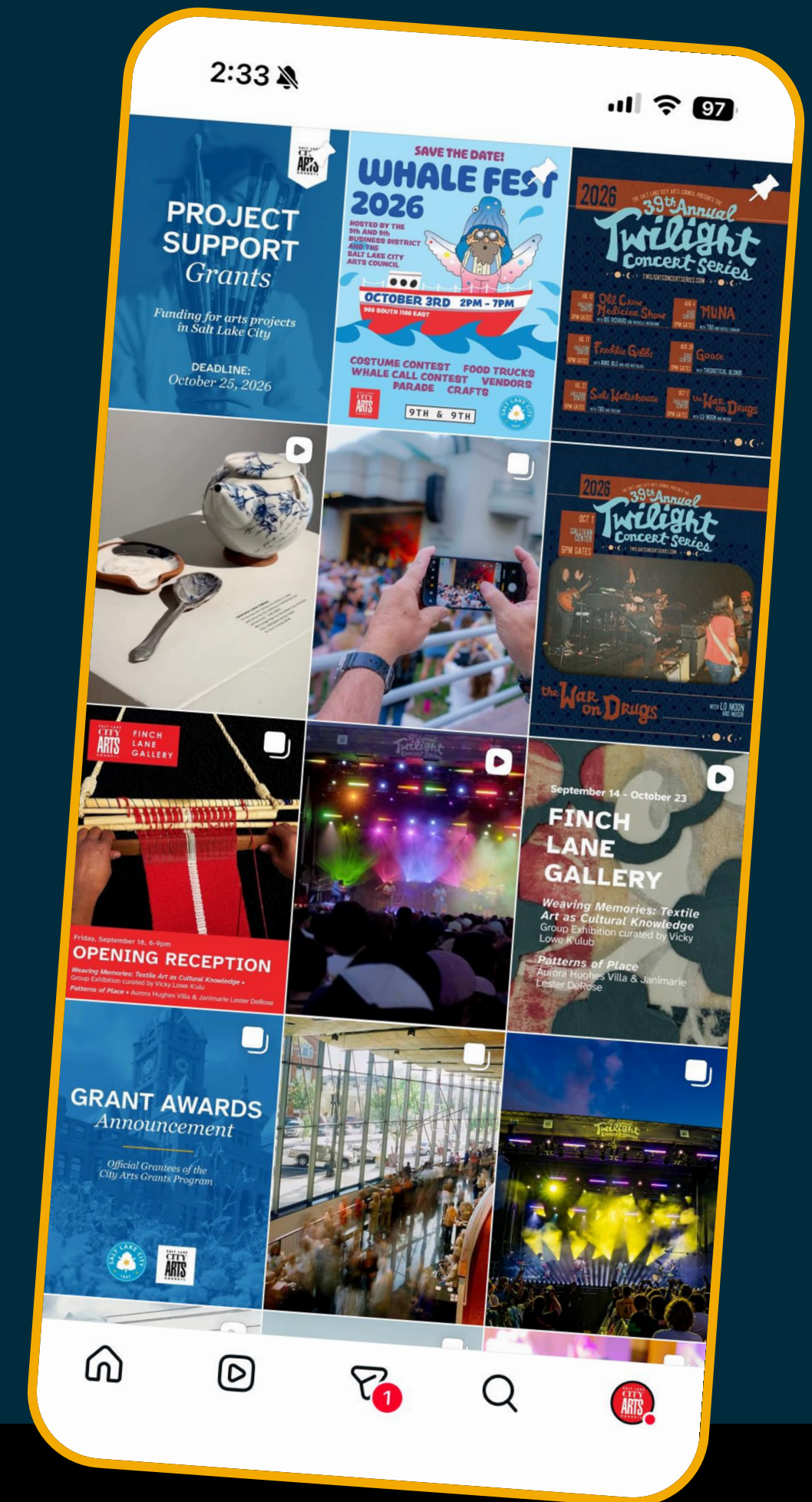
Twilight Concert Series

YouTube

@saltlakearts

Organic social content

- Before
“bulletin board”
- Now
Storytelling and video
Artist highlights
Community education
Collaborations



Organic Social Stats • March to Aug 2026



4,141,187 Impressions *+116%*



41,080 Engagements *+178%*



230 Post link clicks *+199%*

Examples



Open Your Eyes Jiyoun Lee-Lodge

2.3k Likes on Instagram

35.4k Views on Instagram

176 Likes on Facebook

5.6k Likes on TikTok

Examples



Wake the Great Salt Lake

Influencer Campaign • Justin Davies

9.2k Likes on Instagram

241k Views on Instagram

135k Reach on Instagram

84.8k Views on TikTok

Examples



Kosmo Series • Garth Franklin
Collab NHMU, CM Puy, Poplar Grove

27.5k Views across three posts
78% non-followers

Thanks!

Instagram

@slcartscouncil

@slcpublicart

@slclivingtrad

@slctwilight

@wakegsl

LinkedIn

Salt Lake City Arts Council

Facebook

Salt Lake City Arts Council

Living Traditions Presents

Twilight Concert Series

YouTube

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