



Social Media Strategy and Content Calendar

for the **Art Gallery of Burlington**

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Introduction

This social media strategy and content calendar (for the three-month period May 1 – Aug 6, 2022) expands upon the social media audit prepared and submitted to the client, the Art Gallery of Burlington (AGB), on 26 January 2022. It responds to the assessment of the brand's overall social media performance and provides specific guidance based on the audit's conclusions and recommendations.

The **Targets and Strategy** section outlines three specific targets for the brand to achieve, with concrete strategies for each.

The **Content Calendar** lays out a detailed schedule of posts and an overview of their content for the period in question.

The **Social Media Content – Sample Posts** provide six examples of posts for the brand to use as a guide.

Audit Assessment: Overall Social Media Performance

The brand is making a generally effective use of its social media channels, but there is still lots of room for improvement. On Facebook—the brand's primary social media platform (with Instagram as a close second)—posts follow a consistent pattern of topics and (in many cases) formats, which helps to generate and reinforce brand identity on the site. For example, posts featuring objects from the collection are interspersed with promotions for events in the shop, exhibition announcements and invitations, workshops and special talks, art class registration announcements, and seasonal promotions and charitable tie-ins. But there are some inconsistencies that do a disservice to the brand, both in regard to expressing a clear brand identity and adopting the best possible strategy to engage the target audience.

3 Steps to Take

To improve social media engagement and better connect with their target audience, the brand should consider taking the following three steps:

- **Revisit the specific communicative potential of each platform, and consider what it can do for the brand:**

Approach each platform as a unique tool that provides different kinds of communication opportunities. Instead of treating Facebook and Instagram as duplicate locations for the same content, consider dividing and conquering: Facebook is the more useful and logical platform for video content, which plays automatically as the viewer scrolls down the page; Instagram (although it can now host videos) does not play videos within the mosaic grid, meaning that this content loses some of its immediate impact. Instagram can act as the main portal for glamour shots of unique, eye-catching objects from the permanent collection, and presents a great opportunity to build a cohesive visual brand identity on the page. Harness the storytelling and educational power of YouTube: relatively new to the platform, the brand can expand upon its engaging video series, “Art is Everything” and “Art Snacks,” and introduce additional content that captures their target audience and encourages subscription (e.g., add a series devoted to media-specific tips and tricks from guild members). LinkedIn presents additional opportunities to engage with the target audience: consider focusing posts on content that makes sense for this platform, including employment and education.

- **Take the initiative to engage with audiences directly and continually:**

The very low KPIs on Facebook (and higher ones on Instagram) suggest that the brand’s primary social media platform is not being optimized. Comments are few, perhaps partly because responses from the brand are not forthcoming. Engage with audiences by responding to Likes and Shares, to initiate a dialogue. Add social media links to the brand’s website footer, to provide audiences with a seamless connection to these channels. Maintain a regular and consistent presence on each of the brand’s platforms: the most recent post on LinkedIn dates to two months ago. Make a more active and consistent use of the “link in bio” feature, when it’s an option, and include links to relevant websites when helpful.

- **Pay attention to the details:**

Check for inconsistencies of messaging across platforms (such as the number of guilds, or other differences in the bio descriptions of the brand). Create a word limit and textual template for Facebook posts, with a short introductory paragraph that fits at the top of the post and includes the most important information. Ensure that all posts incorporate accessibility features, such as Alt Text, and consider including longer Image Descriptions for posts featuring works of art. Steer clear of images or videos with text overlays that can’t be read by screen readers. Check that images are formatted correctly before posting.

Targets and Strategy

Target 1: Increase KPIs on Facebook, the brand's most important platform for target audience engagement. Over the three-month period, aim to raise Followers by 0.5% per week (approx. 7% in total, or approx. 300 new followers) and increase likes and comments (at least 10 comments per week).

Rationale: This will help to solidify relationships with existing users and attract new ones.

Strategies:

- adopt a more regular and frequent posting schedule
- give Facebook posts a more consistent structure, with a short paragraph that sums up key content (and precedes the "See more" prompt) and shorter descriptive texts within the body of the post; limit the text's content to essential information, with a link to the related page (with full information) on the brand's website or elsewhere
- avoid cross-postings with Instagram that replicate the same images or video content; set Facebook posts apart with different images or (whenever possible) videos, to create variety for user engagement; involve others (guild members, instructors, curators) in creating short 1- or 2-minute videos of the content required; videos (which receive a higher engagement rate than images) should directly engage the target audience
- build posts around content that matters most to the target audience (e.g., exhibitions, current events, topical issues, guild activities, educational programming for adults and children)
- post content that prompts engagement and discussion, to solicit user comments or opinions on a topic; ask questions (e.g., How/Why do you X? Do you agree with X? What's your favourite X?) to encourage comments, likes, and shares, and incorporate calls to action within posts, including invitations to follow on other platforms
- engage with users via the comments feature; remember to respond to comments that users post, to initiate a dialogue and build a stronger brand relationship with the audience
- ensure content within posts is correctly formatted, without any errors in the text or poor-quality/faulty images or videos
- add a Facebook link (as well as links to the brand's other social media platforms) to the footer of the brand's website
- fix any instances of inconsistent reporting in relation to other platforms that might create confusion (e.g., the number of guilds)
- use the Link in bio feature more regularly, to encourage user interaction with the brand's website and content hosted there
- ensure that the brand's other platforms drive traffic to Facebook, with prompts to follow or engage
- create a Facebook Group, and sub-groups for individual guilds
- use Facebook Stories to highlight featured content for that week or month; use these to showcase more personal, individual stories (e.g., individual artists featured in an exhibition, guild members, or guest speakers at a major upcoming event)

Target 2: Drive 25% more Instagram traffic to the brand's website and key events over the three-month period.

Rationale: This will allow the brand to capitalize on Instagram's existing popularity among its target and secondary audiences, and to use the platform to drive users to its website for fuller information about events and activities.

Strategies:

- make Instagram a dedicated site for bold, enticing static images that showcase works of art or objects from the collection/exhibitions; avoid posting videos (save these for Facebook and YouTube)
- take new images of key pieces from the collection and ensure that any new photography is clear, engaging, and colourful
- avoid too many replicative cross-postings with Facebook; tailor the content of cross-postings to focus on visual content, to set Instagram apart as a unique channel for a visual form of audience engagement
- use the Link in bio feature more regularly, to encourage user interaction with the brand's website and content hosted there
- track website traffic from Instagram via Google Analytics

Target 3: Build YouTube subscribers to 150 over the three-month period.

Rationale: This will allow the brand to take advantage of this platform, the second-most used search engine on the web, to showcase their educational and exhibition programming and tell stories about featured people via the video medium.

Strategies:

- harness the storytelling and educational power of the platform by expanding on existing video series (Art is Everything, Art Snacks) and introducing new content that captures the target audience and encourages new subscription (e.g., a series on media-specific tips and tricks from guild members, "Get Creative with the Guilds")
- maintain a more regular presence on this platform, with at least one post per week, to encourage user interaction
- include invites to view YouTube content on other channels (Facebook, Instagram)
- keep posts topical and relevant to audience needs
- use engaging video content that speaks to the target audience and showcases the brand's activities, initiatives, and people
- include content that speaks to younger audiences (particularly for education programming), via the "Art is Everything" series
- make the structure and content of posts consistent and effective: keep content simple and straightforward, emphasize important steps, incorporate humour when appropriate, and summarize key points
- actively solicit and encourage comments, likes, and shares, and incorporate calls to action after each video post (e.g., subscription or follow requests, including invitations to follow on Facebook and Instagram)
- provide links to the brand's website and any organizational/event links related to the post
- update the brand's YouTube profile image (currently a simple banner with the brand's logo) to include an eye-catching image that speaks to the content of posts on the platform (especially educational programming)

Content Calendar (May 1 – Aug 6, 2022)

Week	Posting Schedule	Key Dates and Events	Facebook (FB)	Instagram (IN)	YouTube (YT)
May 1-7	<p>FB1 and IN1: Sun May 1, 9am (Int'l Workers Day)</p> <p>FB2: Thurs May 5, 1pm FB3: Sat May 7, 9am</p> <p>IN2: Wed May 4, 11am IN3: Thurs May 5, 11am</p> <p>YT: Fri May 6, 5pm</p>	<p>International Workers' Day (Sun May 1)</p>	<p>FB1 Topic: International Workers' Day: The AGB celebrates the achievements of all working people! Content type and style: Photo of last year's parade; short textual description; question to users to prompt comments: "What do you love about where you work?"; prompt to follow on YouTube and Instagram Hashtags: #internationalworkersday; #ontarioworkers; #workingpeopleunite</p> <p>FB2 Topic: Join us for Family Open Studio on Wed May 18! Content type and style: 1-minute video (with audio and closed captioning) of past event; short text with essential info and link in bio to relevant page on website with full details; invitation to check out the "Art is Everything" features on YouTube as activities for family fun; prompt to follow on YouTube and Instagram Hashtags: #familyfun; #familyactivities; #burlingtonfamilyactivities</p> <p>FB3 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram, and to check out "Get Creative with the Guilds" features on YouTube Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee's name)</p>	<p>IN1 Topic: International Workers' Day: The AGB celebrates the achievements of all working people! Content type and style: image of AGB staff at work "behind the scenes"; prompt to follow on Facebook and YouTube; invitation to comment on image; prompt to follow on YouTube and Facebook Hashtags: #internationalworkersday; #ontarioworkers; #workingpeopleunite</p> <p>IN2 Topic: Join us for Family Open Studio on Wed May 18! Content type and style: colourful, high-res image of a work of art produced during past event; short (2 sentence) textual description in post; invitation to comment on the image; link in bio to related page on website; prompt to follow on Facebook and YouTube Hashtags: #familyfun; #familyactivities; #burlingtonfamilyactivities</p> <p>IN3 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	<p>Topic: Art is Everything: Rubber Hoses Content type and style: 5-minute instructional video with audio and available closed captioning; short descriptive text with prompt to users to comment: "Did you know that art is everything? You can transform everyday materials like [this week's topic] into works of art with a little creativity and innovation. What have you made from everyday objects? Share your creative ideas with us in the comments below!"; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #artiseverything; #everydayart; #everyoneisanartist; #rubberhoseart; # (instructor)</p>
May 8-14	<p>FB1 and IN1: Sun May 8, 9am (Mother's Day)</p> <p>FB2 and IN2: Tues May 10, 1pm</p> <p>FB3: Sat May 14, 9am</p> <p>IN3: Thurs May 12, 11am</p>	<p>Mother's Day (Sun May 8)</p>	<p>FB1 Topic: Happy Mother's Day from the AGB! Content type and style: Photo of mother-child activities from past Family Open Studio days; short description of event with link to full info on website; invitation to comment by sharing favourite story about your mother; prompt to follow on YouTube and Instagram Hashtags: #happymothersday; #mothersrule; #celebratemothers</p>	<p>IN1 Topic: Happy Mother's Day from the AGB! Content type and style: colourful, high-res image of thematic work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image and share story about mother; link in bio to Family Open Studio page on website; prompt to follow on YouTube and Facebook Hashtags: #happymothersday; #mothersrule; #celebratemothers</p>	<p>Topic: ArtSnacks: Sarah Miles Content type and style: 5-minute video with audio and available closed captioning, featuring artist Sarah Miles sharing her tips on photography for viewers to try at home; short descriptive text with prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram</p>

	YT: Fri May 13, 5pm		<p>FB2 Topic: Ceramic Dreams Opens 20 May! (upcoming exhibition) Content type and style: 1-minute video (with audio and closed captioning) of exhibition prep and featured works, with short comment by curator; short descriptive text with link to full info on website; question to users to prompt comments: "What was your strangest dream?"; prompt to follow on YouTube and Instagram Hashtags: #ceramicdreams; #ceramicarts; #ceramicartexhibitions</p> <p>FB3 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out "Get Creative with the Guilds" features on YouTube Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee's name)</p>	<p>IN2 Topic: Ceramic Dreams Opens 20 May! (upcoming exhibition) Content type and style: colourful, high-res image of featured work of art from the exhibition; (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website Hashtags: #ceramicdreams; #ceramicarts; #ceramicartexhibitions</p> <p>IN3 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	<p>Hashtags: #photographytips; #pandemicphotography; #learnphotography; #burlingtonphotographersguild; #sarahmiles</p>
May 15-21	<p>FB1: Tues May 17, 1pm FB2: Thurs May 19, 1pm FB3: Sat May 21, 9am</p> <p>IN1: Tues 17 May, 11 am IN2: Wed 18 May, 11am IN3: Thurs 19 May, 11am</p> <p>YT: Fri 20 May, 5pm</p>	<p>Family Open Studio (Wed May 18)</p> <p>Ceramic Dreams (exhibition opening) (Friday 20 May)</p>	<p>FB1 Topic: Join us for Echo: BIPOC book club, Mon May 30! Content type and style: Photo of past event; short description of event with link to full info on website and instructions on signing up; invitation to comment by sharing favourite BIPOC book; prompt to follow on YouTube and Instagram Hashtags: #BIPOCbooks; #celebrateBIPOCauthors; #BIPOCbookclub; #echoBIPOCbookclub</p> <p>FB2 Topic: Ceramic Dreams Opens this Friday! Join us for the opening day event Content type and style: Photo of exhibition (post-installation); short descriptive text with link to full info on website; question to users to prompt comment; prompt to follow on YouTube and Instagram Hashtags: #ceramicdreams; #ceramicarts; #ceramicartexhibitions</p> <p>FB3 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on</p>	<p>IN1 Topic: Join us for Echo: BIPOC book club, Mon May 30! Content type and style: colourful, high-res image of a relevant book from the event; short (2 sentence) textual description in post; invitation to comment on the image and share story about favourite BIPOC author; link in bio to event page on website; prompt to follow on YouTube and Facebook Hashtags: #BIPOCbooks; #celebrateBIPOCauthors; #BIPOCbookclub; #echoBIPOCbookclub</p> <p>IN2 Topic: Ceramic Dreams Opens this Friday! Join us for the opening day event Content type and style: colourful, high-res image of a featured work from the exhibition; short (2 sentence) textual description in post; invitation to comment on the image; link in bio to event page on website; prompt to follow on YouTube and Facebook Hashtags: #ceramicdreams; #ceramicarts; #ceramicartexhibitions</p> <p>IN3 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post;</p>	<p>Topic: Get Creative with the Guilds: Burlington Handweavers and Spinners Content type and style: 5-minute video with audio and available closed captioning, featuring guild member Dana Sullivan sharing her experience and tips on handweaving and showing examples of her work from the AGB collection; short descriptive text with prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #burlingtonhandweaversandspinnners; #handweavingart; #handweaving; #learnhandweaving; #danasullivan</p>

			website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)	invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work	
May 22-28	<p>FB1 and IN1: Mon May 23, 9am (Victoria Day)</p> <p>FB2 and IN2: Tues May 24, 1pm</p> <p>FB3: Sat May 28, 9am</p> <p>IN3: Thurs May 26, 11am</p> <p>YT: Fri May 27, 5pm</p>	Victoria Day (Mon May 23)	<p>FB1 Topic: Happy Victoria Day! Celebrate the start of the summer season at the AGB Content type and style: Photo showcasing current activities, including summer classes and exhibitions at the AGB; short text with invitation to sign up for summer classes and come see current exhibitions; links to full info on website; invitation to comment by sharing favourite summer activity; prompt to follow on YouTube and Instagram Hashtags: #summerseason; #VictoriaDay; #summerofart</p> <p>FB2 Topic: Last chance to sign up for Echo: BIPOC book club (Mon May 30)! Content type and style: 1-minute video (with audio and closed captioning) of interview with book club manager; short description of event with link to full info on website and info on how to sign up; invitation to comment by sharing favourite BIPOC author; prompt to follow on YouTube and Instagram Hashtags: #BIPOCbooks; #celebrateBIPOCauthors; #BIPOCbookclub; #echoBIPOCbookclub</p> <p>FB3 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)</p>	<p>IN1 Topic: Happy Victoria Day! Celebrate the start of the summer season at the AGB Content type and style: colourful, high-res image of summer activity at AGB; short (2 sentence) textual description in post; invitation to comment on the image; link in bio to event page on website; prompt to follow on YouTube and Facebook Hashtags: #summerseason; #VictoriaDay; #summerofart</p> <p>IN2 Topic: Last chance to sign up for Echo: BIPOC book club (Mon May 30)! Content type and style: colourful, high-res image of past event; short (2 sentence) textual description in post; invitation to comment on the image; link in bio to page on website; prompt to follow on YouTube and Facebook Hashtags: #BIPOCbooks; #celebrateBIPOCauthors; #BIPOCbookclub; #echoBIPOCbookclub</p> <p>IN3 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on YouTube and Facebook Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	<p>Topic: Ceramic Dreams – Exhibition Now Open! Content type and style: 5-minute video with audio and available closed captioning, featuring views of the exhibition and the opening-day event, with commentary by attendees; short descriptive text with invitation to attend and a prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #ceramicdreams; #ceramicarts; #ceramicartexhibitions; hashtags for individual artists involved in exhibition</p>
May 29-June 4	<p>FB1: Tues May 31, 1pm FB2: Thurs June 2, 1pm FB3: Sat June 4, 9am</p> <p>IN1: Tues May 31, 11am IN2: Wed June 1, 11am IN3: Thurs June 2, 11am</p>	Echo: BIPOC Book Club (Mon May 30)	<p>FB1 Topic: Join us June 6 for an art-filled day of fun: PA Day at the AGB! Content type and style: Photo of activities at past event; short text with essential info; link to full info on website; question to prompt comment (“What will you create?”); prompt to follow on YouTube and Instagram; invitation to</p>	<p>IN1 Topic: Join us June 6 for an art-filled day of fun: PA Day at the AGB! Content type and style: colourful, high-res image of activities at past event; short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on YouTube and</p>	<p>Topic: Topic: Art is Everything: Clothes Pegs Content type and style: 5-minute instructional video with audio and available closed captioning; short descriptive text with prompt to users to comment: “Did you know that art is everything? You can transform everyday materials like [this week’s topic] into works of art with a little creativity and</p>

	YT: Fri June 3, 5pm		<p>check out the “Art is Everything” features on YouTube as activities for family fun Hashtags: #PAdays; #PAdayfun; #PAdayactivities: #PAdayatAGB</p> <p>FB2 Topic: Sign up for summer classes at the AGB – it’s not too late! Classes start June 6 Content type and style: 1-minute video (with audio and closed captioning) of participants in past classes, commentary by education manager; short text with essential info and dates; link to full info on website; question to prompt comment (“What do you want to learn at the AGB?”); prompt to follow on YouTube and Instagram; invitation to check out the “Art Snacks” and “Art is Everything” features on YouTube as additional art-educational resources Hashtags: #summerartclasses; #learnart; #summeratAGB</p> <p>FB3 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)</p>	<p>Facebook; invitation to check out the “Art is Everything” features on YouTube as activities for family fun Hashtags: #PAdays; #PAdayfun; #PAdayactivities: #PAdayatAGB</p> <p>IN2 Topic: Sign up for summer classes at the AGB – it’s not too late! Classes start June 6 Content type and style: colourful, high-res image of past work made by class participants; short (2 sentence) text with essential info and dates; invitation to comment on the image; link in bio to relevant page on website; prompt to follow on Facebook and YouTube; invitation to check out the “Art Snacks” and “Art is Everything” features on YouTube as additional art-educational resources Hashtags: #summerartclasses; #learnart; #summeratAGB</p> <p>IN3 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	<p>innovation. What have you made from everyday objects? Share your creative ideas with us in the comments below!”; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #artiseverything; #everydayart; #everyoneisanartist; #clothespegart; # (instructor)</p>
June 5-11	<p>FB1: Tues June 7, 1pm FB2: Thurs June 9, 1pm FB3: Sat June 11, 9am</p> <p>IN1: Tues June 7, 11am IN2: Wed June 8, 11am IN3: Sat June 11, 9am</p> <p>YT: Fri June 10, 5pm</p>	PA Day at the AGB (Mon June 6)	<p>FB1 Topic: Summer classes start this week – sign up here for last-minute registration! Content type and style: Photo of participants in past classes; short text with essential info and dates; link to full info on website; question to prompt comment (“What’s your favourite artistic medium?”); prompt to follow on YouTube and Instagram; invitation to check out the “Art Snacks” and “Art is Everything” features on YouTube as additional art-educational resources Hashtags: #summerartclasses; #learnart; #summeratAGB</p> <p>FB2 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on</p>	<p>IN1 Topic: Summer classes start this week – sign up here for last-minute registration! Content type and style: colourful, high-res image of past work made by class participants; short (2 sentence) text with essential info and dates; invitation to comment on the image; link in bio to relevant page on website; prompt to follow on Facebook and YouTube; invitation to check out the “Art Snacks” and “Art is Everything” features on YouTube as additional art-educational resources Hashtags: #summerartclasses; #learnart; #summeratAGB</p> <p>IN2 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to</p>	<p>Topic: Echo: BIPOC Book Club - Celebrate BIPOC authors! Content type and style: 5-minute video from recent event (May 30) with commentary by host and participants; audio and available closed captioning, with commentary by event host and participants; short descriptive text with prompt to users to comment: “Did you take part in our recent Echo: BIPOC Book Club event? Do you have a favourite BIPOC author or book?”; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #BIPOCbooks; #celebrateBIPOCauthors; #BIPOCbookclub; #echoBIPOCbookclub</p>

			<p>website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube</p> <p>Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)</p> <p>FB3 Topic: Our fun-filled PA Day! Here’s what we got up to on Monday</p> <p>Content type and style: Photo of event; short descriptive text; invitation to participate in next PA Day, with link to full information on website; invitation to comment by sharing interest/experience in event; prompt to follow on YouTube and Instagram; invitation to check out the “Art is Everything” features on YouTube as activities for family fun</p> <p>Hashtags: #PAdays; #PAdayfun; #PAdayactivities: #PAdayatAGB</p>	<p>collection page on website; prompt to follow on Facebook and YouTube</p> <p>Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p> <p>IN3 Topic: PA Day: What we made!</p> <p>Content type and style: colourful, high-res image of featured work made by children during PA Day; short (2 sentence) textual description in post; invitation to comment on the image; link in bio to PA Day events page on website; prompt to follow on Facebook and YouTube; invitation to check out the “Art is Everything” features on YouTube as activities for family fun</p> <p>Hashtags: #PAdays; #PAdayfun; #PAdayactivities: #PAdayatAGB</p>	
<p>June 12-18</p>	<p>FB1: Tues June 14, 1pm FB2: Thurs June 16, 1pm FB3: Sat June 18, 9am</p> <p>IN1: Tues June 14, 11am IN2: Wed June 15, 11am IN3: Thurs June 16, 11am</p> <p>YT: Fri June 17, 5pm</p>		<p>FB1 Topic: Join us for Echo: BIPOC book club, Mon June 27!</p> <p>Content type and style: Photo of past event; short description of event with link to full info on website and instructions on signing up; invitation to comment by sharing favourite BIPOC book; prompt to follow on YouTube and Instagram</p> <p>Hashtags: #BIPOCbooks; #celebrateBIPOCauthors; #BIPOCbookclub; #echoBIPOCbookclub</p> <p>FB2 Topic: Come celebrate Father’s Day (Sunday June 19) at the AGB!</p> <p>Content type and style: Photo of past Father’s Day activities at AGB; link to information on website; invitation to comment on photo; prompt to follow on YouTube and Instagram</p> <p>Hashtags: #happyfathersday; #amazingdads; #celebratefathers</p> <p>FB3 Topic: Guild Gab of the Week</p> <p>Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube</p> <p>Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)</p>	<p>IN1 Topic: Join us for Echo: BIPOC book club, Mon June 27!</p> <p>Content type and style: colourful, high-res image of book from AGB library; short (2 sentence) textual description in post; invitation to comment on the image and share story about favourite BIPOC author; link in bio to event page on website; prompt to follow on YouTube and Facebook</p> <p>Hashtags: #BIPOCbooks; #celebrateBIPOCauthors; #BIPOCbookclub; #echoBIPOCbookclub</p> <p>IN2 Topic: Come celebrate Father’s Day (Sunday June 19) at the AGB!</p> <p>Content type and style: colourful, high-res image of a thematically relevant work from the permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube</p> <p>Hashtags: #happyfathersday; #amazingdads; #celebratefathers</p> <p>IN3 Topic: Amazing AGB Art of the Week</p> <p>Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube</p> <p>Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	<p>Topic: ArtSnacks: Jon Marcon</p> <p>Content type and style: 5-minute video with audio and available closed captioning, featuring artist Jon Marcon sharing his tips on woodcarving for viewers to try at home; short descriptive text with prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram</p> <p>Hashtags: #woodcarving; #pandemicwoodcarving; #burlingtonwoodcarversguild; #learnwoodcarving; #jonmarcon</p>

June 19-25	<p>FB1 and IN1: Sun June 19, 9am (Father's Day)</p> <p>FB2 and IN2: Tues June 21, 9am (National Indigenous Peoples Day)</p> <p>FB3: Sat June 25, 9am</p> <p>IN3: Thurs June 23, 11am</p> <p>YT: Fri June 24, 5pm</p>	<p>Father's Day (Sun June 19)</p> <p>National Indigenous Peoples Day (Tues June 21)</p>	<p>FB1 Topic: Happy Father's Day from the AGB! Content type and style: 1-minute video (with audio and closed captioning) of father-child activities from past Family Open Studio days; short description of event with link to full info on website; invitation to comment by sharing favourite story about your father; prompt to follow on YouTube and Instagram Hashtags: #happyfathersday; #amazingdads; #celebratefathers</p> <p>FB2 Topic: Honour National Indigenous Peoples Day Content type and style: 2-minute video (with audio and closed captioning) of Indigenous artists' event from January 2021; short text with invitation to users to mark the occasion and demonstrate awareness by consulting recommended sites/resources; invitation to comment by sharing experience or why you think today is important; prompt to follow on YouTube and Instagram Hashtags: #indigenouspeoplesday; #indigenouspride; #indigenousart; #myheritage</p> <p>FB3 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out "Get Creative with the Guilds" features on YouTube Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee's name)</p>	<p>IN1 Topic: Happy Father's Day from the AGB! Content type and style: colourful, high-res image of thematic work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image and share story about father; link in bio to Family Open Studio page on website; prompt to follow on YouTube and Facebook Hashtags: #happyfathersday; #amazingdads; #celebratefathers</p> <p>FB2 Topic: Honour National Indigenous Peoples Day Content type and style: colourful, high-res image of thematic work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image and share story about father; link in bio to Family Open Studio page on website; prompt to follow on YouTube and Facebook Hashtags: #indigenouspeoplesday; #indigenouspride; #indigenousart; #myheritage</p> <p>IN3 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	<p>Topic: Get Creative with the Guilds: Burlington Potters' Guild Content type and style: 5-minute video with audio and available closed captioning, featuring guild member Rhonda Brown sharing her experience and tips on wheel throwing and showing examples of her work from the AGB collection; short descriptive text with prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #burlingtonhpotters; #wheelthrowing; #awesomepottery; #rhondabrown</p>
June 26-July 2	<p>FB1: Tues July 28, 1pm FB2: Thurs July 30, 1pm</p> <p>IN1: Wed July 29, 11am IN2: Thurs July 30, 11am</p> <p>FB3 and IN3: Fri July 1, 9am (Canada Day)</p> <p>YT: Fri July 1, 9am</p>	<p>Echo: BIPOC Book Club (Mon June 27)</p> <p>Canada Day (Fri July 1)</p>	<p>FB1 Topic: Summer classes: What our students have been up to this summer! Content type and style: Photo of current summer classes activities; link to summer classes sign-up and information page on website; invitation to join next round of classes and to comment on experience in AGB classes or workshops; prompt to follow on YouTube and Instagram; invitation to check out the "Art Snacks" and "Art is Everything" features on YouTube as additional art-educational resources Hashtags: #summerinburlington; #summerfun; #summerlearning; #learnart; #summerart</p> <p>FB2 Topic: Guild Gab of the Week</p>	<p>IN1 Topic: Summer classes: What our students have been up to this summer! Content type and style: colourful, high-res image of current work made by students in summer classes; short (2 sentence) textual description in post; invitation to comment on image; link in bio to summer classes page on website; prompt to follow on Facebook and YouTube; invitation to check out the "Art Snacks" and "Art is Everything" features on YouTube as additional art-educational resources Hashtags: #summerinburlington; #summerfun; #summerlearning; #learnart; #summerart</p> <p>IN2 Topic: Amazing AGB Art of the Week</p>	<p>Topic: Art is Everything: Shoelaces Content type and style: 5-minute instructional video with audio and available closed captioning; short descriptive text with prompt to users to comment: "Did you know that art is everything? You can transform everyday materials like [this week's topic] into works of art with a little creativity and innovation. What have you made from everyday objects? Share your creative ideas with us in the comments below!"; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #artiseverything; #everydayart; #everyoneisanartist; #shoelaceart; # (instructor)</p>

			<p>Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube</p> <p>Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)</p> <p>FB3 Topic: Happy Canada Day from the AGB! Content type and style: Photo of past Canada Day fireworks celebration in Spencer Smith Park (across from AGB); short text to mark occasion and invite users to comment by sharing their Canada Day memories; prompt to follow on YouTube and Instagram Hashtags: #canadaday; #celebratecanada; #canadalove; #ohcanada</p>	<p>Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p> <p>IN3 Topic: Happy Canada Day from the AGB! Content type and style: colourful, high-res image of thematic work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; prompt to follow on YouTube and Facebook Hashtags: #canadaday; #celebratecanada; #canadalove; #ohcanada</p>	
July 3-9	<p>FB1: Tues July 5, 1pm FB2: Thurs July 7, 1pm</p> <p>IN1: Tues July 5, 11am IN2: Wed July 6, 11am</p> <p>FB3 and IN3: Sat July 9, 9am (Nunavut Day)</p> <p>YT: Fri July 8, 5pm</p>	Nunavut Day (Sat July 9)	<p>FB1 Topic: Join a Guild at the AGB! Come check out the Guild Showcase, Mon July 11! Content type and style: Photo of past event; short textual description of event with information and link to relevant page on website; reminder to also check out the ‘Guild Gab of the Week’ feature on Facebook, posted each week; invitation to comment on personal experience with guilds; prompt to follow on YouTube and Instagram; invitation to check out the “Get Creative with the Guilds,” “Art Snacks,” and “Art is Everything” features on YouTube as additional art-educational resources Hashtags: #AGBguilds; #artinburlington; hashtags for each of the guilds</p> <p>FB2 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)</p>	<p>IN1 Topic: Join a Guild at the AGB! Come check out the Guild Showcase, Mon July 11! Content type and style: colourful, high-res image of featured work by guilds during past event; short (2 sentence) textual description in post with link in bio to page on website with full event information and invitation to comment on image; reminder to also check out the ‘Guild Gab of the Week’ feature on Facebook, posted each week; prompt to follow on YouTube and Facebook; invitation to check out the “Get Creative with the Guilds,” “Art Snacks,” and “Art is Everything” features on YouTube as additional art-educational resources Hashtags: #AGBguilds; #artinburlington; hashtags for each of the guilds</p> <p>IN2 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p> <p>IN3 Topic: Celebrate Nunavut Day with the AGB! Content type and style: colourful, high-res image of thematic work from permanent collection with short (2 sentence) textual description in post;</p>	<p>Topic: ArtSnacks: Denver Sonata Content type and style: 5-minute video with audio and available closed captioning, featuring artist Denver Sonata sharing their tips on digital art for viewers to try at home; short descriptive text with prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #digitalart; #pandemicdigitalart; #burlingtondigitalart; #learn.digitalart; #denversonata</p>

			<p>FB3 Topic: Celebrate Nunavut Day with the AGB!</p> <p>Content type and style: 2-minute video (with audio and closed captioning) of interview with Nunavut artist Margaret Ashevak, showing her recent work; invitation to comment/reflect on Ashevak's work; prompt to follow on YouTube and Instagram</p> <p>Hashtags: #nunavut; #nunavutartists; #margaretashevak; #inuitart; #nunavutday</p>	<p>invitation to comment on the image; prompt to follow on YouTube and Facebook</p> <p>Hashtags: #nunavut; #nunavutartists; #inuitart; #nunavutday</p>	
July 10-16	<p>FB1: Tues July 12, 1pm FB2: Thurs July 14, 1pm FB3: Sat July 16, 9am</p> <p>IN1: Tues July 12, 11am IN2: Wed July 13, 11am IN3: Thurs July 14, 11am</p> <p>YT: Fri July 15, 5pm</p>	<p>Guild Showcase (Mon July 11)</p>	<p>FB1 Topic: Summer Fun at the AGB: What's Happening!</p> <p>Content type and style: 1-minute video (with audio and closed captioning) of footage from current classes, guild activities, and exhibitions, with audio from director, as a general promo for activities at the AGB; links to relevant pages on AGB website; question to users to prompt comment ("What's your favourite thing to do at the AGB in the summer?"); prompt to follow on YouTube and Instagram; invitation to check out the "Get Creative with the Guilds," "Art Snacks," and "Art is Everything" features on YouTube as additional art-educational resources</p> <p>Hashtags: #summerinburlington; #summerfun; #summerlearning; #learnart; #summarart</p> <p>FB2 Topic: Guild Showcase: It's not too late to join a guild at the AGB!</p> <p>Content type and style: Photo of Monday's event, with short textual description and link to guild page on website; invitation to join and to comment on personal guild experience or interests; prompt to follow on YouTube and Instagram; invitation to check out the "Get Creative with the Guilds" features on YouTube</p> <p>Hashtags: #AGBguilds; #artinburlington; #hashtags for each of the guilds</p> <p>FB3 Topic: Guild Gab of the Week</p> <p>Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out "Get Creative with the Guilds" features on YouTube</p> <p>Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee's name)</p>	<p>IN1 Topic: Summer Fun at the AGB: What's Happening!</p> <p>Content type and style: colourful, high-res image of featured work from current classes, guild activities, or exhibitions; short textual description and invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube; invitation to check out the "Get Creative with the Guilds," "Art Snacks," and "Art is Everything" features on YouTube as additional art-educational resources</p> <p>Hashtags: #summerinburlington; #summerfun; #summerlearning; #learnart; #summarart</p> <p>IN2 Topic: Guild Showcase: It's not too late to join a guild at the AGB!</p> <p>Content type and style: colourful, high-res image of work produced by guild members, short textual description and link to guild page on website; invitation to comment on image; reminder to check out the 'Guild Gab of the Week' feature on Facebook, posted each week; prompt to follow on Facebook and YouTube; invitation to check out the "Get Creative with the Guilds" features on YouTube</p> <p>Hashtags: #AGBguilds; #artinburlington; #hashtags for each of the guilds</p> <p>IN3 Topic: Amazing AGB Art of the Week</p> <p>Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube</p> <p>Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; #hashtag for artist of the work</p>	<p>Topic: Get Creative with the Guilds: Burlington Fine Arts Association</p> <p>Content type and style: 5-minute video with audio and available closed captioning, featuring Burlington Fine Arts Association member Marissa Jones sharing her experience and tips on oil painting and showing examples of her work; short descriptive text with prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram</p> <p>Hashtags: #burlingtonfineartsassociation; #oilpainting; #awesomeoilpainting; #learnoilpainting; #marissajones</p>

July 17-23	<p>FB1: Tues July 19, 1pm FB2: Thurs July 21, 1pm FB2: Sat July 23, 9am</p> <p>IN1: Tues July 19, 11am IN2: Wed July 20, 11am IN3: Thurs July 21, 11am</p> <p>YT: Fri July 22, 5pm</p>		<p>FB1 Topic: Last chance to see the Z'otz* Collective: Eccentric Coincidence exhibition - Closes Wed July 27! Content type and style: 1-minute video (with audio and closed captioning) of interview with Z'otz* Collective artists; link to artists' own website and exhibition page on AGB site; invitation to comment and question to spur discussion ("What's your favourite collaborative work of art?"); prompt to follow on YouTube and Instagram Hashtags: #zotzcollective; #collaborativeart; #nahumflores; #erikjerezano; #ilyanamartinez; #mexicanart; #honduranart</p> <p>FB2 Topic: Come cool off at the AGB! Content type and style: Photo of sculpture garden; short text with invitation to AGB as place for summer entertainment (including café, courtyard, and sculpture garden); link to relevant website pages; invitation to comment ("What's your favourite place to cool off in the summer heat?"); prompt to follow on YouTube and Instagram; invitation to check out the "Get Creative with the Guilds," "Art Snacks," and "Art is Everything" features on YouTube as additional resources for at-home activities Hashtags: #staycool; #summerfun; #AGBsculpturegarden; #summercool</p> <p>FB3 Topic: Guild Gab of the Week Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out "Get Creative with the Guilds" features on YouTube Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee's name)</p>	<p>IN1 Topic: Last chance to see the Z'otz* Collective: Eccentric Coincidence exhibition - Closes Wed July 27! Content type and style: colourful, high-res image of featured work from exhibition; short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #zotzcollective; #collaborativeart; #nahumflores; #erikjerezano; #ilyanamartinez; #mexicanart; #honduranart</p> <p>IN2 Topic: Come cool off at the AGB! Content type and style: colourful, high-res image of relevant work from permanent collection with short (2 sentence) textual description in post; invitation to comment on image; link in bio to collection page on website; prompt to follow on Facebook and YouTube; invitation to check out the "Get Creative with the Guilds," "Art Snacks," and "Art is Everything" features on YouTube as additional resources for at-home activities Hashtags: #staycool; #summerfun; #AGBsculpturegarden; #summercool</p> <p>IN3 Topic: Amazing AGB Art of the Week Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	<p>Topic: Art is Everything: Fabric Scraps Content type and style: 5-minute instructional video with audio and available closed captioning; short descriptive text with prompt to users to comment: "Did you know that art is everything? You can transform everyday materials like [this week's topic] into works of art with a little creativity and innovation. What have you made from everyday objects? Share your creative ideas with us in the comments below!"; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #artiseverything; #everydayart; #everyoneisanartist; #fabricart; # (instructor)</p>
July 24-30	<p>FB1: Tues July 26, 1pm FB2: Thurs July 28, 1pm FB3: Sat July 30, 9am</p> <p>IN1: Tues July 26, 11am IN2: Wed July 27, 11am IN3: Thurs July 28, 11am</p> <p>YT: Fri July 29, 5pm</p>	<p>Z'otz* Collective: Eccentric Coincidence (exhibition closes Wed July 27)</p>	<p>FB1 Topic: Ceramarama Opens Wed Aug 3 - Join us for the opening event! Content type and style: 2-minute video (with audio and closed captioning) of exhibition prep and featured works, with short comment by curator; short descriptive text with link to full info on website and info on how to register for opening event; question to users to prompt comments: "What's your favourite work of ceramic art?"; prompt to follow on YouTube and Instagram</p>	<p>IN1 Topic: Ceramarama Opens Wed Aug 3 - Join us for the opening event! Content type and style: colourful, high-res image of featured work from the exhibition; short (2 sentence) textual description in post and info on how to register for the opening event; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube Hashtags: #ceramicart; #ceramarama; #burlingtonceramics; #crazyceramics</p>	<p>Topic: ArtSnacks: Rick Winslow Content type and style: 5-minute video with audio and available closed captioning, featuring artist Rick Winslow sharing his tips on drawing for viewers to try at home; short descriptive text with prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram Hashtags: #learntodraw; #amazingdrawings; #burlingtonartists; #drawinginburlington; #rickwinslow</p>


			<p>Hashtags: #ceramicart; #ceramarama; #burlingtonceramics; #crazyceramics</p> <p>FB2 Topic: Summer sale starts Monday August 1! Get your holiday shopping done early at the AGB shop</p> <p>Content type and style: Photo of AGB shop with sale items; short text with invitation and details of sale; link to shop page on website; invitation to comment (“When do you do your holiday shopping?”); prompt to follow on YouTube and Instagram</p> <p>Hashtags: #summershopping; #AGBshop; #summersales; #uniquegifts</p> <p>FB3 Topic: Guild Gab of the Week</p> <p>Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube</p> <p>Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)</p>	<p>IN2 Topic: Summer sale starts Monday August 1! Get your holiday shopping done early at the AGB shop</p> <p>Content type and style: colourful, high-res image of eye-catching item for sale in shop; short (2 sentence) text with information about sale; invitation to comment on the image; link in bio to shop page on website; prompt to follow on Facebook and YouTube</p> <p>Hashtags: #summershopping; #AGBshop; #summersales; #uniquegifts</p> <p>IN3 Topic: Amazing AGB Art of the Week</p> <p>Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube</p> <p>Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	
July 31-Aug 6	<p>FB1 and IN1: Mon Aug 1, 9am (Terry Fox Day)</p> <p>FB2: Thurs Aug 4, 1pm FB3: Sat Aug 6, 9am</p> <p>IN2: Wed Aug 3, 11am IN3: Thurs Aug 4, 11am</p> <p>YT: Fri Aug 5, 5pm</p>	<p>Terry Fox Day (Mon Aug 1)</p> <p>Ceramarama (exhibition opening Wed Aug 3)</p>	<p>FB1 Topic: Celebrate Terry Fox Day!</p> <p>Content type and style: 2-minute video (with audio and closed captioning) with footage of Terry Fox’s original run and last year’s event; short textual description of event’s significance and invitation to participate or sponsor the upcoming run (Sept 18); link to sponsorship page on AGB website; link to Terry Fox Foundation site; invitation to comment by sharing own interest/experience; prompt to follow AGB on YouTube and Instagram and invitation to follow Terry Fox Foundation’s social media accounts</p> <p>Hashtags: #terryfox; #terryfoxrun; #terryfoxfoundation; #cancerresearch; #cancerwarrior</p> <p>FB2 Topic: Ceramarama Now Open!</p> <p>Content type and style: 1-minute video (with audio and closed captioning) with views of exhibition, with commentary by two featured artists; short descriptive text with link to full info on website; invitation to comment; prompt to follow on YouTube and Instagram</p> <p>Hashtags: #ceramicart; #ceramarama; #burlingtonceramics; #crazyceramics</p>	<p>IN1 Topic: Celebrate Terry Fox Day!</p> <p>Content type and style: colourful, high-res image of Terry Fox’s original run; short (2 sentence) textual description of modern event’s significance and invitation to participate or sponsor the upcoming run (Sept 18); link to sponsorship page on AGB website; link to Terry Fox Foundation site; invitation to comment by sharing own interest/experience; prompt to follow on Facebook and YouTube; invitation to follow Terry Fox Foundation’s social media accounts</p> <p>Hashtags: #terryfox; #terryfoxrun; #terryfoxfoundation; #cancerresearch; #cancerwarrior</p> <p>IN2 Topic: Ceramarama Now Open!</p> <p>Content type and style: colourful, high-res image of featured work from exhibition; short (2 sentence) textual description in post; invitation to comment on the image; link in bio to exhibition page on website; prompt to follow on Facebook and YouTube</p> <p>Hashtags: #ceramicart; #ceramarama; #burlingtonceramics; #crazyceramics</p> <p>IN3 Topic: Amazing AGB Art of the Week</p>	<p>Topic: Get Creative with the Guilds: Latow Photographers Guild</p> <p>Content type and style: 5-minute video with audio and available closed captioning, featuring Latow Photographers Guild member Jonathan Richardson sharing his experience and tips on large format photography and showing examples of his work; short descriptive text with prompt/question to users to comment; invitation to subscribe and prompt to follow on Facebook and Instagram</p> <p>Hashtags: #latowphotographers; #burlingtonphotography; #learnphotography; #largeformatphotography; #jonathanrichardsonphotos</p>

			<p>FB3 Topic: Guild Gab of the Week</p> <p>Content type and style: 1-minute Facebook Stories video (with audio and closed captioning) of interview with featured guild member on their interests and experience with the guilds at the AGB; link to guild page on website; invitation to comment by sharing interest/experience in topic; prompt to follow on YouTube and Instagram and to check out “Get Creative with the Guilds” features on YouTube</p> <p>Hashtags: # (2 x relevant to guild); #AGBguilds; # (interviewee’s name)</p>	<p>Content type and style: colourful, high-res image of featured work from permanent collection with short (2 sentence) textual description in post; invitation to comment on the image; link in bio to collection page on website; prompt to follow on Facebook and YouTube</p> <p>Hashtags: #artgalleryofburlington; #amazingart; #ceramicart; hashtag for artist of the work</p>	
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Social Media Content – Sample Posts

A sample of 6 posts from the weeks of May 22-28 and May 29-June 4


Facebook (FB2 Post)

 Art Gallery of Burlington
2d · 🌐

Last chance to sign up for Echo: BIOPC Book Club (Monday May 30)!

We're thrilled to welcome readers aged 16-25 to join this free online event series, hosted by our Curatorial Assistant Jasmine Mander. It's not too late to join! Click the link in bio for full information on our website. Watch the video and share your comments below! And remember to follow us on [Instagram](#) and [YouTube](#).


#BIOPCbooks; #celebrateBIOPCauthors; #BIOPCbookclub; #echoBIOPCbookclub



6 1 Share

Like Comment Share


Facebook (FB3 Post)

 Art Gallery of Burlington
2d · 🌐

Guild Gab of the Week!

Today Mark Fisher, member of the Latow Photographers' Guild, walks us through his amazing digital photography with some pointers on what to do and what not to do. Watch the video and share your comments below! What do you love about digital photography? Remember to follow us on [Instagram](#) and [YouTube](#).

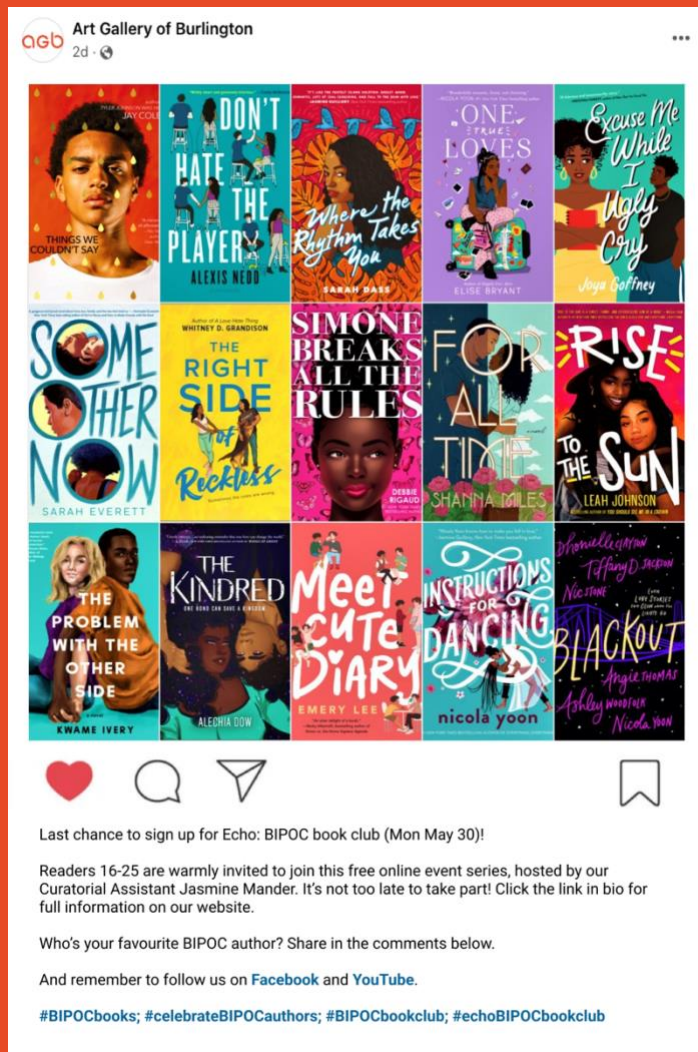
#AGBguilds; #latowphotographers; #markfisherphotography; #digitalphotography



6 1 Share

Like Comment Share


Instagram (IN2 Post)



Instagram (IN3 Post)



YouTube (week of May 22-28)



Ceramic Dreams - Exhibition Now Open!
54 views • Jan 19, 2022


Art Gallery of Burlington
20 subscribers

Experience ceramics like you've never seen them before!
The exhibition Ceramic Dreams is now open at the Art Gallery of Burlington and runs through Aug. 31, 2022. Free admission for all!
Come and see the amazing work of artists John McMillan, Sarah Brown, and Mikah Johnson.
Visit [Ceramic Dreams](#) for full exhibition information. And share your thoughts on the exhibition in the comments below - we'd love to hear what you think!

Please subscribe to our channel and remember to follow us on [Facebook](#) and [Instagram](#).

[#ceramicdreams](#)
[#ceramicarts](#)
[#ceramicartexhibitions](#)
[#johnmcmillan](#)
[#sarahmbrown](#)
[#mikahtjohnsonceramics](#)

YouTube (week of May 29-June 4)



Art is Everything! Clothes Pegs
54 views • Jan 19, 2022

Art Gallery of Burlington
20 subscribers

Did you know that art is everything? You can transform everyday materials - like clothes pegs - into works of art with a little creativity and innovation!
Watch as Jessica Winterbourne shares her tips and tricks for making decorative objects out of clothes pegs. Then have a go at making your own! No special skills or expensive materials needed.

What have you made from everyday objects? Share your creative ideas with us in the comments below!

Please subscribe to our channel and remember to follow us on [Facebook](#) and [Instagram](#).

[#artiseverything](#)
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[#clothespegart](#)
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