



SOCIAL MEDIA TOOLKIT

October 21-22, 2023

thornapplearts.org/artsanddeats



Update Your Profiles and Hashtags

- Use the Arts and Eats logo and graphics from the social media toolkit
- Expand your audience by using the hashtags #ArtsandEats and #ArtsandEats2023

Facebook Tips

- Change your cover photo. Use a premade cover from the Participant Page or create your own!
- Create your own Facebook Event (e.g. “Arts and Eats at Riverside Studios”) and share the details of your participation—what, when, where, and what times. Invite your friends, and link to your event in all of your social media posts for maximum visibility.
- Go live! Use live videos to give your followers a tour of your workspace or share your latest creations.

Sample Facebook posts:

Save the Date: Arts and Eats is October 21-22! I’m excited to be part of this event celebrating art, food, and farms in Southwest Michigan. See my event for more information: [LINK]

Only 2 months until Arts and Eats! Stop in for a home-brewed beer or some of our famous chicken wings and enjoy the fall colors from our outdoor seating area.

It’s time for Arts and Eats! I am in my studio all day (and I have cookies!). Come see me and check out my work.

Instagram Tips

- If you don’t have a website, link to your Facebook Event in your Instagram profile.
- Use your bio to let people know you are participating in Arts and Eats.
- Share pictures of the things you will showcase during Arts and Eats. Working on something special for that weekend? Post in-progress pictures as you go (and don’t forget to use #ArtsandEats).
- Utilize Instagram’s Highlights feature! This lets you save your expired Instagram stories to your profile. Use it to highlight a new piece, dish, or project from start to finish.

Sample Instagram posts:

Getting ready for #ArtsandEats2023 with these new pieces. Come by October 21st or 22nd to take a look!

You know who is ready for #ArtsandEats? Our petting zoo animals! Stop by October 21-22 to give them some love (and sample some of our famous ice cream).

Southwest Michigan has great art, food, and farms. Visit me during #ArtsandEats October 21-22 and then stop by some of the other fantastic stops on the tour!