

# Social Media Event Guide

This guide will help FriendlyZoo employees, partners and community members to use social media to support and promote the introduction of Gabby the Gorilla on June 5, 2050.

## Who Is This Guide For?

This guide is for all FriendlyZoo employees, partners and community members who use social media tools such as:

- Facebook,
- Twitter,
- Instagram,
- YouTube,
- Google+,
- blogs

## Use Hashtags!

We encourage the use of hashtags in all social media channels to help us gain momentum and build anticipation leading up to the introduction of Gabby the Gorilla.

**Primary Hashtag:** #GabbytheGorilla

**Secondary Hashtags:** #FriendlyZoo #FurryFriends #Gorillas

You can also create your own Hashtags if you'd like, but we urge you to use #GabbytheGorilla in all of your posts.

## How Do We Engage?

Follow us and comment, share, like, re-post, and re-Tweet relevant content. We'll be doing the same with as many of you as possible leading up to the introduction of #GabbytheGorilla.

- **Twitter:** @FriendlyZoo
- **Facebook:** www.facebook.com/FriendlyZoo
- **LinkedIn:** Friendly Zoo
- **Instagram:** FriendlyZoo

## When Should We Start Posting?

Start posting and tweeting about #GabbytheGorilla any time! We want to boost awareness of the newest addition to our team and start engaging others as soon as possible.

## What Do We Share?

We'd love it if you could engage with us, and others by:

- Posting quotes from our trainers, or lessons learned about Gorillas
- Posting photos of yourself or others on June 5<sup>th</sup>
- Photos of her habitat
- Sharing your thoughts and experiences over the course of the day

## Sample Tweets

Below are some sample tweets that you can use through your social media channels. You're also encouraged to come up with your own tweets and messaging that makes the most sense for you.

### Pre #GabbytheGorilla Introduction

- [#GabbytheGorilla](#) is coming to [@FriendlyZoo](#) on June 5! You can learn about her habitat, diet and family. More info: [www.friendlyzoo.com/Gabs](http://www.friendlyzoo.com/Gabs)
- [#GabbytheGorilla](#)'s habitat is being built! We look forward to seeing her reaction with the space and the features we've set up for her!

### During #GabbytheGorilla Introduction

- Meeting [#GabbytheGorilla](#) today! Her trainers are here to teach us about her habitat and diet. Looking forward to seeing her!
- I learned that [#GabbytheGorilla](#) is three years old! The staff and trainers [@FriendlyZoo](#) all look very excited to welcome her to the family.

### Post #GabbytheGorilla Introduction

- [#GabbytheGorilla](#) is now a part of the [@FriendlyZoo](#) family, among other [#FurryFriends](#). Can't wait to come back & see the other cute animals!

## Glossary

### What is the @?

The @ symbol is used to call out usernames in Tweets. This may also be referred to as a mention.

### What is a #?

- Hashtags (#) allow people to search for tweets that have a common topic.
- Hashtags are used to categorize important posts, news and relevant topics.



- Hashtags are all one word or a series of connected words.
- Hashtags are used on both Facebook and Twitter