

# Social Media Template

## Checklist

<b>WHO</b> Any age restrictions related to the event? i.e.: 14+, 18/19+ for age of alcohol consumption based on province where event will be held	
<b>WHAT</b> All pertinent information and details surrounding the theme of the event I.E.: registration fees/ticket costs, early bird incentive, prizes offered, cap on number of tickets available, pertinent contact information should the public need it, webpage info if specific webpage created, ticket purchase webpage, etc.	
<b>WHEN</b> Date and time of the event including any pertinent deadlines I.E.: draw date for a raffle	
<b>WHERE</b> Venue including street address *include directions and/or special instructions if necessary	
<b>SOCIAL HANDLES</b> The “@” tag that identifies someone on social media; this may be different for each Facebook, Twitter and Instagram. Specific hashtags for the event (I.E.: “#OttCountryDreams” “#OttRide4Dreams” “YOWDreamsGala19” “FlightDay19”)	
<b>FACEBOOK BANNER IMAGE</b> An image for the Facebook event page that will fit the required dimensions of 820 x 312 pixels. <b><i>*without this a Facebook event page cannot be created for your event.</i></b>	
<b>INSTAGRAM IMAGE SQUARE(S)</b> -images for the Instagram platform of ratio 1:1 <b><i>*please submit multiple squares should you wish your post to be advertised on Instagram more than once as the same image recurring will be too repetitive</i></b>	

*\*please provide as much notice as possible when requesting social media posts; national posting schedules must be adhered to and translation services are required.*

Should you require assistance please contact [lily@yow.dreamstakeflight.ca](mailto:lily@yow.dreamstakeflight.ca)