CELEBRATE INDIANA:
IGNITE THE FUTURE

SOCIAL MEDIA TOOLKIT

You're invited...

Celebrate Indiana: *Ignite the Future*
Sunday, December 11, 2016 *10:00 a.m. to 12:00 p.m.*

CELEBRATING 200 YEARS
1816 · 2016
INDIANA BICENTENNIAL

INDIANA STATE FAIR

WHAT IS CELEBRATE INDIANA: IGNITE THE FUTURE?

Celebrate the finale of Indiana's Bicentennial year at *Celebrate Indiana: Ignite the Future.* This free, family event will take place on Statehood Day, Dec. 11, at the Indiana State Fairgrounds Indiana Farmers Coliseum from 10 a.m. to noon. The two-hour program will include a variety of speakers from diverse faith backgrounds as well as music, dance and more!

Hoosiers of all ages are invited to celebrate this once-in-a-lifetime event. It is our hope that the event will inspire Hoosiers to "Ignite the Future" and make the next 100 years of Indiana history even better than the last 200.

For more information about the event, visit www.indiana2016.org or call 317-234-8686.

WWW.INDIANA2016.ORG

FAQS:

What is Celebrate Indiana: Ignite the Future?

- *Celebrate Indiana: Ignite the Future* is the finale event of Indiana's Bicentennial year. Through song, dance, message and more we hope to inspire the next generation of Hoosiers to "Ignite the Future."

When is Celebrate Indiana: Ignite the Future?

- *Celebrate Indiana: Ignite the Future* is on Indiana's birthday, December 11. The event will start at 10 a.m. and will finish at noon.

Who will be there?

- Throughout the two-hour program there will be a variety of entertainment including speakers, dance groups, choirs, and other performances. Hunter Smith, former Indianapolis Colts player and lead singer of The Hunter Smith Band, will be emcee.

Who is it for?

- *Celebrate Indiana: Ignite the Future* is an event for all Hoosiers. Young and old, this celebration is meant to inspire Hoosiers of all ages, backgrounds and parts of the state to make the next 100 years of Indiana history even better than the last 200.

How much does it cost?

- Admission and parking for *Celebrate Indiana: Ignite the Future* are free.

Why should I go?

- A Bicentennial only comes around every 200 years. That is why it is important to celebrate now! *Celebrate Indiana: Ignite the Future* will celebrate the culmination of the Bicentennial year. So, bring your family, firends and neighbors for one last, great celebration of the Hoosier state.

Where can I learn more?

- You can learn more about *Celebrate Indiana: Ignite the Future* by visiting the Indiana Bicentennial Commission website, www.indiana2016.org, or by visiting the Commission Facebook page, "Indiana Bicentennial Commission."

WHY USE SOCIAL MEDIA?

We're Better Together

- Facebook, Twitter and Instagram are great tools for reaching audiences and keeping them up to date.

- Share information about *Celebrate Indiana: Ignite the Future* on social media channels to increase awareness about the event.

- Social media can help spread the word about *Celebrate Indiana: Ignite the Future* - use the **#IgniteTheFuture** hashtag and provided social media posts to share information about the event with your unique audience.

- Add this **Twibbon** to your Twitter and Facebook profile pictures.

Follow Our Social Media Channels

Learn more about Indiana history by liking our Facebook page. Let us know what you want featured by commenting!

Facebook
"Indiana Bicentennial Commission"

Twitter
**@Indiana2016
#Indiana200**

Get the latest Bicentennial news by following us on Twitter. You can also ask questions by mentioning us!

See amazing photos of Indiana by following us on Instagram. You can participate in our monthly contests!

Instagram
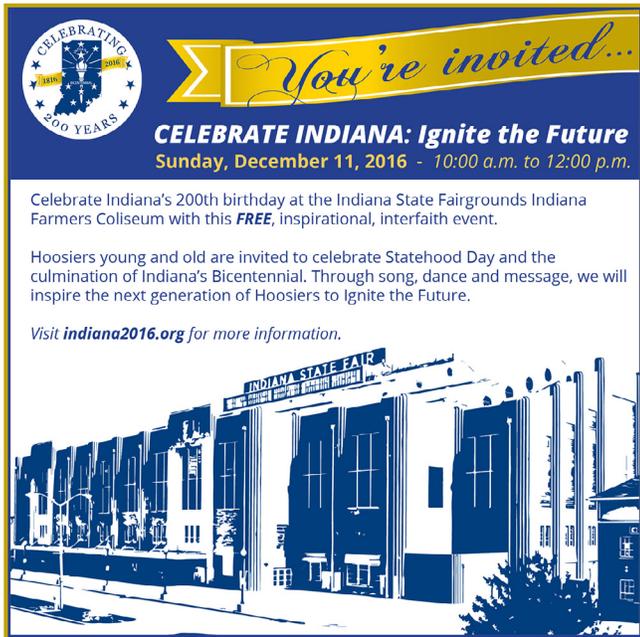**@Indiana2016
#Indiana200**

Pinterest
"Indiana Bicentennial"

Share your favorite things about Indiana by following our boards. Let us know what Indiana themed boards we should add!

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USING GRAPHICS & IMAGES

Including graphics and images on all of your social media posts will help increase your reach. You can view our logo guidelines by clicking **here**! You can also update your profile photos and header photos to draw people to your page. You can find the graphics below **here**.

"Social Media Save the Date Image"

Share this "Save the Date" with your followers on social media to promote the event!

• *Facebook, Twitter, Instagram*
• *1200 x 1200 pixels; 300 PPI*

"Twibbon Profile Picture"

Change your Facebook and Twitter profile pictures to celebrate Indiana's 200th birthday!

• *Facebook, Twitter,*
• *400 x 400 pixels; 300 PPI*

Need help creating your own promotional graphic or adding the Bicentennial logo to your image? Use a free program like Canva.

1. Go to **Canva.com**
2. Select a design template to use (Facebook post, poster, etc.)
3. Use the thousands of images Canva provides or click the "uploads" button to upload your own. This is where you could upload an image of your organization's work and then add the #IgniteTheFuture hashtag or Bicentennial logo
4. Add text and other graphics as you see fit
5. Click the "download" button in the top right corner and select "as an image"
6. Your final design will save to your computer, ready to share!

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TWITTER SUGGESTIONS

Remember, Twitter only allows 140 characters so you have to use your words wisely! Don't forget to leave 16 characters for **#IgniteTheFuture**.

If you notice that you're running out of room, use a link-shortening website like **bitly.com**. You should also try to include an image whenever possible.

ANATOMY OF A TWEET

140 Characters or less

Indiana 2016
@Indiana2016

YOU'RE INVITED // Indiana is turning 200 on Statehood Day! Come celebrate with us on 12/11/2016 at #IgniteTheFuture? ← **Hashtag**

Link → in.gov/ibc/2332.htm

TIPS FOR ENGAGING ON TWITTER

1. Follow the **Indiana Bicentennial Commission** on Twitter to stay connected with updates and important information leading up to the event on December 11th.

2. Start promoting your involvement with the event on your Twitter profile.

3. Use the **#IgniteTheFuture** hashtag.

4. Add the **Twibbon** to your Twitter profile photo.

5. Offer stories - share blog posts about how you or your organization will be involved with *Celebrate Indiana: Ignite the Future*. It will help your followers get excited about the event and understand how you are connected to the event.

6. Be careful not to over-share. Too much messaging can work against your goal.

SUGGESTED TWEETS

Pre-December 11 Sample Tweets:

1. We changed our profile picture to celebrate Indiana's Bicentennial and prepare for **#IgniteTheFuture** Change yours too! -- **[http://twibbon.com/support/indiana-bicentennial]**

2. Save the date - Dec. 11! We'll be celebrating Indiana's Bicentennial at **#IgniteTheFuture**, will you? -- **[http://www.in.gov/ibc/2332.htm]**

3. We're getting excited for **#IgniteTheFuture**. Come celebrate Indiana's Bicentennial with us on Dec. 11 -- **[http://www.in.gov/ibc/2332.htm]**

4. We're proud to be part of **#IgniteTheFuture**. Find out what's planned for Dec. 11 and tell your friends! -- **[http://www.in.gov/ibc/2332.htm]**

5. Indiana is turning 200 on Statehood Day! Will you celebrate with us on Dec. 11 at **#IgniteTheFuture**? -- **[http://www.in.gov/ibc/2332.htm]**

6. Do you know about **#IgniteTheFuture**? We'll be there celebrating Indiana's Bicentennial and want you to join us! -- **[http://www.in.gov/ibc/2332.htm]**

7. Join us in celebrating Indiana's 200th Birthday! Come out to **#IgniteTheFuture** for a day family fun on Dec. 11! -- **[http://www.in.gov/ibc/2332.htm]**

8. Do you want to learn more about **#IgniteTheFuture**? Visit **[http://www.in.gov/ibc/2332.htm]** to see what is planned for Statehood Day!

December 11 Sample Tweets:

1. Today is **#IgniteTheFuture**! Will we see you in Indianapolis this morning to celebrate Statehood Day? -- **[http://www.in.gov/ibc/2332.htm]**

2. We're celebrating Indiana's 200th Birthday at **#IgniteTheFuture**! Come out and celebrate with us -- **[http://www.in.gov/ibc/2332.htm]**

3. We're at the Indiana Farmers Coliseum celebrating **#IgniteTheFuture**! You don't want to miss this event!

4. We loved being a part of **#IgniteTheFuture**, tweet your photos at us to show us your favorite part of the morning!

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FACEBOOK SUGGESTIONS

Facebook has no word limit - but shorter is better. Posts with images help make a bigger impression in the news feed. You can tag us at "Indiana Bicentennial Commission."

TIPS FOR ENGAGING ON FACEBOOK

1. Like the Indiana Bicentennial Commission on Facebook to stay connected with updates and important information leading up to and on December 11.

2. Use **#IgniteTheFuture** to make your post searchable.

3. Use the voice, look and feel of your organization.

4. Be visual! Try to include a photo in each of your posts.

5. Add this Twibbon to your Facebook profile picture photo to show your support.

Pre-December 11 Sample Facebook Posts:

1. We changed our profile picture because **#IgniteTheFuture** is right around the corner! If you're excited about Indiana's 200th Birthday you should change your profile picture too!

2. We are excited to be a part of **#IgniteTheFuture**! This is a free, family event to celebrate Indiana's 200th Birthday. Visit **@Indiana Bicentennial Commission** to learn more about this event stay up to date with the details!

3. SAVE THE DATE // December 11th is Indiana's Bicentennial **#IgniteTheFuture** event! We're excited to be a part of this free, family event. We hope to see you all at the Indiana Farmers Coliseum from 10 a.m. to noon.

4. **(Organization Name)** is proud to celebrate Indiana by being a part of **#IgniteTheFuture**! Make sure to mark your calendars and join us at this free event in Indianapolis on Dec. 11 from 10 a.m. to noon!

5. **#IgniteTheFuture** is a day to celebrate Indiana's 200th Birthday with family and friends! Come out to be a part of history as we end the year-long Bicentennial celebration.

6. Are you excited about celebrating Indiana's birthday this year? We know we are! Join us at the Indiana Farmers Coliseum on Dec. 11 from 10 a.m. to noon to celebrate the bicentennial.

December 11 Sample Posts:

1. Today is **#IgniteTheFuture**! We hope to see you in Indianapolis at the Indiana Farmers Coliseum to celebrate. Make sure to bring your family and friends for this free, inspirational, interfaith event celebrating Indiana's 200th birthday.

2. Today is **#IgniteTheFuture**! It is all about celebrating Indiana and Hoosiers just like you. Come on out to the Indiana Farmers Coliseum to be a part of the celebration. Through song, dance and message, we will inspire the next generation of Hoosiers to Ignite the Future!

3. We are out at **#IgniteTheFuture** today! We're excited to celebrate Indiana's 200th birthday with Hoosiers like you. You won't want to thiss this historic celebration! Hoosiers young and old are invited to celebrate Statehood Day and the the culmination of Indiana's Bicentennial.

INSTAGRAM SUGGESTIONS

Post pictures and images on and leading up to December 11. Use **#IgniteTheFuture** and tag **@Indiana2016** so we can see and share your posts.

TIPS FOR USING INSTAGRAM

1. Follow @Indiana2016 on Instagram to stay connected with updates and important information leading up to and on December 11.

2. Since hyperlinks don't work in Instagram, add the Celebrate Indiana: Ignite the Future website URL in your profile description and direct people to "view the link in profile."

SUGGESTED POSTS

Pre-December 11 Sample Posts:

1. We're excited for December 11 because we're going to be part of Indiana's Bicentennial Celebrate Indiana: Ignite the Future event! You can learn more about it online by visiting the link in our profile. **#IgniteTheFuture**

   Post with Save the Date Image

2. We're part of Indiana's Ignite the Future celebration, and we want you to be part of it too! Join us on December 11 in Indianapolis for a day of Hoosier fun to celebrate Indiana's 200th birthday. **(INSERT WHY YOU ARE EXCITED ABOUT IGNITE THE FUTURE)**

   Post with Bicentennial-themed photo of your group

December 11 Sample Post:

1. Today is the day! We're celebrating Indiana's 200 years of history at Celebrate Indiana: Ignite the Future in Indianapolis. Come join us at the Indiana Farmers Coliseum for a morning filled with song, dance and message as we inspire the next generation of Hoosiers to **#IgniteTheFuture**!

Website: www.indiana2016.org

Logos and graphics: http://www.in.gov/ibc/4089.htm

Twitter: https://twitter.com/Indiana2016

Facebook: https://www.facebook.com/IndianaBicentennialCommission/

Instagram: https://www.instagram.com/indiana2016/

Hashtag: **#IgniteTheFuture**