



Social Media Cross-Promotion Guidelines for Exhibitors

Thank you for participating at Earth Day on the Bay at the Marine Science Institute! The Marine Science Institute (MSI) provides engaging and interactive hands-on adventures with San Francisco Bay Area marine life. Led by a team of expert marine science educators, these experiences impact students of all ages by inspiring respect and stewardship for the marine environment. For more information about MSI visit our website: www.sfbaymsi.org.

We encourage you to use your regular communication channels and promotional resources to publicize and promote your sponsorship of Earth Day on the Bay to help us maximize turnout. This can include a feature on your website, sharing information with your email lists, and promoting on social networking accounts. This document serves as a guideline to assist with coordinating cross-promotional efforts on social media.

Here are links to MSI's social networking accounts:

Facebook: www.facebook.com/marinescienceinstitute

- **Tip:** "Like" the MSI page first so you can tag our page in your Facebook posts using "@MarineScienceInstitute". Additionally you should have received notification as a co-host from Facebooks events. Please share the event <https://www.facebook.com/events/305785810059695/>
- **Tip:** Check the MSI Earth Day page <http://www.sfbaymsi.org/earthday>. Use the event link to promote from your own organizations Facebook page.

Twitter: www.twitter.com/sfbaymsi

- **Tip:** Tag @sfbaymsi in your posts related to your event

Instagram: mobile app, but stream can be viewed here:

www.instagram.com/sfbaymsi

- **Tip:** Tag @sfbaymsi in a comment related to the photo you post, geotag the location of your photos with Marine Science Institute.

Hashtags: #EarthDay2018 #BigBlueBoat #IsPyAshark #learnlocal #getoutside #bethechange @earthdaynetwork

Photos/Images: Looking for images to share? Check our SmugMug and download photos at <https://sfbaymsi.smugmug.com/Earth-Day-on-the-Bay>.

For any questions or if you would like to coordinate social media cross-promotions, please feel free to contact Tiff Murzi-Moyce, Community Outreach Coordinator at the Marine Science Institute at tiff@sfbaymsi.org or 650.364.2760 x16.

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Inspiring respect and stewardship for the marine environment through experiential learning.