

Alberta Culture Days Newsletter

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Branding Your Alberta Culture Days Event

Did you know that Alberta Culture Days event planners have access to FREE event planning and promotional resources? From customizable print ads and posters in eight languages, to news release templates and web ads, our [Tools & Tips](#) page has all the resources you'll need to help brand your event as part of Alberta's largest celebration of heritage, arts, community spirit and cultural diversity.

Alberta Culture Days
Discover • Experience • Celebrate

Of course, don't forget to register your event on the [Alberta Culture Calendar](#), which is promoted extensively leading up to Alberta Culture Days as the main tool for Albertans to find out what's happening in their communities.



Alberta Culture Calendar

AlbertaCultureCalendar.ca is the place to discover events or get your event noticed.



VITALIZE
Provincial Voluntary Sector Conference

[Register today](#) for Vitalize 2014, Alberta's premier training conference for the nonprofit/voluntary sector, June 5 - 7, at the Telus Convention Centre in Calgary!



A Cultural Blending Celebration

Many think of Alberta Culture Days as a time for arts organizations to showcase their work. Alberta Culture Days is indeed a great time to take in some art, but it's also an opportunity to explore the many other facets that make up our province's vibrant and unique culture. A number of heritage, multicultural and social serving nonprofit organizations regularly participate in this provincial celebration. Each is helping to showcase the breadth and diversity of Alberta by telling the stories of our past, present and providing inspiration for the future. They connect Albertans to new and unique experiences that are sometimes missed.

One such group is the Westend Seniors Activity Centre (WSAC) in Edmonton. For 36 years, they have been a support hub for seniors by providing programs for health, fitness and senior needs.

The Executive Director of WSAC, Janice Monfries, saw the opportunity to participate in Culture Days as a way to learn and inform people about Albertan culture from a senior perspective. She went even further and partnered with the Confucius Institute. The partnership had immigrants from the Institute visit

WSAC on the Friday of Alberta Culture Days 2013. Programming included Aboriginal performances, pictures with the RCMP, square dancing, a taste of Alberta (Buffalo sliders), information sessions, quilling, woodworking and a Klondike Kitty performance.

On the second day, the roles reversed and seniors were bussed to the Confucius Institute to take part in Chinese dough art, Tai chi, calligraphy, acupuncture, Chinese medicine workshops and Chinese traditional line dance.

Monfries called this partnership a “cultural blending celebration.” All events were open to the public and gave seniors the chance to tell their story about Alberta. “I like showing Alberta culture. It was long overdue,” Monfries said referring to the importance of immigrants and Albertans of any age learning about and participating in cultural activities.

As Alberta Culture Days 2014 gets closer, think about how your programming can be inclusive but diverse, entertaining and educational, or anything that displays our history or helps bridge cultural gaps.

And remember, partnering with others always makes for a better celebration.



Using Social Media to Market Your Events

Social media can be an effective tool to market your Alberta Culture Days events and to interact with audiences. But with so many messages being shared online these days, it can be difficult to ensure your messaging doesn't get lost in the shuffle. Below are a few tips to help you make lasting impressions during your social media campaigns.

- **Make a Plan** – Identify what your goals are and who is your target audience. Are you trying to increase website traffic, create a conversation or communicate with your audience? What message do you want to send to your audience?
- **Create Quality Content** – Offer valuable information that your audience will want to learn and use a variety of images, videos or infographics to compliment text-based content. If you provide quality content, your audience is more likely to share your postings on their social media platforms too.
- **Keywords are Essential** – Social media is meant to be short and sweet! Identify a handful of keywords and phrases to consistently use within your messaging.
- **Use a variety of platforms** – Unless you have thousands of followers, simply making an event page on Facebook won't gain much traction within the social media world. Linking your message using a variety of platforms, such as Twitter, Pinterest, Youtube and Instagram can increase your audience network and help spread your content.
- **Develop Relationships** – Networking within social media platforms is important. When you make a posting, be available to participate in conversations that arise. Also, spend some time sharing content published by others, so that they may do the same for you.

You can follow Alberta Culture Days and share updates on your event planning at @AlbertaCulture or at [Alberta Culture Days Facebook page](#). Don't forget to use the

#ABCultureDays hashtag. It not only loops you into the conversation, but also helps brand your event as part of this magnificent, province-wide celebration!



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