

DOWNTOWN HAWKINSVILLE'S SOCIAL MEDIA POLICY

Hey Downtown Hawkinsville businesses and visitors! We have some new rules for our Downtown Hawkinsville Facebook and Instagram pages. If you are a Downtown Hawkinsville business or just visiting downtown, and you are not following us on Downtown Hawkinsville's Facebook and Instagram page, give us a follow!

If you are a Downtown Hawkinsville business or visitor, once you follow us, mention us in your posts by using @DowntownHawkinsville on Facebook, Instagram, or both platforms. You can also tag us in your pictures.

By using @DowntownHawkinsville in posts or tagging Downtown Hawkinsville in pictures, you are giving Downtown Hawkinsville permission to share your posts and pictures to Downtown Hawkinsville's Facebook story, Instagram story, Facebook page, or Instagram page. You are also giving us, as well as our affiliate entities (Hawkinsville-Pulaski County Economic Development & Main Street Office, Hawkinsville Downtown Development Authority, Georgia Downtown Association, Georgia Economic Development Association, and Georgia Main Street Program) permission to share and utilize your content (pictures, products, testimonials) for marketing purposes.

BENEFITS

So how does mentioning @DowntownHawkinsville or tagging Downtown Hawkinsville in pictures on social media benefit your business? Well by giving us and our affiliates permission to share your content, you are allowing us to place your business and products in front of a large audience that might be different from your own:

Downtown Hawkinsville's Facebook Page: 1,400 Followers +

Downtown Hawkinsville's Instagram Page: 400 Followers +

Affiliate Pages:

Georgia Main Street Program Facebook Page: 7,400 Followers +

Georgia Main Street Program Instagram Page: 2,600 Followers +

Georgia Downtown Association Facebook Page: 2,400 Followers +

Georgia Downtown Association Instagram Page: 800 Followers+

Georgia Economic Development Association Facebook Page: 2,000 Followers +

Total Possible Audience Reach: 17,000 Followers across all platforms

NEED HELP?

If you are a Downtown Hawkinsville business who doesn't have social media, you should reconsider! Did you know having a social media presence helps boost your business's website or page in internet searches? It's also the cheapest form of advertising because it's FREE! If you are interested in learning more about utilizing social media to promote your business, Hawkinsville-Pulaski County's Economic Development & Main Street Office and the Hawkinsville-Pulaski County Chamber of Commerce have partnered with the UGA's Small Business Development Center to offer an upcoming Lunch & Learn Class in Hawkinsville for social media. We will announce the dates soon, so keep up with us!

DISCLAIMER

Although Downtown Hawkinsville will try to reshare everyone's content who appropriately mentions @DowntownHawkinsville or tags Downtown Hawkinsville, we may not always be able to do so due to time and resources.

If you have any questions or concerns, please contact Hawkinsville-Pulaski's Economic Development & Main Street Office at 478-892-3240 Extension 6 or email us at econdev@hawkinsvillega.net.

