

Thursdays on First & 3rd

Social Media Best Practices and Sample Posts

Along with posting relevant information about your business and your participation in the event, it is even more effective to engage (like, share, comment) with people who are talking about your business and/or Thursdays on First.

- *Use **#ThursdaysOnFirst** in all of your posts to make it visible to those searching for information regarding the market. This will also make your posts visible to us should we want to like, comment, or share it with our followers.*
- *Follow both the **Downtown Rochester and the Thursdays on First & 3rd Facebook pages** to both engage with us and stay up to date on all the latest information regarding the market.*

Facebook

Use Facebook to both inform and engage with your audience about Thursdays on First & 3rd and your participation in it. Liven up your posts by including photos of your product, photos of your booth from previous Thursdays, or photos of you engaging the crowd. Please read your post carefully after copying this text to avoid any spelling errors.

*Include the hashtags, **#ThursdaysOnFirst** and **#RochMN** in every post. Here are some sample posts.*

- *“#ThursdaysOnFirst begins June 4, and we’ll be at it! Stop by our booth and check out [insert a brief description of your product]. www.DowntownRochesterMN.com/TOF”*
- *“Ever heard of #ThursdaysOnFirst? It’s SE Minnesota’s largest outdoor summer market and outdoor music festival. It’s going on this Thursday, and it’s FREE to attend! We’ll be there, so stop by and say hello! www.DowntownRochesterMN.com/TOF”*

Twitter

Use Twitter to provide quick updates to your followers about your participation in the market a couple days before the event and to provide updates during the event.

*Include the hashtags **#ThursdaysOnFirst** and **#RochMN** in every post. Here are some sample posts.*

- *“Happy #ThursdaysOnFirst! Stop by our booth and check out [talk about your product or business]. **#RochMN**”*
- *“We love all the great people we get to see when we’re at #ThursdaysOnFirst. Why do you love it? **#RochMN**”*

Instagram

*Use Instagram to capture photos at the event and share them with your followers. Each photo is unique, so write text that speaks to each photo. Include the hashtags, **#ThursdaysOnFirst** and **#RochMN** in every post.*

Best practices include taking creative photos of your product and/or capturing visitors having fun at the market. However, remember to respect attendees’ privacy.