

# 2018 Tourrific Prospect Traders Social Media Cheat Sheet



Dear Traders,

We want to show you off on social media! We also want to help your brand leverage your involvement in Tourrific Prospect and be seen by as many people as possible.

We invite you to jump onto your social media platforms and like these Tourrific Prospect 'handles':

## Social Media Handles

**Facebook:** @TourrificProspect

**Instagram:** @TourrificProspect

**Twitter:** @ProspectRd

Once that's done, we encourage you to share or post content about the event as much as you can in the lead up. A great way to get more people seeing your posts is to include the Tourrific Prospect handle with your post.

We will also have a **Facebook Event Page** where we will be posting continuous updates and information for patrons; be sure to click 'attending' and share the page around. We are expecting another fantastic turn out at the 2018 Tourrific Prospect street party that will be boosted by your ongoing social media activity and support!

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## Hashtags

A hashtag is a keyword preceded by the hash symbol (#), it essentially allows you to connect with and engage other social media users based on similar interests or a common theme. Use these hashtags across Instagram and Twitter when they are related to your content and the Tourrific Prospect Street Party to reach a wider audience.

#TourrificProspect #Tourrific #ColourfulProspect #CityofProspect #VeryProspect #StreetParty  
#WhatsOnAdelaide #SouthAustralia #Adelaide #Prospect #5082 #ColourfulCommunities #NetworkProspect

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## Further Content & Images

If you've got great content you'd like US to share about your business' involvement in the event, please get in touch – we are happy to chat!

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## Logos

Feel free to shout to the world that you're on board! We've attached the 2018 Tourrific Prospect Street Party logo in a PNG format for you to easily use across your digital marketing material and online posts.

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## Critical Dates

Social Media Campaign Starts: Mid-October 2017  
Trader Registrations Close: Fri, 17 November 2017  
Compulsory Trader Meeting: Tues, 9 January 2018  
Event Bump In: Mon, 15 January 2018  
Event: 6pm – 11pm Mon, 15 January 2018

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**Contact** the Newstyle Media social media team, Vanessa Dingle at [vanessa.dingle@newstylemedia.com.au](mailto:vanessa.dingle@newstylemedia.com.au) and Elyse Williams at [elyse.williams@newstylemedia.com.au](mailto:elyse.williams@newstylemedia.com.au), or call 8221 6355 with your responses.

THE FOLLOWING CAN ONLY BE COMPLETED ON A COMPUTER (NOT ON MOBILE)

## Facebook Page Verification

The image shows the Facebook Page Settings interface. The 'Page verification' option is highlighted with a red box and labeled 'click 'edit''. A red arrow points from this label to the 'Edit' button next to 'Page verification'. A second red arrow points from the text 'click 'get started' & follow prompts' to the 'Get Started' button in the 'Verify your Page' pop-up.

**click 'edit'**

**click 'get started' & follow prompts**

**Verify your Page**

Use a phone number or documents to verify Hahndorf. Verified Pages:

- Show up higher in search results to attract more visitors
- Have a verified badge to let visitors know the Page is authentic

Cancel Get Started

## Liking 'Tourrific Prospect' Facebook Page as a Business

when looking at your business page, 'see pages feed' will be on the right hand side of the page. click this.



click 'like other pages' and type 'Tourrific Prospect' when the pop-up box appears.

