



*Benefitting Children with Speech and Language Needs through
Sertoma Club of Greater Sarasota and Sertoma Kids, Inc.*

Social Media Recommendations

Share...Share...Share – Starting today until the end of event

- Share My Hometown Fest Event on your Facebook & Instagram Accounts
- Let your followers know you are participating
- Have a Call to Action (e.g., a new food item you will be sampling, a special giveaway you are offering, or the launch of new program)

Create an event on your Facebook Business page

- Boost this event with a media budget until day of event
- This can be done for just a few dollars a day!

Create a short video on your phone to share on your Facebook page or to send via email to your customers

- Tell What you are serving
- Or Why you are attending
- Or give a Testimonial about how the event serves children with speech and hearing issues

Build up posts leading to day of event

- Make My Hometown Fest YOUR event as well as OURS
- Consider a customer ticket giveaway before the event
- Offer a special discount for anyone who visits your booth

Day of Event

- Use Facebook Live to let people know you are at My Hometown Fest and show them how much fun you are having
- Use your phone to post photos and videos from the event throughout the day

Have Questions or Need More Ideas?

- Contact the My Hometown Fest social media manager, Georgianna Strauser at gstrauser@gmail.com or call (770) 402-4792

Saturday, March 23, 2019 • Noon-5PM • Nathan Benderson Park

MyHometownFest.org • (941) 993-9036 • Info@MyHometownFest.org • [@MyHometownFest](https://www.instagram.com/MyHometownFest)