# EAST BAY OPEN STREETS

**Love Our Lake Day 2015 Hash Tags:**
*#openstreets*
*#loveourlake*
*#Oakland*
*#EastBay*
*#OpenStreets2015*
*#EastBayOpenStreets*
*#PicnicAtTheLake*
*#EastBayAllDay*
*#playinthestreet*
*#community*

*#_sponsor name_ AND/OR @_sponsor handle_*

**How You Can Help:**

**Twitter**! [**@LoveOurLakeDay**]
We can't tweet or retweet enough. Add hashtags ( *#openstreets, #Oakland, #EastBay, #OpenStreets2015, #EastBayOpenStreets, #PicnicatTheLake, #loveourlake, #EastBayAllDay, #playinthestreet, #community…etc!*) Twitter is great for heavy rotation and cross promotion of sponsors and activities alike - and it's quick (140 characters or less!)

**Instagram**! [**@loveourlakeday**]
This will be priority on the day of the event. However, if you have a cool and relevant photo between now and then, use this account! Feel free to add the same hashtags you'd use w/Twitter. With IG, try to avoid cross posting every post with FB. Keeping the material "exclusive" to one outlet helps maintain followers. Ask your friends to follow us, re-gram cool old photos for ThrowbackThursday (*#tbt*) or FlashbackFriday (*#fbf*)

**Facebook**! [**www.facebook.com/oaklavia**]
Do tag the event in your posts, and be sure to let "like" our FB posts – this helps more people to see info about the event.  People are prone to Facebook fatigue of "help/join/donate" posts. In order to gain more likes (and keep them) we need to create content they want to share: photos, videos, and interesting articles, etc. If the majority of our posts are asking people to do something for us, then we risk losing followers.

Remember:  please share, share, share. Social media only works when there's group involvement.


Many thanks for your support!


- East Bay Open Streets Director Team