



2023 Spring Show Social Media Guide

Hello, One of a Kind Spring Show Exhibitor—we can't wait to see you in April! In preparation for the show, the One of a Kind Team will work to promote the show, as well as participating 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 Spring Show. We have compiled some social media content, examples of 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. This will allow our team to share your posts and stories on our own profiles. Please find the handles below:

Facebook: @OOAKChicago | **Instagram:** @OOAKChicago | **LinkedIn:** @One of a Kind Chicago

Hashtags: #OOAKChicago #OOAKChicagoSpring2023

Social Media Content

Visit [Exhibitor Central](#) on our website to access shareable social media graphics and website banners that you can use to let your followers and clientele know that you will be at the show!

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

Post Examples/Suggested Posting Schedule

Please note, these are just suggestions and can be adjusted to best serve your individual business and needs.

Week of April 2 – Announce/remind followers of participation in the Show

The One of a Kind Spring Show returns to Chicago this month, and we are thrilled to announce we are one of over 300 artists participating! Join us at THE MART April 28-30 for a unique shopping event that supports the creative community.

Week of April 9 – Show preparation and/or product plug/sneak-peek

We are preparing for the One of a Kind Spring Show, taking place April 28-30 at THE MART in Chicago! We can't wait to offer a variety of our **(new/custom/unique/trademark items/products)** at the show. Take a behind-the-scenes look at how we create them here!

Week of April 16 – Remind audience that the Show is coming soon

The countdown is on! We are less than two weeks away from the 2023 One of a Kind Spring 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 2023 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 23 – Remind your audience to purchase their tickets to the Show

If you haven't purchased your tickets to the One of a Kind Spring Show yet, it's not too late! We are one of 300 artists, makers, and designers that will be on display later this week, and we hope to see you there. Get your tickets today!

**Post ticket link or, if using Instagram, direct your audience to visit the link in your bio*

During the Show!

- Post a photo/video of your booth
- Post a photo/video of your team at the Show
- Go live on IG and/or FB from the Show
- Post to your IG and/or FB story from the Show