



Social Media Packet

Aiken Music Fest will have a large social media presence that will allow attendees to engage in a more social and mobile experience before, during and after each event. This Social Media Kit is designed to inform and help you amplify buzz surrounding the Aiken Music Fest, making social media involvement at Aiken Music Fest seamless. We will be utilizing Facebook as our main outlet of communication, along with Instagram to help promote each event.

By joining the conversation on our social media outlets, attendees will be able to stay up to date on all of Aiken Music Fest's bands and events so they can locate these activities in real-time and get involved. This ensures that our attendees won't miss any of the exciting events taking place during Aiken Music Fest. In addition, we highly encourage your team to use this Social Media Packet in your social activation plans to integrate, amplify and extend your visibility during the congress.

Provided Materials

As an Aiken Music Fest vendor/sponsor you will receive the following materials to use on your social media outlets:

- A transparent logo of Aiken Music Fest
- Printable and digital versions of Aiken Music Fest's poster, and rackcard
- An Aiken Music Fest branded graphic containing your logo and involvement with Aiken Music Fest



Facebook Outline

As the world's largest social network, Facebook is the best platform for sharing highly visual content like photos, videos and news articles.

Leading up to each event, we will share important information about the bands, vendors, and activities to do while attending Aiken Music Fest, along with important photos, videos and news articles. We will highlight important event information taking place during Aiken Music Fest, so you can be sure you don't miss a thing. Attendees can get updates on Aiken Music Fest highlights by following our Facebook page and join the conversation by tagging our Facebook page and using the hashtag #AikenMusicFest in their Aiken Music Fest related posts.

Below is our social media outline for each Aiken Music Fest event:

4 Promotional posts: Week after Aiken Music Fest event

- 1 gallery of Aiken Music Fest recapping the event from before
- 1 post slideshow thanking *sponsors* from event before
- 1 post graphic thanking band
- 1 post graphic announcing next Aiken music fest and band

2 Promotional posts: 14-7 days before event

- 1 post slideshow highlighting *vendors*
- 1 promotional post about band

5 Promotional posts: 7-1 days before event

- 1 video/music sample about band
- 1 promotional post about band
- 1 post slideshow thanking *sponsors*
- 1 post graphic highlighting *vendors*
- 1 post graphic reminder about day, time and price of event

Day of Aiken Music Fest

- 2 live stream videos of band and *vendors*
- We will be taking photos through out event and will use them for Aiken Music Fest recap gallery for the Aiken Music Fest website and Facebook.



Instagram Outline

We will be utilizing Instagram as one of our main methods to generate buzz for Aiken Music .

Before, during, and after each event, we will share our best images of Aiken Music Fest. Attendees will be able to get updates on Aiken Music Fest highlights by following our Instagram page and join the conversation by tagging our Instagram page and using the hashtag #AikenMusicFest in their Aiken Music Fest related posts. In addition, we will be utilizing hashtags such as #Aiken4Music, #Aiken4Aiken, #SCMusic, #CarolinaMusic, and #MusicFestival to promote our hometown and to help spread the word about our growing music scene.

Below is our social media outline for each Aiken Music Fest event:

Week after Aiken Music Fest event

- The day after each event we will share 3 images from the event before
- For the rest of the week we will share 1 image every other day highlighting our past event. In addition, we will be sharing new and important information about our next event such as: event dates and times, vendors, sponsors, and band name.

14-7 days before event

- We will continue to share 1 image every other day highlighting our past event. In addition, we will be sharing new and important information about our next event such as: event date and times, vendors, sponsors, and band name.

7-1 days before event

- For days 7-4 before event, we will share 1 image **EVERY** day highlighting our past event. In addition, we will be sharing new and important information about our next event such as: event date and times, vendors, sponsors, and band name.
- For days 3-1 before event, we will share 1 image **TWICE** a day.

Day of Aiken Music Fest

- During the event we will be sharing images until the end of the event to give our audience live updates on what is happening at Aiken Music Fest.