



SOCIAL MEDIA GUIDE FOR PARTICIPANTS

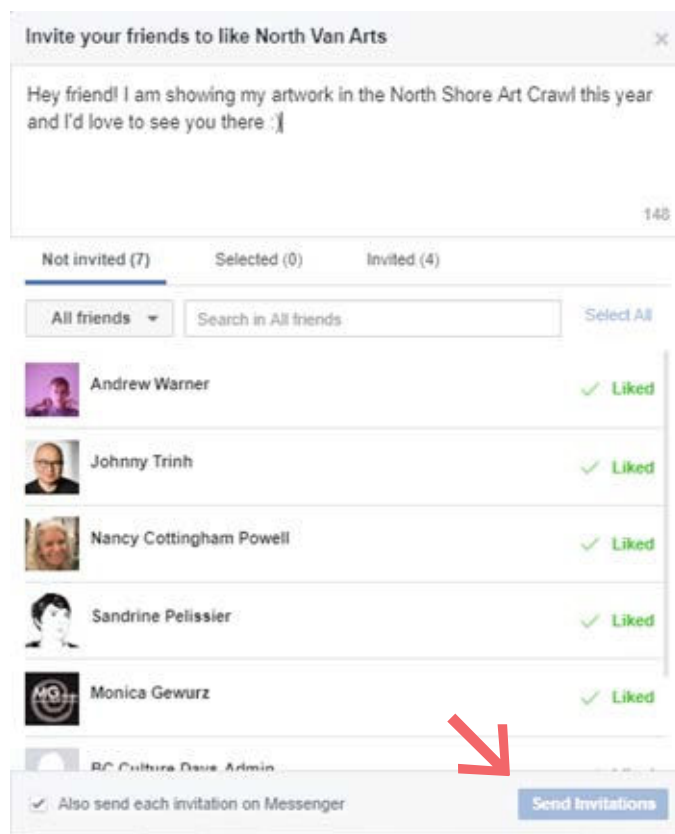
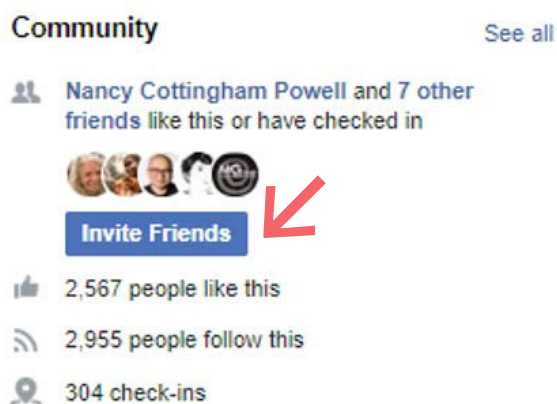
1. INVITE → 2. CONNECT → 3. ENGAGE

1. INVITE your community to join NorthVanArts. On the [North Van Arts Facebook page](#), you'll see the Community tab on the right looking like this:



Select All for the easiest option (see below image).

To send a more personal invite, add a message and **send each invitation on Messenger** (Facebook's mobile app).



Once you're ready, click **Send Invitations** and you're done!

Share the Facebook Event at least three times before the big weekend. Invite people to click **Going** to NSAC2020 and make sure you do the same.

On [Instagram](#) or [Twitter](#), you can invite your friends to follow @NorthVanArts by tagging North Van Arts on those platforms and promoting the **#NorthShoreArtCrawl**. This helps attract new visitors to get informed about us and the art crawl.

2. CONNECT

Audiences are connected by sharing more. Images like this promote **location**.



Use the location tag on Facebook/Instagram whenever possible.

Think about a first-time visitor trying to find your venue. Can they see your location from the street? Take a photo or a video of your studio's entrance to show people where they need to be on March 7th and 8th.

3. ENGAGE with North Van Arts content! North Van Arts followers are more likely to follow you or get recommended by the platform to follow you after seeing your account in 'People You May Know' or 'Similar Accounts' on social media.

When you engage with our account, we'll return the love! Tag [@NorthVanArts](#) and our staff will be notified of your post. We're going to love as many posts as possible!

If your caption tags [@NorthVanArts](#), we can like it + share it to our Story, promoting your location leading to the event. Likewise, when you see [@NorthVanArts](#) posting about the Art Crawl you should **like, comment, save, and/or add to your story**. The buttons look like a heart (like), a quote bubble (comment), a flag (save), and a paper airplane (add to your story). These types of engagement (shown in graphic) help more people find out about the North Shore Art Crawl.



More ways to participate online?

- Give North Van Arts a 5-star review on [Google](#) or [Facebook](#).
- Write blog posts on your website about the North Shore Art Crawl.
- Follow us on [LinkedIn](#) and [YouTube](#).
- Share North Van Arts [50-Year Celebration Video](#).
- Post in the [NSAC 2020 Facebook Event](#).
- Share the event in Facebook Groups (or any online groups).