

2024 Spring Show Social Media Guide

Hello, One of a Kind Spring Show Exhibitor—we can't wait to see you on April 26th!

In preparation for the show, our team will be promoting the show, and some participating exhibitors on our social media platforms. We highly recommend that you also utilize your own profiles to let your followers and customers know that you'll 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:

- 1. Tag us @ooakchicago so we can share your content on our account!**
- 2. Use some of our favorite hashtags to optimize your reach:**

*#OOAKChicago2024
#OOAKChicago #SupportArtists
#SupportSmallBusiness
#ShopLocal #OOAKShow
#OneofaKind #TheMart*

Social Media Content

Check out [Exhibitor Central](#) 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!

Suggested Posting Schedule

- **Week of March 25th - Announce/remind followers of participation in the show.**

The One of a Kind Spring Show returns to Chicago next month, and we are thrilled to announce we were selected to participate! Join us at THE MART April 26-28 for a unique shopping experience that supports the creative community.

- **Week of April 1st - Show preparation and/or product plug/sneak-peek.**

POV: Prepping for the #OOAKChicago Spring Show! We can't wait to offer a variety of our (product) at the show. We'll see you April 26-28 at THE MART!

- **Week of April 15th - Remind your audience that the Show is coming soon!**

*The countdown is on! We are less than two weeks away from the 2024 One of a Kind Spring Show. Here's a sneak peek of some products we'll be selling. We can't wait to see you there - come check us out at booth #___! *Post 3-5 photos of your favorite or more unique products!*

- **Posting during the show:**

- 1. Keep your audience up to date with consistent Instagram Stories!*
- 2. Post photos and Reels of your team and your booth at the show*
- 3. Tag @ooakchicago so we can re-share your posts!*
- 4. Re-share OOAK's content throughout the show weekend on your account!*