

Grant Winner Social Media and Marketing Guide

Congratulations on receiving a Preservation Austin grant. We are thrilled to support you!

By providing small, but impactful funding to important projects citywide, we can affect real change in the preservation and interpretation of the historic places that mean the most to our community.

Word of mouth plays a huge role in driving awareness of preservation efforts in the city and beyond. Grant announcements are a great time to stir up involvement with the promotion of donations, sponsorships, volunteer, and advocacy opportunities.

As part of your grant award we ask that you and/or your organization acknowledges Preservation Austin's funding support in all project promotions, including press releases, websites/blogs, printed materials, and social media.

Download Preservation Austin logo

right click and save image

This guide makes it easy for those involved to help spread the word about the grants program and their participation in it. Using the guidelines below, you'll help us expand our audience and urge new preservation-lovers to join the conversation.

Messaging for Web and Print Promotions

Grantees must include the following language when promoting their projects or programs in formal web or print media:

This project was funded in part by a matching grant from Preservation Austin, in support of its mission to empower Austinites to shape a more inclusive, resilient, and meaningful community culture through preservation.

Social Media Promotions

1. Follow Preservation Austin on Facebook, Twitter, Instagram, and LinkedIn

www.facebook.com/PreservationAustin

www.twitter.com/PreservationAtx

www.instagram.com/preservationaustin

<https://www.linkedin.com/company/preservationaustin/>

2. Share the Preservation Austin grant website page:

<https://www.preservationaustin.org/grants>