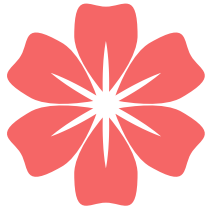


**MAY DAYS**  
EVERY DAY IN MAY



## MAY DAYS - SOCIAL MEDIA KIT

May Days is back in Downtown Barrie! This event will run every day in May, with an experience showcase happening every Saturday in May at selection times and locations. 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 next couple of weeks to promote the event.

## GENERAL GUIDELINES

1. Use the full event name "May Days"
2. Direct them to [downtownbarrie.ca](http://downtownbarrie.ca) for more information.
3. Include event details whenever possible: Every day in May/every Saturday in May.

## HASHTAGS

1. #DTBMayDays is our campaign hashtag
2. We are also using #BarrieUnexpected.

## SOCIAL ACCOUNTS

3. Facebook <https://goo.gl/YAO3Q3>
4. Twitter @DowntownBarrie
5. Instagram @downtownbarrie



## PRE-DRAFTED CONTENT



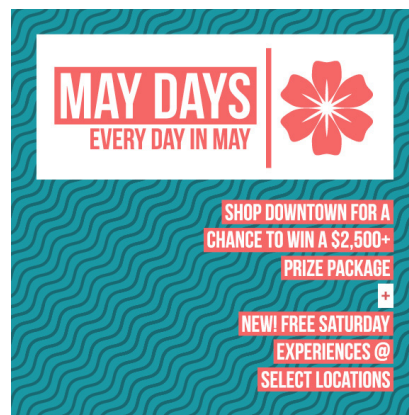
Come shop local for your chance to win an awesome prize package or stop by during select times for free Saturday experiences!  
 #DTBMayDays #BarrieUnexpected



Get out and explore #DowntownBarrie for #MayDays! For more information visit [downtownbarrie.ca](http://downtownbarrie.ca) #DTBMayDays #BarrieUnexpected



#DowntownBarrie shopping, supporting the community, free experiences and donating to a great cause? What's not to love?!  
 #DTBMayDays #BarrieUnexpected



Come #DowntownBarrie during the month of May & shop for a chance to win an awesome prize package! Or check out the new FREE Saturday experiences! See [downtownbarrie.ca](http://downtownbarrie.ca) for more details!  
 #DTBMayDays #BarrieUnexpected



Shop May Days every day in May in #DowntownBarrie! #DTBMayDays



Help spread the love. Shop #DowntownBarrie every day in May! When a purchase is made at participating #DowntownBarrie locations, you will receive 1 ballot to be entered into the draw! #DTBMayDays #COPEServiceDogs #BarrieUnexpected



During every Saturday in May, come #DowntownBarrie to attend FREE workshops, clinics, demonstrations, product partnerships, fashion shows and more at participating businesses. See downtownbarrie.ca for a list of locations and times! #DTBMayDays



With every purchase in #DowntownBarrie, you will receive a ballot for a chance to win a \$2500+ prize package! #DTBMayDays