



## Driggs Scarecrow Contest: Social Media Content & Marketing Guide

Thank you for participating in the first Driggs Scarecrow Contest. Downtown Driggs Association is working hard to bring visitors to see your Scarecrow and support your business. Use this guide to help you promote your entry and the contest.

How to use Social Media and your e-newsletter during the contest:

- Share your brainstorming process for your Scarecrow's theme.
- Show your progress as you build your Scarecrow.
- Ask your audience to help you choose your theme.
- Invite your customers to pose with your Scarecrow and ask them to share on social media. Remind them to tag and mention your business.
- Ask your audience to vote for your Scarecrow at the Teton Geo Center. Suggest the category you hope to win.
- Post pictures or updates of your Scarecrow in the changing fall weather and light.
- Use hashtags to increase your visibility on Instagram.
- Visit other Scarecrows during the contest and tag or mention the participating business. Don't forget to ask them to do the same!
- Keep your Scarecrow "fresh" by adding a small promotional sign for your business or daily sentiment for passers-by.
- Thank Downtown Driggs Association supporters and granting organizations for making the contest possible- tag and mention those that have social media profiles.
- Tag regional media to gain exposure for your business and the contest.
- We've provided tables with participant, supporters and media social media handles to make it easy!

### Hashtags

#DriggsScarecrows  
#downtowndriggs  
#driggsidaho  
#culturalhuboftheuniverse  
#scarecrows  
#fall  
#autumn  
#celebrateharvest  
#visitidaho

### Sample Posts

Sample posts are provided to help you kick-start your Scarecrow Contest promotion. Please modify or edit to match your own brand's style and voice.

Prepared for Downtown Driggs Association by:



We've started building our Scarecrow for the Driggs Scarecrow Contest! Stop by **My Business** starting September 14 to see the finished Scarecrow. On display through October 23 in #downtowndriggs. Don't forget to vote at the @tetongeotourism by 10/23.  
 #DriggsScarecrows #driggsidaho #culturalhuboftheuniverse #scarecrows #fall #autumn #celebrateharvest #visitidaho

**My Business** Scarecrow is ready to be seen! We spent 2 weeks building a Scarecrow for the Driggs Scarecrow Contest-come on down and meet him/her/it at **Your Business Address** now through October 23rd.  
 #DriggsScarecrows #downtowndriggs #driggsidaho #culturalhuboftheuniverse #scarecrows #fall #autumn #celebrateharvest #visitidaho

Only 1 week left to visit and vote for **My Business** Scarecrow in the "Most Teton Valley" category. Come to #downtowndriggs and see all the scarecrows by Wednesday 10/23. Ballots and maps available at @tetongeotourismcenter  
 #DriggsScarecrows #driggsidaho #culturalhuboftheuniverse #scarecrows #fall #autumn #celebrateharvest #visitidaho

Contest Participant	Instagram	Facebook
Agave Restaurant		/Agave-Mexican-Restaurant-in-Driggs
Barrels & Bins	@barrelsandbinsmarket	/barrelsandbinsmarket
Big Hole Bagels	@bigholebagel	/BigHoleBagels
Broulims	@broulims	/broulims
Building Blocks Early Learning Center		/buildingblocksearlylearningcenter
Captain Ron's Smokehouse		
Citizen 33	@citizen33brewery	/citizen33brewery
Community Foundation of Teton Valley	@cftetonvalley	/cftetonvalley
Corner Drug	@cornerdrigdriggs	/CornerDrug.Driggs
Discoveries		
Driggs Plumbing		
Driggs Post Office		
Driggs Tire		
Elevate Salon		/ElevateSalon
Family Dollar		
Farm Bureau Insurance		
First American Title		
Forage	@foragebistroandlounge	/forageandlounge
Fox Creek Heating		/Fox-Creek-Heating-LLC-158430007524922
Get Baked Emporium	@get_baked_emporium	/GetBakedEmporium
Grand Targhee Property Management		/grandtargheepropertymanagement
Grandma's Candy Shoppe		/Grandmas-Candy-Shop-

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		785478781619065
Holiday Propane		/holidaypropane
Jackson Hole Sotheby's International Realty	@liveinthetetons	/JHSIRDriggs
Kaufman OK Tire		
Key Bank		
Mountain Aesthetics llc	@mountainaestheticsllc	/mountainaesthetics
O'Reilly Auto parts		
Peak Printing		/peakprintingdriggs
Peaked Sports	@peakedsports	/PeakedSports
Provisions		/ProvisionsLocalKitchen
Purveyors of Wine	@powwines	/purveyorsofwine
Season's Salon		/Seasonssalonteton
See n Save		/SeeNSaveThriftStore
Seniors West of the Tetons	@seniors_west_of_the_tetons	/Seniors-West-of-the-Tetons-140641962662410
Silver Peaks Realty	@silverpeaksrealty	/LoraDavisSilverPeaksRealty
Sunshine Speech Therapy		
Teton Ace Hardware		/Teton-Ace-Hardware-400303723748441/
Teton Geo Center	@tetongeotourismcenter	/TetonGeotourismCenter
Teton Valley Health Care	@tetonvalleyhealth	/TetonValleyHealth
Teton Valley Magazine	@tetonvalleymagazine	/TetonValleyMagazine
Teton Valley News	@tetonvalleynews	/tetonvalleynews
Teton Valley Ski Education Foundation	@tvsef	/TVSEFski
The Learning Academy		/TheLearningAcademy
The Local Galleria	@the_local_galleria	/The-Local-Galleria-147602101944497
Three Peaks Restaurant		/3peaksdinnertable
Valley of the Tetons Library	@vtl_library	/Valleyofthetetons
Wells Fargo Bank		
WHALES		
Yoga Off Little	@yoga_off_little	/yogaofflittle

<b>Downtown Driggs Supporters/Grantees</b>	<b>Instagram</b>	<b>Facebook</b>
City of Driggs		/DriggsIdaho
Community Foundation of Teton Valley	@cftetonvalley	/cftetonvalley
Cryo Therapy Idaho	@cryotherapyidaho	/cryotherapyidaho
Downtown Driggs Association	@downtowndriggs	/downtowndriggs
Grand Teton Distillery	@tetondistillery	/tetondistillery
Grow Huts	@growhuts	/growhuts
Idaho Commission on the Arts	@artsidaho	/idahocommissiononthearts
Liquor Market		/LiquorMarket

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Main Street America	@natlmainstreet	/NationalMainStreetCenter
National Endowment for the Arts	@neaarts	/NationalEndowmentfortheArts
Peaked Sports	@peakedsports	/PeakedSports
Sage Realty Group	@sagerealtygroup	/tetonrealty
Silver Star Communications	@silverstarcommunications	/SilverStarCom
Teton Regional Economic Coalition	@tetonregionaleconomiccoalition	/Teton.Regional.Economic.Coalition
Teton Valley Health	@tetonvalleyhealth	/TetonValleyHealth
Visit Idaho/Idaho Travel Council	@visitidaho	/VisitIdaho

<b>Regional Media</b>	<b>Instagram</b>	<b>Facebook</b>
Buckrail	@buckrailnews	/buckrailnews
East Idaho News	@eastidahonews	/eastidahonews
Idaho Falls Post Register	@postregister	/postregister
Jackson Hole News & Guide	@jhnewsandguide	/JHNewsAndGuide
Pocatello Idaho State Journal	@idahostatejournal	/idahostatejournal
Rexburg Standard Journal	@uvsj	/uppervalleystandardjournal
Teton Valley News	@tetonvalleynews	/tetonvalleynews

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