



**FAIR TRADE
CAMPAIGNS**

2016 Fair Trade Month Photofest

Social Media Promotion Guide

Fair Trade Campaigns mobilizes thousands of Fair Trade advocates on campuses and in communities across the U.S. to create demand for Fair Trade products and raise awareness around the importance of Fair Trade.

Our goal for Fair Trade Month (October) is to educate as many Fair Trade advocates and consumers about your products as possible through our fun and engaging Fair Trade Month Photofest. Thank you for your support and participation in the 2016 Photofest!

REMINDERS

- Use **#FTCampaigns** on every related post—this is how we will track the success of the campaign and determine winners
- Follow Fair Trade Campaigns across channels to help us find and promote your posts: [Facebook](#), [Instagram](#), [Twitter](#)
- Tag **@FairTradeCampaigns** on Facebook and Instagram, and **@FTCampaigns** on Twitter
- Link to the Photofest landing page (bit.ly/FairTradePhotofest2016)
- Highlight your brand and your participation throughout Photofest. This contest is as much about your Fair Trade commitment as it is about ours!
- Use the sample posts below to let your online audience know about the contest. Please note the suggesting posting dates for each sample post.

SAMPLE POSTS

Pre-Photofest Announcements → Post September 26 – 30

Grand Prize Announcement

- **FACEBOOK:** Want to win a trip to South America? Follow **@FairTradeCampaigns** and enter the Photofest for a chance to win! bit.ly/FairTradePhotofest2016
- **INSTAGRAM:** Want to win a trip to **#SouthAmerica**? Enter **@FairTradeCampaigns** Photofest for a chance to win! bit.ly/FairTradePhotofest2016
- **TWITTER:** Want to **#win** a trip to **#SouthAmerica**? Enter **#FTCampaigns** Photofest for a chance to win! bit.ly/FairTradePhotofest2016

General Contest Announcement

- **FACEBOOK:** Fair Trade Photofest starts Oct 1! Follow **@FairTradeCampaigns** to join in the fun! bit.ly/FairTradePhotofest2016
- **INSTAGRAM:** **#FairTrade** Photofest begins Oct 1! Follow **@FairTradeCampaigns** to learn how to enter and join in on the fun! bit.ly/FairTradePhotofest2016
- **TWITTER:** **#FairTrade** Photofest starts Oct 1! Follow **@FTCampaigns** to join in the fun! bit.ly/FairTradePhotofest2016



Weekly Theme Announcements

Fair Trade Cuties → Post October 1 - 4

- **FACEBOOK:** Want to win a trip to South America with @FairTradeCampaigns? This week's Photofest theme is FAIR TRADE CUTIES! Find a cute kiddo or furry friend and snap a photo with your favorite Fair Trade product! bit.ly/FairTradePhotofest2016
- **INSTAGRAM:** It's the first week of Photofest! This week's theme is FAIR TRADE CUTIES - Find a cute kiddo or furry friend, your favorite #FairTrade product, and snap a photo for a chance to win a trip to #SouthAmerica with @FairTradeCampaigns! bit.ly/FairTradePhotofest2016
- **TWITTER:** Photofest Week 1 - snap a photo of a #FairTrade Cutie w/ @FTCampaigns for a chance to win! bit.ly/FairTradePhotofest2016

Where's the Fair? → Post October 8 - 11

- **FACEBOOK:** Want to win a trip to #SouthAmerica with @FairTradeCampaigns? For this week's Photofest theme: 1. Find Fair Trade products in your community, on your campus or your local store. 2. Snap a photo. 3. Tag #FTCampaigns for a chance to win! bit.ly/FairTradePhotofest2016
- **INSTAGRAM:** Want to win a trip to #SouthAmerica with @FairTradeCampaigns? For this week's Photofest theme: 1. Find #FairTrade products in your community, on your campus or your local store. 2. Snap a photo. 3. Tag #FTCampaigns for a chance to win! bit.ly/FairTradePhotofest2016
- **TWITTER:** Photofest week 2 theme is Where's The Fair? Enter with @FTCampaigns to win! bit.ly/FairTradePhotofest2016

Fair Trade in Action → Post October 15 - 18

- **FACEBOOK:** On the move? Then this week's Photofest theme is perfect! For Fair Trade in Action take your favorite Fair Trade product on an adventure and post using #FTCampaigns for your chance to win! bit.ly/FairTradePhotofest2016
- **INSTAGRAM:** On the move? No problem! For this week's Photofest theme, take your favorite #FairTrade product on an adventure and post using #FTCampaigns for your chance to win! bit.ly/FairTradePhotofest2016
- **TWITTER:** Take a #FairTrade product on an adventure & post with #FTCampaigns for a chance to win! bit.ly/FairTradePhotofest2016

Share the Fair → Post October 22 - 25

- **FACEBOOK:** This week's theme is all about enjoying Fair Trade products in the company of others! Snap a photo with #FTCampaigns and enter to win a trip to South America! bit.ly/FairTradePhotofest2016
- **INSTAGRAM:** Grab your friends and enjoy some #FairTrade products! And don't forget to post a photo with #FTCampaigns for your chance to win! bit.ly/FairTradePhotofest2016
- **TWITTER:** Grab your friends & enjoy #FairTrade products! Post with #FTCampaigns for a chance to win! bit.ly/FairTradePhotofest2016

All images and graphics are included in the file sent with this Social Media Guide. Please contact Kylie Nealis at kylie@fairtradecampaigns.org with any questions.

Visit our website for full contest details: bit.ly/FairTradePhotofest2016

