



VENDOR BULLETIN # 1

Hello from Haliburton!

We are so excited to have you joining us for the Haliburton Art & Craft Festival this year!

We are working with social media marketer Autumn Wilson this year to help us ramp up our activity online which includes featuring each one of our vendors!

We'd love to frame these as an "artist takeover" where we post content from you, written in your own words.

If you'd like to participate, we'd like to ask that you please provide at least one of the following (the more you send us, the more we'll be able to post about you!):

- Photo of you creating your art or in your studio (this can be selfie style)
- Behind the scenes photos or video of your studio
- Photo series or video of a piece of your work from start to finish (video clips can be sent separately if you don't have means to edit)
- If you're able to, a time lapse video of your creating your art

IMPORTANT – please make sure all videos are filmed in portrait mode (with your phone straight up, NOT sideways).

We will also need a short caption written by you, so that it is in your own voice. You can share something simple, or more in depth. The more people know about you, the more likely they are to make a connection and want to follow you. An example caption is below, although we encourage you to be creative!

- "Hi, my name is ____ taking over the Festival's channel to share a little bit about me. I've been creating [insert type of art you create] for # years and I can't wait for the Haliburton Art & Craft Festival this year! You'll find me with a collection of my [insert what you'll be selling] – I hope to see you there!"

We would like to respect any brand guidelines you may have so feel free to send us a logo or signature, if you have one and we can include it on the graphic. You are also welcome to send us an already edited video if you have one in your particular style.

The goal with these posts is to tell the story of your art and to share a little bit of who you are so our audience can connect with you, making them more inclined to attend the festival and seek you out!

You email material to info@railsendgallery.com and we'll add it into our post rotation! Please provide a list of what you are attaching and check it over before sending to ensure your Studio Name is in the email. Thanks!

If you have any questions about media format or the posts, you can reach out to our social media marketer directly, **Autumn Wilson** at awilson@ajwservices.com

Watch for you NEXT Bulletin containing links to customizable templates, hashtags and ready made posts for your use.