

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.

Try these hashtags

- Use #basinarts #cbculturetour and #superculturalbc.
- Use the hashtags for your region, for example: #cranbrookbc or #revelstoked.
- Check your regional tourism agency if you aren't sure which hashtags are used to promote your region.
- There are many ways to add hashtags to your social media posts. You can add them in the body of your post/caption, you can add them in the comments, and you can also add hashtags to stories.

Tag us in your Culture Tour posts

We'd love to engage with your posts and we will share content to our stories whenever possible.

- [Instagram](#) @wkartscouncil

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

Tag 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 Slocan 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

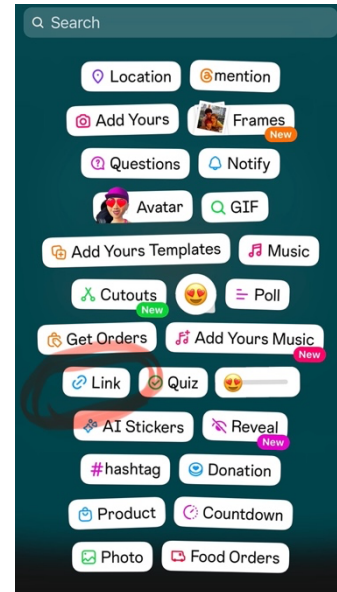
- In both stories and feed posts, take advantage of the “Countdown” / “Event” feature. You can add a scheduled “Event” to feed posts and can share a “Countdown” to your stories. This is great way to remind followers that Culture Tour is approaching; users can even opt in to receive reminders.

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

- Avoid adding URLs to 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 by a user either.
- Instead, 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).



"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 some 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. If your video is under 1.5 minutes and you are happy with everything, select an audio (if you want) and add any text you'd like.
- If your video is over 1.5 minutes (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 with 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.

Events

- We encourage you to mark yourself as “Interested” or “Going” on the main [Culture Tour Facebook Event](#) and to invite friends, family and followers to the event, as well to help spread the word.
- All venues are invited to add to the “Discussion” under the event with a short post that highlights something unique about your venue or what participants can expect to see during the tour. To ensure we are giving equal space to everyone, we will approve one post per venue in the “Discussion” section of the event.

Links

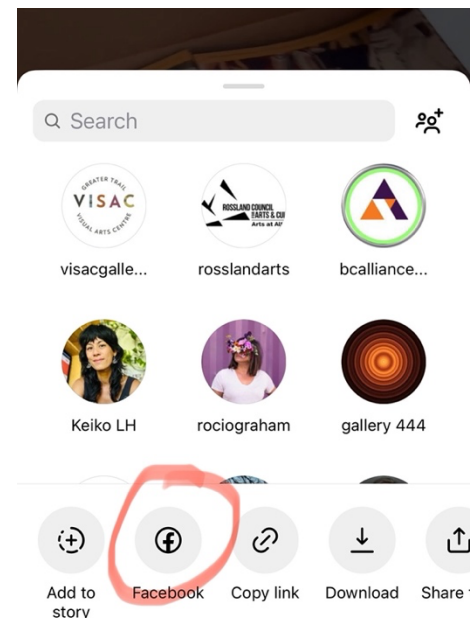
- Sharing links on Facebook is much more straightforward than it is on Instagram! Links can be shared through both posts and stories and users will be able to click them.

Facebook Reels

While you can make Reels within Facebook, the editing options are far more limited than Instagram's features. You can repurpose your Instagram Reels on Facebook by sharing directly from the Instagram app.

Here's how:

- In the Facebook app, make sure you are signed in through the account/page you want to post from.
- Open the Reel you want to share in Instagram. Click the share icon (the paper airplane) and select “Facebook” (see the handy screenshot to the right).
- You will be directed to Facebook and a new post will open, with a link to your Reel in Instagram. Add text (if you want) and post. Note that the original caption from Instagram will show in the Reel shared to Facebook.
- Bonus! The views on your Reel shared to Facebook will contribute to your view count on the original post in Instagram.



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!