

## **BULLETIN #1 May 23** Haliburton Art and Craft Festival 2026 July 24,25,26

NOTE: We have switched to a new provider for group emails called Cyberimpact [*Cyberimpact is a Canadian email marketing platform that securely stores contact data in Canada. Emails are sent from Canadian servers to support local data residency and compliance requirements.*]

Hello artists & artisans!

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

As in previous years, our Social Media Manager, Autumn Wilson, will do some Artist Takeover posts on our social media accounts to build excitement and increase your visibility to festival goers.

To participate, we will need the following information from you BEFORE June 15th:

1. Photos and/or videos (different from your application submission)
1. A caption written by you
1. The link to your Facebook and/or Instagram account

Here are the instructions to make sure your feature is the best it can be:

- For all photos and videos, make sure they are Portrait format (with your phone straight up, NOT sideways).
- The idea of these takeover posts is to help people get to know you better so that they are more inclined to come visit your booth at the festival. Here are some ideas for what you can provide:
- 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)
- A time lapse video of your creating your art
- The caption you provide should be in your own voice (first person) so that your personality comes through. We encourage you to think about this as if you're sitting down with us over coffee and telling us about your art, your passion, and your story. The more people know about you, the more likely they are to make a connection and want to follow you. We encourage you to be yourself here, so please use this as an opportunity to speak directly to our audience and introduce yourself.

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.

REMEMBER: 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 can reply back to this email [[info@railsendgallery.com](mailto:info@railsendgallery.com)] with your content and we'll add it into our post rotation.

\*\*\*\*\*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](mailto:awilson@ajwservices.com)

FESTIVAL LOGO, ASSETS AND BULLETINS are located on the Rails End Gallery Downloads page [www.railsendgallery.com/downloads](http://www.railsendgallery.com/downloads)

Don't forget to tag us @haliburtonartandcraft #haliburtonartandcraft #myhaliburtonhighlands #OntariosHighlands

See you soon!