



SOCIAL MEDIA TOOLKIT

HOOSIER HOMECOMING



WHAT IS HOOSIER HOMECOMING?



Hoosier Homecoming ([#HoosierHomecoming](#)) is a free, family-friendly event. It is a way for every Hoosier to celebrate Indiana's 200th birthday!

Hoosier Homecoming will take place on October 15, 2016 from noon to 5 p.m. on the Indiana Statehouse Campus. This event will celebrate Indiana's 200 years of statehood with music, food, entertainment and more!

FREQUENTLY ASKED QUESTIONS

Do you like food? Entertainment? Hoosier pride? Making history? Well then you won't want to miss Hoosier Homecoming.

Hoosier Homecoming is a Bicentennial event chock-full of fun for the whole family.

Who will be there?

- The Hunter Smith Band, who sing the official song of the Bicentennial Celebrations, "Indiana Moon"
- Cook & Belle
- Janet Gilray, who sings the official Bicentennial sing-along song
- Brett Wiscons
- Re-enactor presentations including the Hoosier icon Ernie Pyle
- Dignitaries
- Indiana Bicentennial Commissioners and Indiana Bicentennial Commission Staff
- Re-enactors including Abraham Lincoln, Indiana's first governor Jonathan Jennings, Garfield and others!
- Hands on Indiana – a project engaging the public to celebrate Indiana's Bicentennial by pledging to sustain Indiana's Air, Water, Food, Energy, and Biodiversity.
- Choc-ola
- Face painters
- 40+ food trucks and artisans
- And more!

What are the perks?

The only thing you'll pay for at this event is food. Enjoy free parking, free entertainment and a free front row seat to history!

What can I do there? What about the kids?

There will be lots to do at Hoosier Homecoming. Enjoy the entertainment on multiple stages throughout the day. Be part of the dedication of Bicentennial Plaza, the Statehouse Education Center, two public art pieces and the finale of the Indiana Bicentennial Torch Relay.

There will be lots for the kids too! Get faces painted, take tours of the Indiana Statehouse, take home a photo from the interactive TapSnap photo booth, explore the Bicentennial bison herd, complete the Indiana Humanities scavenger hunt, and so much more!

How long should I plan to be there?

Hoosier Homecoming is from noon to 5 p.m. on Oct. 15, and you won't want to miss a minute of it. Entertainment and programming are planned for continually for the entire event!

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THE IMPORTANCE OF SOCIAL MEDIA

We're Better Together

- Facebook, Twitter, Instagram and Snapchat are great tools for reaching audiences and keeping them up to date.
- Share information about Hoosier Homecoming on social media channels to increase awareness about the event.
- Social media can help spread the word about Hoosier Homecoming - use the [#HoosierHomecoming](#) 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 Indiana Bicentennial Commission's Social Media Accounts



"Like" us on Facebook

"Indiana Bicentennial Commission"



"Follow" us on Twitter

@Indiana2016

#HoosierHomecoming



"Follow" us on Instagram

@Indiana2016

#HoosierHomecoming

USING GRAPHICS AND 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"

- Facebook & Twitter
- 504 x 504 pixels
- 300 PPI



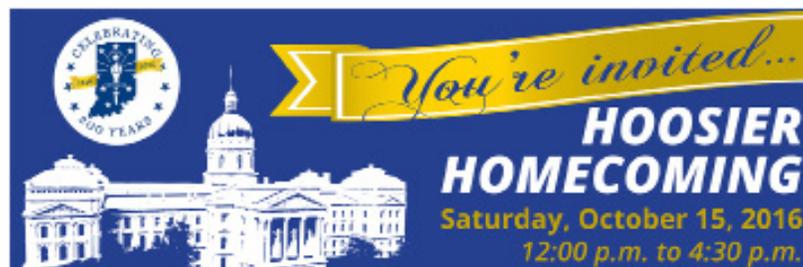
"Twibbon"

- Facebook, Twitter
- 400 x 400 pixels
- 300 PPI



"Facebook Cover Photo"

- Facebook
- 851 x 315 pixels
- 300 PPI



"Twitter Header Photo"

- Twitter
- 1263 x 421 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 #HoosierHomecoming 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!

TWITTER



Remember, Twitter only allows 140 characters so you have to use your words wisely! Don't forget to leave 18 characters for [#HoosierHomecoming](#).

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

The screenshot shows a tweet from 'Indiana 2016 @Indiana2016' posted 2 minutes ago. The tweet text is: 'Want to keep up with the @INTorchRelay? You can see photos, videos and interviews by visiting: bit.ly/2cr00WR #INTorchRelay'. Annotations include: 'Mention' pointing to '@INTorchRelay?', 'Link' pointing to 'bit.ly/2cr00WR', and 'Hashtag' pointing to '#INTorchRelay'. The tweet also shows a profile picture, a reply icon, a retweet icon, a heart icon with '1', a share icon, and a menu icon.

TIPS FOR ENGAGING ON TWITTER

1. Follow the [Indiana Bicentennial Commission](#) and [Indiana Bicentennial Torch Relay](#) on Twitter to stay connected with updates and important information leading up to the event on October 15th.
2. Start promoting your involvement with the event on your Twitter profile.
3. Use the [#HoosierHomecoming](#) 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 Hoosier Homecoming. 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.
7. Add the Hoosier Homecoming header photo to your profile.

SUGGESTED TWEETS



Pre-October 15 Sample Tweets:

1. We changed our profile picture to celebrate Indiana's Bicentennial and prepare for [#HoosierHomecoming](#) Change yours too! -- [\[Add link\]](#)
2. Save the date - Oct. 15! We'll be celebrating Indiana's Bicentennial at [#HoosierHomecoming](#), will you? -- [\[Add link\]](#)
3. We're getting excited for [#HoosierHomecoming](#). Come celebrate Indiana's Bicentennial with us on Oct. 15 -- [\[Add link\]](#)
4. We're proud to be part of [#HoosierHomecoming](#). Find out what's planned for Oct. 15 and tell your friends! -- [\[Add link\]](#)
5. Indiana is turning 200! Will you celebrate with us on Oct. 15 at [#HoosierHomecoming](#)? -- [\[Add link\]](#)
6. Do you know about [#HoosierHomecoming](#)? We'll be there celebrating Indiana's 200th Birthday and we want you to join us! -- [\[Add link\]](#)
7. Join us in celebrating Indiana's 200th Birthday! Come out to [#HoosierHomecoming](#) for a day family fun on Oct. 15! -- [\[Add link\]](#)
8. Do you want to learn more about [#HoosierHomecoming](#)? Visit [\[Insert URL\]](#) to see how we're celebrating Indiana's birthday!

October 15 Sample Tweets:

1. Today is [#HoosierHomecoming](#)! Will we see you in Indianapolis? -- [\[Add link\]](#)
2. We're celebrating Indiana's 200th Birthday at [#HoosierHomecoming](#)! Come out and celebrate with us -- [\[Add link\]](#)
3. We're at the new Bicentennial Plaza celebrating [#HoosierHomecoming](#)! You don't want to miss this event!
4. We loved being a part of [#HoosierHomecoming](#), tweet your photos at us to show us your favorite part of the day!

FACEBOOK



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](#) and [Indiana Bicentennial Torch Relay](#) on Facebook to stay connected with updates and important information leading up to and on October 15.
2. Use [#HoosierHomecoming](#) 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. Change your profile cover photo to the one provided. When you change your header photo, include a description with information about the Hoosier Homecoming event. You can find graphics [here](#).
6. Add this [Twibbon](#) to your Facebook profile picture photo to show your support.

SUGGESTED FACEBOOK POSTS



Pre-October 15 Sample Facebook Posts:

1. We changed our profile picture because [#HoosierHomecoming](#) 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 [#HoosierHomecoming](#)! 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 // October 15 is Indiana's Bicentennial [#HoosierHomecoming](#) event! We're excited to be a part of this free, family event. We hope to see you all at the Indiana Statehouse Campus from noon to 5 p.m.
4. **(Organization Name)** is proud to celebrate Indiana by being a part of [#HoosierHomecoming](#)! Make sure to mark your calendars and join us at this free event in Indianapolis on Oct. 15 from noon to 5!
5. [#HoosierHomecoming](#) is a day to celebrate Indiana's 200th Birthday with family and friends! Come out to be a part of history as we see the end of the Indiana Bicentennial Torch Relay, and dedicate public art pieces as well as the Bicentennial Plaza and Statehouse Education Center. Enjoy a variety of music, complete a scavenger hunt and grab some Indiana eats and of course see **(Organization Name)**!
6. Are you excited about celebrating Indiana's birthday this year? We know we are! Join us on Oct. 15 from noon to 5 p.m. to celebrate at [#HoosierHomecoming](#) in downtown Indianapolis.

October 15 Sample Posts:

1. Today is [#HoosierHomecoming](#)! We hope to see you in Indianapolis at the Indiana Statehouse Campus to celebrate. Make sure to bring your family and friends for a day of free, fall fun while we celebrate Indiana!
2. Today is [#HoosierHomecoming](#)! It is all about celebrating Indiana and Hoosiers just like you. Come on out to the Indiana Statehouse Campus to be a part of the celebration!
3. We are out at [#HoosierHomecoming](#) today! We're excited to celebrate Indiana's 200th birthday with Hoosiers like you. You won't want to miss this historic celebration!

INSTAGRAM



Post pictures and images on and leading up to October 15. Use [#HoosierHomecoming](#) 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 October 15.
2. Since hyperlinks don't work in Instagram, add the Hoosier Homecoming website URL in your profile description and direct people to "view the link in profile."

SUGGESTED INSTAGRAM POSTS

Pre-October 15 Sample Posts:

1. We're excited for October 15 because we're going to be part of Indiana's Bicentennial Hoosier Homecoming event! You can learn more about it online by visiting the link in our profile. [#HoosierHomecoming](#)

****Post with Save the Date Graphic****

We're part of Indiana's Hoosier Homecoming celebration, and we want you to be part of it too! Join us on October 15 in Indianapolis for a day of Hoosier fun to celebrate Indiana's 200th birthday. **(INSERT PHRASE ABOUT YOUR ROLE WITH HOOSIER HOMECOMING)**

****Post with Bicentennial-themed photo of your group****

October 15 Sample Posts:

1. Today is the day! We're celebrating Indiana's 200 years of history at Hoosier Homecoming in downtown Indianapolis. Come join us for an afternoon of free entertainment, food and fun! [#HoosierHomecoming](#)

INDIANA BICENTENNIAL COMMISSION RESOURCES

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: [#HoosierHomecoming](#)

INDIANA BICENTENNIAL TORCH RELAY RESOURCES

Website: <http://www.in.gov/ibc/torchrelay/>

Logos and graphics: <http://www.in.gov/ibc/files/TorchRelayLogos.zip>

Twitter: <https://twitter.com/intorchrelay>

Facebook: <https://www.facebook.com/INTorchRelay/>

Instagram: <https://www.instagram.com/intorchrelay/>

Hashtag: [#HoosierHomecoming](#)