

## SOCIAL MEDIA GUIDE

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**1** Follow us on social media:

	Website	175th.org
	Facebook	founded1846
	Instagram	175thanniversaryfbgtx
	LinkedIn	175th-anniversary-fredericksburg-tx

**2** Notify us of your 175th Anniversary event(s) or activity in which you would like to invite the public, and we can share it on several social media platforms to help strengthen your promotional effectiveness.

**3** We encourage you to visit our sites and tag, like, comment, and share our posts.

**3** Tag all of your 175th Anniversary event promotion posts with our hashtag: #fbgtx175

### **A few more benefits of partnering your non-profit and/or business with our social media strategy:**

- Increased brand awareness
- Grow a larger audience
- Connect with your audience better
- Increased website traffic
- Generate more leads
- Make more sales and money

If you have questions or would like more information about social media marketing please contact:

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