



Promoting your Culture Tour venue on social media

Whether you're a seasoned social media user or new to the digital landscape, these tips and strategies will help you effectively promote your venue, engage with your audience, and enhance your overall experience during the Columbia Basin Culture Tour. Using social media channels can amplify your reach, attract more visitors, and create lasting connections with art enthusiasts both near and far.

General tips

Here are a few things to consider as you start planning your social media content, as well as some suggestions that are applicable on multiple platforms.

Review your info

Even if you regularly use social media, it's a good idea to review your bio a few times annually to make sure everything is up to date. Did you change your Instagram handle or get a new website recently? Make sure the links are correct and working.

Update your apps

To ensure you have access to all the available features and analytics, make sure you are using the most up-to-date version of the social media apps you use to promote your venue:

iOS

- [Instagram](#)
- [Facebook](#)

Android

- [Instagram](#)
- [Facebook](#)

Include us in your Culture Tour posts

We'd love to engage with your posts and we will share content to our stories whenever possible. In your caption, be sure to mention us by putting the @ sign before our account name:

- [Instagram](#) @wkartscouncil
- [Facebook](#) @West Kootenay Regional Arts Council

Mention your regional tourism agency in your Culture Tour posts

Many of these agencies love to draw attention to local arts, culture and heritage action, and they may even share your post to their stories!

- [Nelson Kootenay Lake Tourism](#)
- [Cranbrook Tourism](#)
- [Arrow Slokan Tourism](#)
- [Explore Creston Valley](#)
- [Revelstoke](#)
- [Tourism Kimberley](#)
- [Tourism Golden](#)
- [Kootenay Rockies Tourism](#)
- [Travel Columbia Valley](#)
- [Destination Castlegar](#)
- [Tourism Rossland](#)
- [Tourism Valemount](#)
- [Tourism Fernie](#)

Instagram

Here are a few best practices and content suggestions for you to consider when posting on Instagram.

Build some excitement

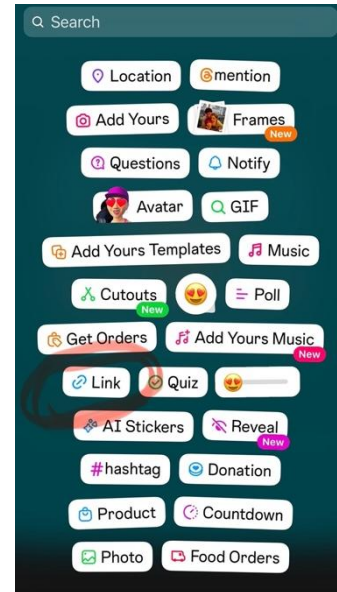
- In both stories and feed posts, take advantage of the “Countdown” / “Event” feature. You can add a scheduled “Event” to feed posts and can share a “Countdown” to your stories. This is great way to remind followers that Culture Tour is approaching; users can even opt in to receive reminders.

Use the “location” feature

- When you make a post or Reel on Instagram, consider tagging your location. While it can be useful to tag your venue’s exact location, we would also recommend using your “general” location in your posts.
- By tagging your general area, you’ll help push your post to the “Explore” feed of the region, for instance “Fernie, BC.”
- You can also tag your location in stories for a similar effect. When you tag a location in stories, you can also track how many people saw your story by searching the location you tagged!

Links

- Only use simple URLs in the captions of your Instagram posts and Reels. These can't be clicked by users and they can't be copy-pasted into a browser, so make sure they're easy to remember.
- In addition, make sure you are using the "link in bio" feature. Click "Edit Profile" and "Add Links." Instagram now allows you to add multiple links to your bio instead of only one.
- You can also add links to stories. The option to add links is under the stickers tab (see the handy screenshot to the right).



Add venue partners as collaborators

- If more than one artist is showing at your venue, or you're partnering for your venue in some other way, consider using the "Add collaborators" feature.
- You can invite up to five accounts to collaborate on a post. If the invitee accepts, the post will appear on their feed as well. (And will still appear on yours even if they don't accept.)

"Reel" in viewers

- Instagram Reels are a fun way to showcase your work and venue and are one of the easiest ways to reach new followers. The content possibilities for these quick videos (max. length 1.5 minutes) are limitless! Here are a couple of ideas to get you started:

Create a [virtual tour of your venue!](#)

- Hold your smartphone vertically and, using the front camera, record yourself walking up to the venue and touring through it. Don't worry about the length of the video at this stage.
- Open the video in Instagram Reels to begin editing. Select an audio (if you want) and add any text you'd like.
- Keep the video as short as possible: 30 seconds maximum, but as little as 10 seconds is preferable. Short videos loop in less time, which means more views.
- If your video is on the long side (or you want to get a little fancy), you can split the video into parts and adjust the speed of each segment. This will allow you to add focus to certain areas of your venue and speed through other sections.

If you consider yourself an intermediate/advanced Reel creator, try the [Google Earth trend](#)

- Using the Google Earth app on your smartphone, take a screen recording while you zoom in on your venue. Note where the "street view" of your venue is taken from.

- Head outside to see if you can capture the same “street view” with your phone. From here, unleash your creativity! You can take a panoramic clip of the area near your venue, or you could create a venue tour video (as described above) or come up other possibilities.
- In your editing app or in Instagram Reels, edit the screen recording and your footage of your venue together, and add audio or a voiceover.
- While the original goal of this trend was to create a seamless transition between the Google Earth clip and the user’s footage, the link we shared shows a less technically complicated version of this trend that still works really well!

Facebook

Here are a few best practices and engagement suggestions when posting on Facebook.

Links

- Share links to send people to places like your own website or the Culture Tour site. Keep in mind, though, that Facebook doesn’t like it when links lead users away from Facebook, so it’s a good idea to put links in the comments section of your post, rather than in the main caption.

Facebook Reels

Try uploading your video through your Facebook app. Or, to share it to Facebook at the same time as you post it on Instagram, make sure your Facebook and Instagram accounts are be linked in your Instagram app. For maximum effect, make sure your video has been filmed vertically.

Out of content ideas?

Start a Reel or post on any platform by answering any of these questions:

- Do you use unique materials in your creations? Where are they sourced from or what challenges do they present in your artistic practice?
- Is there a unique history or story behind your venue location?
- Have you ever made an unexpected art sale or had an unexpected visitor to your venue?
- What do you love most about your venue location?
- Where should Culture Tour attendees stop for coffee or lunch on the way to your venue?

We hope this helps!

We look forward to viewing your social media posts and helping to convey how fabulous your venue will be!