

FOR IMMEDIATE RELEASE

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Dallas-Fort Worth, TX – How to Be Social is making waves in the art and entertainment industry by emphasizing friendship and collaboration. This dynamic coalition is dedicated to creating a supportive network that empowers artists and entrepreneurs, driving both creative and community impact.

A Commitment to Building Connections

Founded in 2017, How to Be Social began as a modest blog aimed at inspiring individuals to reach their full potential. By 2019, their vision crystallized with the successful "Succeed at Any Age" event, which attracted a diverse group of artists and set the stage for future endeavors. Since then, the coalition has expanded its reach, partnering with major brands like WeWork, Bumble, and Virgin Hotels. Their commitment to supporting creative talent is further demonstrated by their reinvestment of over \$50,000 into the creator economy through various projects and hiring initiatives.

Impactful Partnerships and Community Engagement

How to Be Social has made significant strides in connecting artists and entrepreneurs with essential resources. Through collaborations with notable Dallas organizations such as Drop Hat Marketing, MZ Now, Boldifi, Deep Ellum Community Center, 2 Wise Management, and Culture Hype, the coalition has broadened its influence and enhanced its support network. These partnerships facilitate a range of activities, from educational workshops to community events, ensuring that artists not only develop their craft but also sustain themselves financially.

The coalition's focus on integrating business education with artistic expression is a cornerstone of their approach. By equipping artists with vital business skills, How to Be Social ensures that they can generate income and contribute meaningfully to the community. Their commitment to this dual focus has helped thousands of people through various events and initiatives, reinforcing the coalition's role as a vital resource in the Dallas-Fort Worth area.

Showcasing Innovation with "The Vault"

One of the coalition's latest projects is "The Vault," a cutting-edge live streaming studio designed to support artists with advanced music and photo/video capabilities. How to Be Social is hosting a series of free events to introduce this new facility to the community. "The Vault"

represents a significant investment in providing artists with top-tier resources to showcase their work and engage with audiences.

[Insert Quote from Adieu Anais]

[Insert Quote from Shampaine Granes]

Upcoming Events

How to Be Social is excited to announce several upcoming events that will highlight their ongoing commitment to community engagement and artistic collaboration:

- **Table Shakers**
 - *August 11, 2024, 5:00 PM – 9:00 PM*
 - *The Vault, 4507 Worth St, Unit C, Dallas, TX 75246, USA*
 - Join us for a Parisian-themed girls' night with a purpose. This elegant event promises to foster meaningful discussions on important topics in a respectful and welcoming environment, marking the beginning of a sophisticated series.
- **The G Paint Party**
 - *August 29, 2024, 7:00 PM – 11:00 PM*
 - *The Vault, 4507 Worth St, Dallas, TX 75246, USA*
 - Experience an artistic evening at The G Paint Party! Hosted by the talented Genevive Farnham, this event offers a unique opportunity for participants to explore their creativity and contribute to a collaborative art project.
- **Rain Music Video Release Party**
 - *August 31, 2024, 9:00 PM – September 01, 2024, 1:00 AM*
 - *Bold Stroke Studios, 831 W Jefferson Blvd, Dallas, TX 75208, USA*
 - Celebrate the electrifying release of the music video 'Rain' with local artists, DJs, exclusive previews, and immersive visuals!

Measuring Success and Impact

To ensure their efforts are making a meaningful difference, How to Be Social employs specific metrics to evaluate the health of artists and the return on investment (ROI) for their initiatives:

- **Artist Engagement and Well-Being:** The coalition tracks participation and satisfaction scores by monitoring attendance at events and gathering feedback through surveys. High engagement and positive feedback indicate the coalition's effectiveness in supporting artists' well-being and professional growth.
- **Return on Investment (ROI):** How to Be Social assesses the success of projects through social impact and financial performance. For non-monetary investments, they measure the social return on investment (SROI) by evaluating community engagement, cultural enrichment, and social cohesion. For monetary investments, they track financial returns, including revenue and economic growth within the community.

New Guides for Aspiring Artists

In addition to their ongoing projects, How to Be Social offers valuable resources for emerging artists. Their guide, "From Starving Artist to Creative Entrepreneur," provides practical advice for transitioning from struggling to thriving in the creative industry. Additionally, the coalition is developing a new guide titled "Creative Entrepreneur to Art Investor," aimed at helping artists navigate the complexities of art investment and enterprise management.

Looking Ahead

How to Be Social remains dedicated to fostering a healthier and more prosperous social scene. Through mentorship, event organization, and industry connections, they continue to support artists in achieving their creative dreams and making a lasting impact on their communities.

To stay informed about How to Be Social's latest initiatives and find out how they can assist with your artistic journey, join their mailing list. [Insert mailing list subscription information here.] Discover how this coalition is driving change in the art and entertainment industry and learn how they can help you realize your artistic goals.

About How to Be Social

Who We Are: A coalition, composed of a collective of artists and entrepreneurs, aims to empower its members to collaborate, creation and connect.

Our Mission: Dedicated to creating unique works that influence people to live happier, healthier lives; With the intent of inspiring them to reach their full potential.

Our Vision: To create pathways to success with social media, projects, events, and studio time.

Our Approach: We provide resources, tools, and funding to help artists thrive while maintaining their mental health and growing their network.

What We Do: Our projects include commercials, documentaries, concerts, speaking engagements, music videos and more; supporting artists' creative and professional growth.

Tagline: "Our socialites make your company look cool af."

For more information, visit HowtobeSocial.blog or contact Jewels Clark at Howtobesocialhtbs@gmail.com or 945-237-2889.

About Jewels Clark

Jewels Clark, founder of How to Be Social, combines her academic and entrepreneurial expertise with a commitment to friendship and mental health, setting her apart in the industry. A well-known musician, Clark brings versatile experience to fostering creative growth.

Our Story

Founded in 2017 as a blog to inspire potential, How to Be Social evolved into a community that supports artists through events and partnerships with brands like Mark Cuban and WeWork. We focus on education, creation, and connection, helping artists plan and succeed in their careers.

END

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