



## 2022 Holiday Show Social Media Guide

Hello, One of a Kind Holiday Show Exhibitor! The One of a Kind team works to promote the show and exhibitors on our social media platforms, but we highly recommend that you also utilize your own social media profiles to let your followers and customers know that you will be at the Show. Here is some social media content, suggested copy, and post ideas. These can all be tailored to best represent your business and unique work!

### **Social Media Guidelines**

To maximize social media reach and engagement, we recommend tagging the One of a Kind show in all social media posts. Our team will also be able to repost posts and stories on our own platforms that tag these accounts. Please find the handles below:

**Facebook:** @OOAKChicago | **Instagram:** @OOAKChicago | **Twitter:** @OOAKChicago

**Location:** One of a Kind Show and Sale Chicago

**Hashtags:** #OOAKChicagoHolidayShow2022 #OOAKChicago #SupportArtists  
#SupportSmallBusiness #ShopLocal #OOAKShow #OneofaKind #TheMart  
#ShopCreatively

### **Social Media Content**

Click [here](#) for 2022 social media graphics.

Click [here](#) for photos from past One of a Kind Shows.

We also encourage you to use your own photography to showcase your products, team, studio, and more!

## **Suggested Social Media Posts & Posting Schedule**

\*Please note, these should be adjusted to serve your individual business

### **Week of April 4**

The 21st annual One of a Kind Holiday Show returns to Chicago this month, and we are thrilled to announce we are one of 500 artists participating! Join us at THE MART from Dec 1-4 for a unique shopping event that supports the creative community. There's a little something for everyone. To learn more, visit: [this page](#).

### **Week of April 11**

We are busy working to prepare for the One of a Kind Show, taking place December 1-4 at THE MART in Chicago! We can't wait to offer a variety of our (new/custom/unique/trademark) (items) at the show. Take a behind-the-scenes look at how we create them here!

### **Week of April 18**

The countdown is on! We are less than two weeks away from the 2022 One of a Kind Holiday Show and we hope to see you all there. This year at the show, we will be showcasing (enter product names here). Come check them out at booth #\_\_\_. Today we're sharing our top 5 items we're most excited to feature at the 2022 One of a Kind Spring Show! Scroll through the photos and let us know in the comments which item you're most excited for. (\*post 5 photos of your favorite or more unique products!)

### **Week of April 25**

If you haven't purchased your tickets to the One of a Kind Holiday Show yet, it's not too late! We are one of 500 artists, makers, and designers that will be on display later this week, and we hope to see you there. Tickets can be purchased [here](#)/via the link in our bio (if using Instagram)

### **During the One of a Kind Show!**

**\*using a photo of your booth\*** Our team has arrived at the One of a Kind Holiday Show! We're so excited to present our (insert sampling of products). Doors open at 10 am Thursday!

**\*using a photo of your team at the show\*** We have had so much fun getting to talk with everyone at the show today about our (insert products here). We can't wait for day \_\_\_ tomorrow! For last minute tickets to the One of a Kind Holiday Show, purchase tickets [here](#)/via the link in our bio (if using Instagram)

Shopping for anything special this Holiday season? Find something for everyone on your list! Stop by booth #\_\_\_ before the One of a Kind Show closes Sunday evening to pick up a unique gift!

\*In addition to suggested static posts above, we recommend posts on Instagram stories throughout the weekend, going “live” from the show to offer a behind the scenes look at your work, and posting your own unique content live from the show.