

MEETING PLANNER SOCIAL MEDIA TOOL KIT

Experience Grand Rapids provides a variety of social media tools to help you plan and promote your event.



Popular Hashtags

Tap into conversations about Grand Rapids through these frequently used Twitter and Instagram hashtags:

#ExperienceGR #GrandRapids #BeerCity #GRBrewsader

Facebook facebook.com/ExperienceGR

Twitter @ExperienceGR

Instagram instagram.com/ExperienceGrandRapids

YouTube youtube.com/ExperienceGR

SnapChat ExperienceGR

LinkedIn linkedin.com/company/ExperienceGrandRapids

Follow these channels and share relevant information with your audience.

Meeting Minds Blog ExperienceGR.com/Meetings-Blog

Meeting Minds Twitter twitter.com/MeetingMindsGR

Discover practical, proven planning tips, ideas and how-tos that can make all your meetings better.

Resource Library ExperienceGR.com/Media

For the latest news and blog posts plus fascinating facts and free photos that will enhance your promotions.

Sample Social Posts: Twitter

- Welcome to #GrandRapids (*Group Name*)! Make the most of your time here with local things to do from @ExperienceGR - <http://bit.ly/2gbLgjt>
- While in Beer City, you can't miss out on must-try breweries! Check out some local favorites after #grouphashtag - <http://bit.ly/2k1jbZK>
- Looking for fun after #grouphashtag? Visit noteworthy attractions in #GrandRapids, like @MeijerGardens & @GRMuseum! <http://bit.ly/2wv0bvG>
- There's plenty to do after dark in #GrandRapids! Find out what's happening on the town tonight after #grouphashtag - <http://bit.ly/2wv1874>

- Looking for a bite to eat? Explore the Downtown Dining Map to find exactly what you're craving here - <http://bit.ly/2gcLp6k> #grouphashtag
- Get a group together and try something new with the @ExperienceGR Tours & Experiences list! Search here - <http://bit.ly/2klP2of>
- Have a question about #GrandRapids? Call, email, or send a direct message to @ExperienceGR & they'll be happy to help during #GroupHashtag!
- Get your shopping on during #grouphashtag! Here's a guide of new places to check out in #GrandRapids - <http://bit.ly/2wvpj5l>

Sample Social Posts: Facebook

- *Group Name* has begun in Grand Rapids, Michigan! Maximize your time here by visiting local craft breweries, award-winning restaurants, must-see attractions and more. Find out where to go and what to see at ExperienceGR.com.
- Need lunch plans during *Group Name*? Try somewhere new! Home to over 100 dining options, downtown is the perfect place to find what you're craving. Check out a list of restaurants nearby here - <http://bit.ly/2gbFFTU>

Sample Social Posts: Instagram

- Enjoying Grand Rapids during *Group Name*? Share your experience with us! Tag your photos with #grouphashtag for us to share during the conference.
- Welcome to day one of *Group Name*! Check out @ExperienceGR for restaurants to try, breweries to visit, and more during your time in Grand Rapids!

