



WINNIPEG
HOME
+ GARDEN
SHOW 2024

SOCIAL MEDIA CHEAT SHEET

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

We encourage you to share about the Show on
your social media channels by tagging
@wpghomeshows on Instagram, Facebook and X,
and using the hashtag #WinnipegHomeShow.
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 Winnipeg Home + Garden Show returns for 4 days only - April 4-7th, 2024 at the RBC Convention Centre
- Buy tickets online at winnipeghomeandgardenshow.com
- Appearances from HGTV Canada's Bryan Baeumler (Island of Bryan) and many more.
- Explore this year's top trends in home improvement, renovation, design, gardening and landscaping.

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 'Winnipeg Home and Garden Show.'**
- Tag the Show accounts and use the Show hashtag (see below), use geolocations (RBC Convention Centre), 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.

#WinnipegHomeShow



[WinnipegHomeShows](https://www.facebook.com/WinnipegHomeShows)



[@WPGHomeShows](https://twitter.com/WPGHomeShows)



[@wpghomeshows](https://www.instagram.com/wpghomeshows)