

ARTISANS CENTER OF VIRGINIA/VIRGINIA OYSTER TRAIL DIGITAL MARKETING GUIDELINES FOR MEMBERS



FACEBOOK GUIDELINES

- You must be a member or program partner in good standing.
- You must "like" ACV and/or your trail's FB pages! Ask us to like you and we will reciprocate!
- For "random sharing," priority is given to posts with current images, video, news links etc.
- We do not share personal news (*grandma is coming to town*) unless it is relevant to the member business (*grandma joins our ceramic teaching team*).
- We follow FB's "statement of rights and responsibilities" and although we make every effort not to share questionable items, we cannot be held responsible for the original post.

Procedure whereby ACV will post your event to Facebook for you:

- Log in and post your event/activity on the member online calendar (**2 weeks in advance required**) and we will post it on the ACV, Virginia Oyster Trail and/or Artisan Trail Facebook pages as (as applicable).
- ACV staff will link the post to your online profile page and include an image from the profile.
- For activities such as classes that require advance registration, be sure to note the deadline so the post can be scheduled further in advance than that of a publicly open event.

Procedure for "random sharing" of member features:

- We may randomly share a feature from its calendar or profile pages even though you may not have requested us to do so (this is a good reason for you to keep your profile page up to date!).
- We will scan Artisan Trail Facebook pages and randomly share to FB pages. Priority is given to juried artisans, trail collaborative activities and sponsored events.

ACV staff reviews the Event Calendar entries bi-monthly to layout the Facebook schedule. **Post your activities to the calendar minimally 2 weeks in advance (required) of your event to ensure they are scheduled in time.** *Posting of activities to a calendar within 2 weeks of a dated event are not guaranteed to make the schedule.*

OPEN DOOR TOUR BLOG GUIDELINES

The ACV Open Door Tour (ODT) blog is designed to help members' and program partners' collaborative events be enticing to travel writers and tourism industry partners (This is an optional feature and ACV/VOT is not responsible for the organizing of the event or providing the content for the blog).

- You must be a member or program partner in good standing.
- The event activity must be a collaborative endeavor featuring a minimum of 4 other members, one of which must be a different type of business than the other 4 (for example: 2 artisan studios, 1 farm and 1 restaurant).
- The group planning the event must provide ACV staff with an inviting text narrative of their activity.
 - This brief narrative should be in third person and invite a visitor to attend.
 - Each participating member and their business address should be included by the business name as listed on their ACV online profile page. Indicate all participating members by underlining.
- At least one member of the planning group must post the event to the Calendar of Events (ACV recommends that each member post the event to the calendar, mentioning their specific role/activity in the event) so it can be shared via the social media digital guidelines described above.

Upon receiving the group narrative (minimum of one month in advance required, two months in advance is recommended), ACV will begin formatting allowing for a two week turnaround (please send content as early as possible to ensure the layout is ready by the time you need to begin marketing your event).

- ACV will link each underlined member's name to their ACV online profile
- ACV will pull images from the member's online profile pages to enhance the blog
- ACV will post the formatted event to opendoortour.org for the group to leverage as they see fit.

For assistance contact: membership@artisanscenterofvirginia.org