




# BC HOME + GARDEN SHOW 2024

## SOCIAL MEDIA CHEAT SHEET

Thank you so much for being a part of the 2024  
BC Home + Garden Show!

We encourage you to share about the Show on your  
social media channels by tagging [@vanhomeshows](https://www.instagram.com/vanhomeshows)  
and using the hashtag #VanHomeShow.

This social media cheat sheet is designed to assist  
with any content and messaging you may be  
sharing prior to and over the course of the Show.



# ABOUT THE SHOW

- The BC Home + Garden Show returns for four days only - February 8-11, 2024 - at BC Place Stadium
- Buy tickets online at [bchomeandgardenshow.com](https://bchomeandgardenshow.com)
- Appearances from HGTV Canada's Scott McGillivray and others
- Explore this year's top trends in design, renovation, cooking, and gardening

## SOCIAL MEDIA TIPS

- **Instagram and Facebook Stories:** Share behind-the-scenes video content and photos, special offers, or features available at your booth.
- **Instagram Reels:** Record fun and engaging clips of your booth, highlighting the Show weekend or featuring your team.
- **Facebook + X:** Let your audiences know where you'll be at the Show, share photos and links to purchase tickets.
- **TikTok:** Record fun and engaging clips of your booth, highlighting your involvement in the Show or featuring your team. **While we don't have a TikTok account you can mention the 'BC Home and Garden Show.'**
- Tag the Show accounts and use the Show hashtag (see below), use geolocations (BC Place), add hashtags to your posts and utilize features in the apps ie. trending songs, Instagram story stickers etc.
- Share Instagram stories throughout each day of the Show and share 1-3 posts / Reels daily, as needed.

#VANHOMESHOW

