



# OCTOBER TASTING TRAIL

EVERY SATURDAY IN OCTOBER



## OCTOBER TASTING TRAIL - SOCIAL MEDIA KIT

We are gearing up for a month long 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 month for 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. Direct followers to [downtownbarrie.ca](http://downtownbarrie.ca) for more information

## HASHTAGS

1. #OctoberTastingTrail is our campaign hashtag
2. We are also using #BarrieUnexpected, #BarrieFoodie and #DowntownBarrie

## SOCIAL ACCOUNTS

1. Facebook <https://goo.gl/YA03Q3>
2. Twitter @DowntownBarrie
3. Instagram @downtownbarrie



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

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



#DidYouKnow? Proceeds from the #OctoberTastingTrail go towards the Seasons Centre for Grieving Children? #DowntownBarrie BarrieUnexpected #BarrieFoodie

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





Participants purchase a \$10 tasting passport at any of the participating locations and follow the #OctoberTastingTrail to enjoy free samples on Saturdays during select times. #OctoberTastingTrail #BarrieUnexpected #BarrieFoodie #DowntownBarrie

Follow the #OctoberTastingTrail by purchasing your \$10 passport at a participating eatery and taste your way through Downtown Barrie #OctoberTastingTrail #BarrieUnexpected #BarrieFoodie #DowntownBarrie



Visitors that make 10 or more stops on the #OctoberTastingTrail can submit their stamped passport at their final destination to be eligible for a chance to win a \$250+ prize package! #OctoberTastingTrail #BarrieUnexpected #BarrieFoodie #DowntownBarrie

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