



MERCHANTS OF

BOWEN'S WHARF

SOCIAL MEDIA TOOLKIT

ABOUT

INSIDE THE TOOLKIT

Welcome to Bowen's Wharf! This toolkit will serve as a guide to connecting with us on social media. Just follow this kit to inform your followers about your presence here at Bowen's Wharf.

In this toolkit, you will find social media handles, relevant hashtags, captions, and imagery to create a branded partnership between your business and Bowen's Wharf.

Make sure you are **tagging** Bowen's Wharf on all of your social posts and/or **adding Bowen's Wharf location**. You can find our social handles on the next page.

We look forward to connecting with you!

MERCHANT

FACEBOOK GROUP

To begin, a Facebook Group was created solely for our merchants. Search for **Bowen's Wharf Merchants** and request to become a member. Use this platform to submit anything you'd like us to consider sharing like photos, videos, sale/promotion information, news, events, etc. Please provide as much detail as you can. The more you share, the more opportunity you'll have to receive advertising exposure.

We will make a post every month in the Facebook group reminding you to send in any assets. There will be a one week window during which you can submit these — beyond this time frame we cannot guarantee that your content will be included in that month's posts due to the content scheduling constraints.

CONNECT WITH US

Make sure you're following us on all social media platforms:



/bowenswharfRI



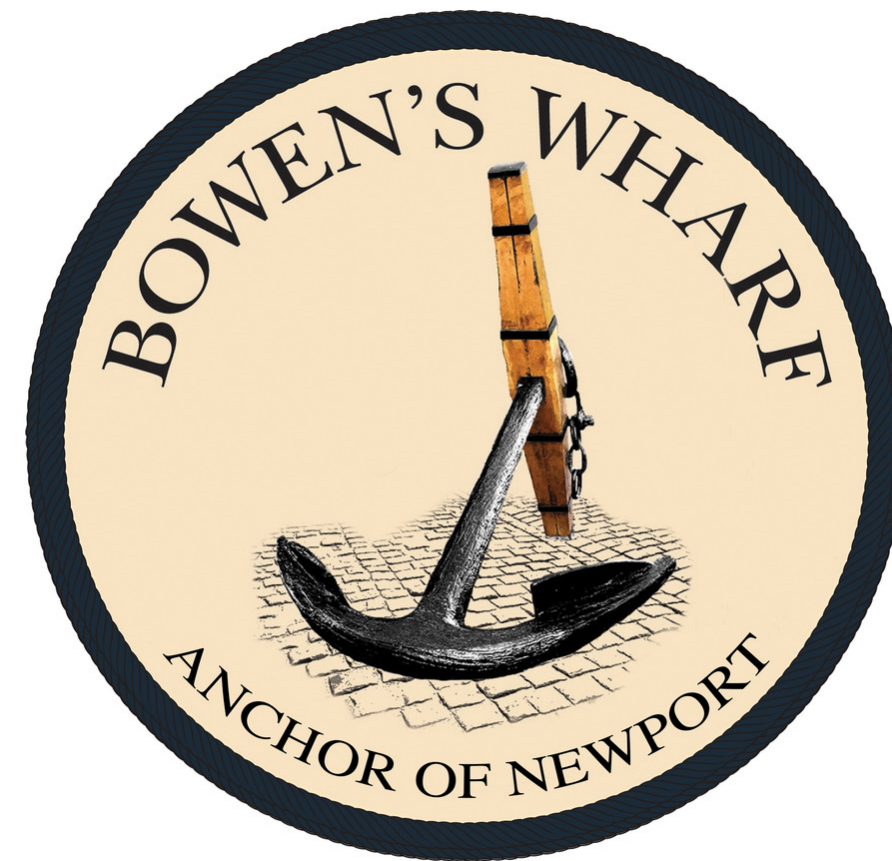
@bowenswharf



@bowenswharf_RI

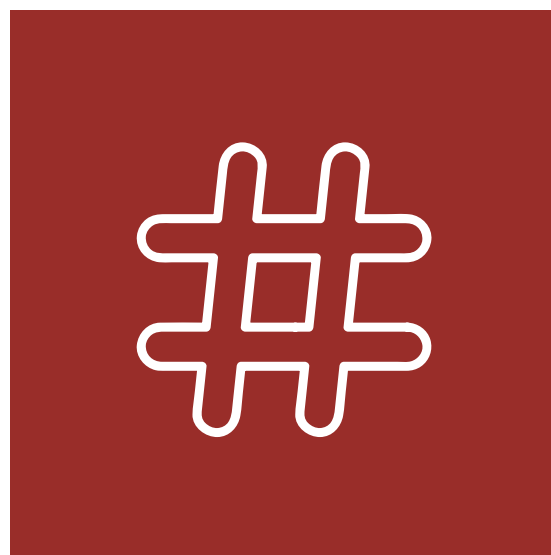
INCORPORATE OUR LOGOS

Pair up our logo with yours on posts!
Please use the following logos below.

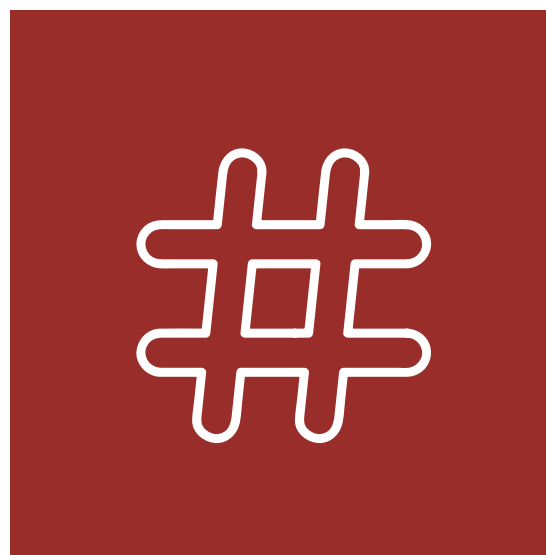


USE OUR HASHTAGS

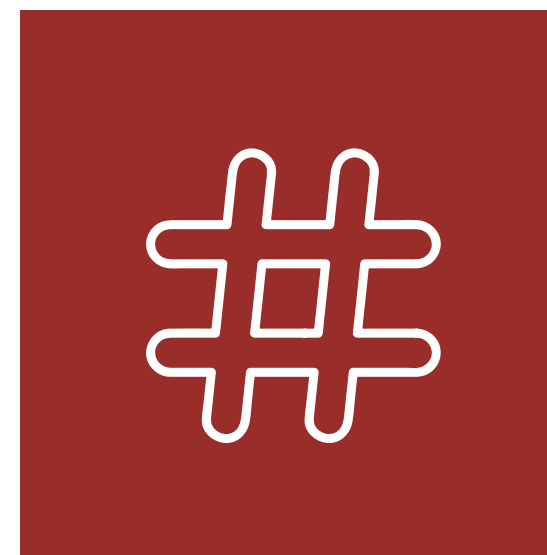
Please add the following hashtags along with ones you typically use in your posts.
It's another way to spread the word and increase your reach!



#BowensWharf



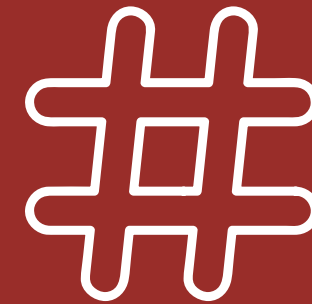
#AnchorofNewport



#BowensMarina

SEASONAL HASHTAGS

There's always a lot going on at Bowen's Wharf!
During our seasonal events, make sure to use these hashtags as well

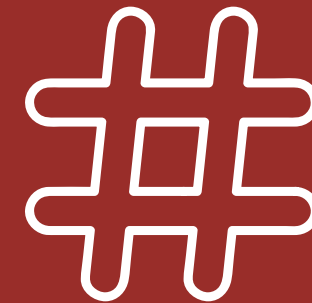
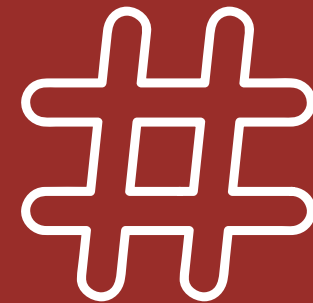
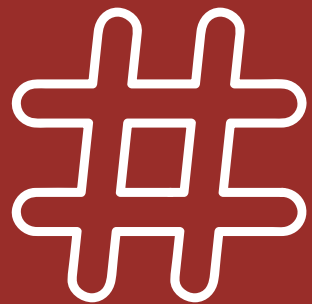


#NewportWinterFestival

#BuskingatBowens

#NewportOysterFestival

#ChristmasAtBowens



#NewportDaffodilDays

#NIBS2019

#BowensSeafoodFestival

#ChristmasTreeLighting



SOCIAL TOPICS

It's important to always include a call to action in your posts!
Direct users to your website, a phone number to call, or to visit your location.

Still open even when it's cold/snowing/raining/etc.

Events going on at Bowen's

Events in Newport — remind users to visit Bowen's before or after

Holiday hours

Sales/specials

Enjoy the beautiful weather at Bowen's

Industry articles

HOW TO TAG US

Facebook

In your post, include the @ symbol and type in "Bowen's Wharf" and click on our page.

Instagram

In the **caption**, type in "@bowenswharf" and click on our account.

You can also tag us in your **photo or video** by clicking "tag people," click on any spot in the photo, and search for Bowen's Wharf.

Tag the Bowen's Wharf **location** by clicking "add location," and search for either your store/restaurant or Bowen's Wharf.

Twitter

In your post, type in @bowenswharf_ri to include our account.



FACEBOOK & TWITTER COVER PHOTO



THANK YOU

Need help with your marketing efforts? **PMC Media Group** is a full service agency where we provide social media management, photoshoots, commercials, promotional materials, and more. Contact us to get started today!



emily@pmcne.com



www.pmcne.com



401-667-7777

