



Think. Love. Play. [Manitowoc County] Social Media How To Guide!

Intermediate/Advanced Guide

About: Think. Love. Play. [Manitowoc County] is a positive social media campaign showcasing the pride and great things happening in Manitowoc County.

Why? Manitowoc County is the best place to live and work! By the power of social media, we want to share uplifting and positive stories from people and businesses in the community!

Join the #ThinkLovePlay initiative, here's how!

Follow us!

- Facebook www.facebook.com/thinkloveplayManitowocCounty
- Instagram @thinkloveplaymanitowoccounty

Use “#ThinkLovePlay” and share to your social media pages when you see great things happening in Manitowoc County!

#ThinkLovePlay Checklist:

- Follow our Facebook and Instagram pages, Think. Love. Play. [Manitowoc County]
- Add the Think. Love. Play. [Manitowoc County] logo to your social media pictures, Facebook profile pictures
- Share why you love Manitowoc County to personal or business Facebook or Instagram accounts
- Use #ThinkLovePlay when posting on social media
- Share, like and comment on our social media posts to your personal and business pages to create awareness of this social media campaign!
- Visit us online for Think. Love. Play. logos to print or use for social media
- Add the Think. Love. Play. [Manitowoc County] logo to your company social media and website:
 - Email signature
 - Social media profile pictures and cover photos
 - Website footer

Our goal is to have over **1,000 likes** on Facebook by June 2018....when we reach our goal, we will have a #ThinkLovePlay celebration!

Need additional information or have a story to share? Please contact Angel Johaneck from The Chamber of Manitowoc County at ajohaneck@chambermanitowoccounty.org or (920) 684-5575 or contact Gaby Cappaert from Engaged Marketing Co. at gaby@engaged-networking.com or (906) 424-0229.



Not on social media? No problem, here are a few guides with information for a beginners!

Facebook Basics: <https://www.lifewire.com/tutorial-how-facebook-works-2654610>

The difference between a personal and business Facebook Page:

<https://www.outboundengine.com/blog/facebook-business-and-personal-pages-the-differences-dos-and-donts/>

Instagram Basics: <https://www.techlicious.com/tip/instagram-101-understanding-the-basics/>

Power of Hashtags: <http://www.5wpr.com/new//social-media-hashtag?name=social-media-hashtag>