

AUG
18



FAR EAST ASIAN NIGHT MARKET

AT THE KITCHENER MARKET

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SOCIAL MEDIA GUIDE



Downtown
Kitchener
Business
Improvement
Area

Social Media Guide



the Far East Asian Night Market is fast approaching, and the DTK BIA wants you to be prepared with all the information you need to successfully promote your business during the event. In this guide, you will find post ideas and a sample post, event hashtags as well as imagery/media suggestions that will enable you to get more engagement before, during and after the event.

We know coming up with content, posting and responding to comments on social media can be time-consuming, but it can also boost the number of patrons who choose to stop by your business. Social media is always an effective way to advertise any related offers and specials and create hype for your business that will excite visitors to stop by.

Content Ideas

Not sure what to post? Here are some great ideas to boost your following and keep people interested:

Countdown Posts: Create countdown posts to remind your audience of the event date and build anticipation.

Behind-the-Scenes Sneak Peeks: Give your audience a sneak peek behind the scenes of your preparations for the event. Show them how you're getting ready and what they can expect.

Collaboration Highlights: If you're collaborating with artists or other businesses for the event, highlight these partnerships on your social media channels. Share their work or products and tag them in your posts.

Event Promotion: Share promotional materials provided by the event organizers, such as posters or flyers on your social media channels to spread the word.

Exclusive Offers: Offer special discounts or promotions to your social media followers who attend the event. This can incentivize them to visit your business during the Far East Asian Night Market.

Live Coverage: If possible, provide live coverage of the event on your social media channels. Share photos, videos, or live streams while the event is happening to give your audience a taste of the action.

User-Generated Content: If someone takes a picture of your business, re-share it, and like and comment to show them that you appreciate their visit and perspective.

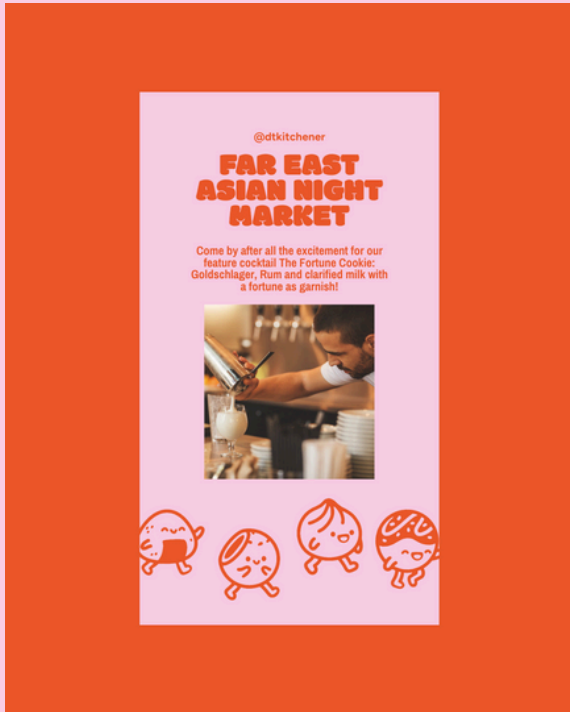
Imagery & Media for Posting

Here are some tips on the types of images and media to post and where to post them:

- Share images and videos that are clear and aesthetically pleasing to your social channels - we find content that highlights real people, specific offerings and graphics that are vibrant but not overloaded with text work best.
- If you see that someone posted a photo at your establishment, reach out and get permission to re-share on your page or to your story. If you are tagged in the post, permission is not usually necessary.
- Stay away from stock photos or images that look like stock photos. You are real, so your content should be too.



Sample Posts



Hashtags, Handles & Location Tagging

Here is a list of hashtags that will be used for Far East Asian Night Market, as well as commonly used hashtags for downtown Kitchener:

#DowntownKitchener #DTKLove #DTKEats #KWAwsome
#WRAwsome #ExploreWR #AsianFood #OntarioEvents
#FamilyFriendly #ShopLocal #StreetFood #Kitchener #Waterloo
#Cambridge #DTKSummer #ThingsToDo

Consider including the official handle for the Downtown Kitchener BIA @dtkitchener so we can also re-share your content.

Help people find you by including your location when you post on Instagram, Facebook, and X (Twitter). This will also allow people to check into your location when they visit.

Questions?

Feel free to reach out to Alexandra Giovanatto at agianatto@kitchenerdowntown.com or 519-744-4921 if you have any questions about this guide.

Wishing you all a successful event from the DTK BIA Team!

Downtown Kitchener is all about celebrating our collective potential and coming together as a community. By leveraging social media to showcase your participation in the Far East Asian Night Market, you're promoting your business and contributing to the overall growth and vibrancy of our downtown area.

