



Alternative Gifts
INTERNATIONAL

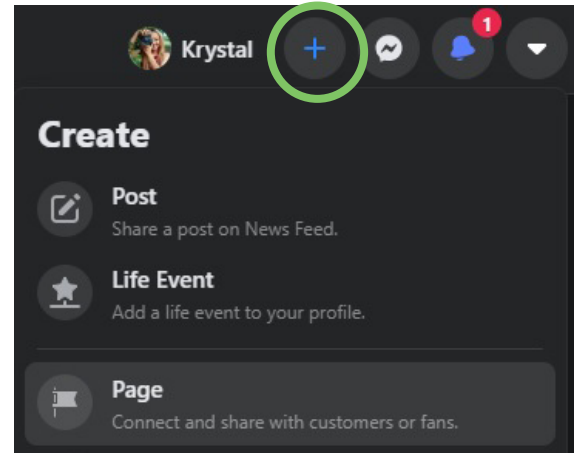
HOW TO USE *social media* to promote your *alternative gift market*



FACEBOOK

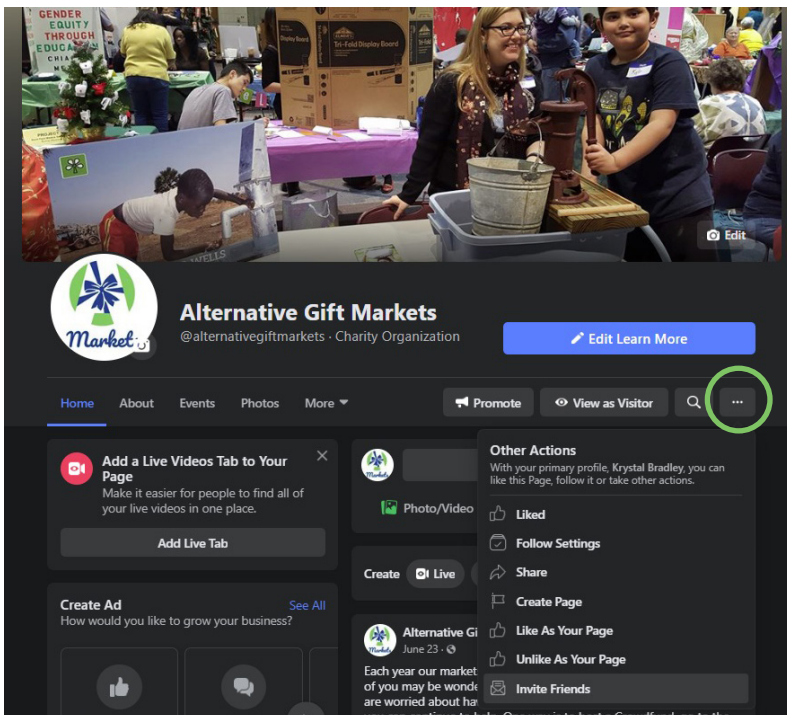
1. Create Your Page

You cannot create a Facebook business page, without having a personal account. To create a business page, sign in with your personal account details, then **click the plus (+) icon** in the upper right-hand corner. From the drop down, choose “Page”. Enter your details for your gift market, and choose a photo from your market (if possible) for the cover photo/header image.



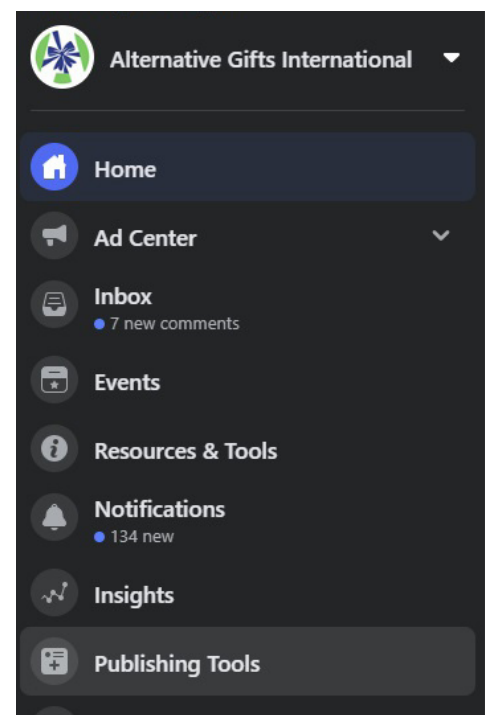
2. Grow Your Page

Getting likes on your Facebook page isn't easy. It takes creativity and patience. To start, invite your Facebook friends to like your new page (**click the three dots on the right side of your new page**). Then, publicize your Facebook page to your church/organization and ask them to like the page and invite their friends too.



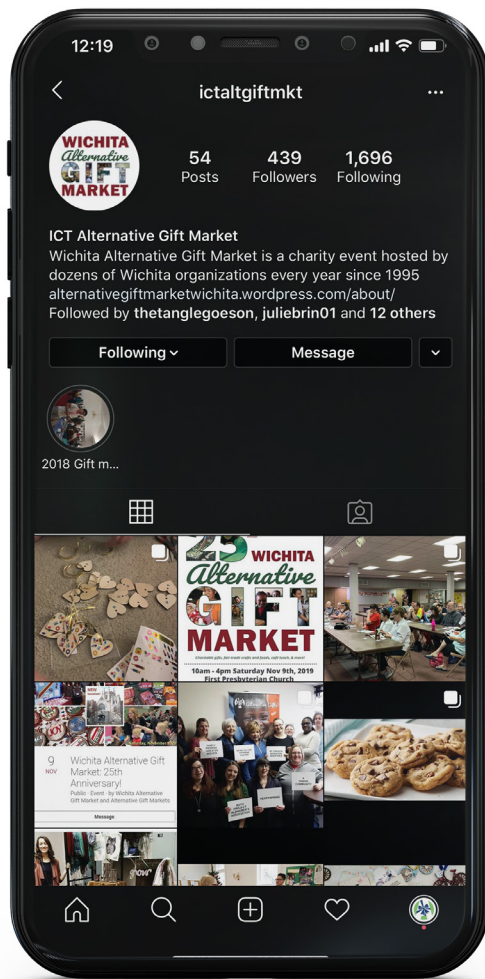
3. Schedule Your Posts

A big part of gaining trust from social media users is consistency. To maintain your page without spending a lot of time on it everyday, you can schedule your posts on Facebook. To start scheduling posts, look at the left side of your business page. Click on **Publishing Tools** and then select “Create Post”.



INSTAGRAM

Instagram is a highly visual platform. Only the best photos should be posted. It has been recommended to post daily for some industries, but we have found the number of times you post isn't as important as the consistency. For instance, if you only have enough images to post two times per week, stick with that.



Click [here](#) to follow Alternative Gifts International on Instagram!

Instagram Tips

1. Use hashtags (See examples below)
#alternativegiftmarket, #uniquegifts, #uniquechirstmasgifts, #christmasgiftfair, #christmasgifts, #alternativechristmasgifts
2. Add your location to each photo
3. Tag other accounts in your photos
4. Respond to all comments
5. Write compelling captions, and assume your audience is just learning about you
6. Use Instagram stories
7. Use the "highlights" feature for users to quickly access information
8. Post behind-the-scenes content to show the planning process of the market
9. Mix up your posts by posting short videos in addition to photos
10. Post about your volunteers and tag their Instagram accounts



Alternative Gifts International created a Facebook page dedicated to Alternative Gift Markets and a Facebook group for market volunteers. Like the page and join the group to connect with volunteers around the nation!

LIKE THE PAGE

JOIN THE GROUP