

Social Media Guidelines

A woman with long brown hair in a ponytail, wearing a white long-sleeved shirt, is seen from behind. She is holding a smartphone in her right hand and a brown paper bag with a circular logo in her left hand, as if taking a photo. In the background, there is a large green dome, a blue tent, and a hot air balloon with a red and orange checkered pattern floating in the sky. The scene is set outdoors during the day.

LOCAL VILLAGE MARKETS

STRATEGIES

All stallholders must agree to engage in at least some of the marketing strategies listed below in the lead up to every market day they attend. We are actively monitoring this each week to ensure everybody gets involved. The main platforms we use are Instagram and Facebook, but feel free to use others in addition!

- A post or story to advertise your upcoming attendance at the market and tag our accounts - see below
- Liking and sharing our social media posts and stories
- Regularly commenting on our posts, as well as posts from other stallholders.
- Mention us in your bio if you attend weekly/fortnightly/monthly
- Google Reviews. Please feel free to advertise your business and products in the google review

APPROACH

Using social media is super easy! Attached below are links to assist you in setting up an instagram or facebook page if you haven't already.

[Click here to setup an instagram account](#)

[Click here to learn how to post on instagram](#)

[Click here to set up a facebook account](#)

[Click here to learn how to post on Facebook](#)

[Here is a link](#) to some beautiful professional photos of the market to get you started! If you are a regular stallholder you will hopefully find you or your products in there. Please make sure to tag us and the photographer listed in the title of the image.

OUR SOCIALS

Haig Park Village Markets



Tag: @haigparkvillagemarkets

The Little Burley Market



Tag: @thelittleburleymarket

BENEFITS

Help us to help you!

Not only is this great for your individual business, it helps the market thrive as a whole.

Social media is a fantastic and free tool you can use to promote your business, establish your brand image and engage with other accounts for cross-promotion.

Inform your customers of where you'll be, any specials, promotions and new products!

Feel free to get creative!



Need advice?

Please don't hesitate to reach out! Our friendly team are happy to help you through every step of the way.

We can't wait to see your posts!