



#octobertastingtrail

A Little Taste of Downtown ...

SOCIAL MEDIA KIT

We're gearing up for a tasting event happening every Saturday in October. In order to remain consistent with our branding we have laid out some guidelines for social media postings to help you promote this event to your followers.

In this kit you will find pre-drafted images for Facebook, Twitter and Instagram. All of these images can be used, and we recommend you share them over the duration of the event to promote Downtown Barrie as THE place to taste some amazing food and drink.

General Guidelines

1. Use the full event name "October Tasting Trail"
2. Include event details whenever possible: Every Saturday In October.

Hashtags

1. **#OctoberTastingTrail** is our campaign hashtag
2. We are also using **#DowntownBarrie**, **#BarrieUnexpected**, **#GildasClubSimcoeMuskoka** and **#BarrieFoodie** as additional hashtags depending

Social Accounts

1. Facebook <https://goo.gl/YA03Q3> & **@gildasclub**
2. Twitter **@DowntownBarrie** & **@GildasClubSM**
3. Instagram **@downtownbarrie** & **#GildasClubSimcoeMuskoka**



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Pre-drafted Content IN CASE YOU NEED A LITTLE HELP

The following are some content guidelines to help with your posting.



Enjoy a little taste of #DowntownBarrie & #supportlocal this Saturday with the #OctoberTastingTrail. #BarrieUnexpected #GildasClubSimcoeMuskoka #BarrieFoodie



Grab your passport for the #OctoberTastingTrail & sample some of the great food and drink found downtown. #BarrieUnexpected #GildasClubSimcoeMuskoka #BarrieFoodie



#DidYouKnow? Proceeds from the #OctoberTastingTrail go towards #GildasClubSimcoeMuskoka? #DowntownBarrie BarrieUnexpected #BarrieFoodie



Great food, a good cause & a chance to win - check out the #OctoberTastingTrail every Sat in #DowntownBarrie! #BarrieUnexpected #GildasClubSimcoeMuskoka #BarrieFoodie



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EVERY SATURDAY IN OCTOBER

All proceeds are donated to Gilda's Club Simcoe Muskoka

\$10 TASTING PASSPORT



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WIN A \$250

PRIZE PACKAGE



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WIN A \$250

PRIZE PACKAGE



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