

Guidelines / Suggestions to help the Chamber help you by promoting you on Social Media Channels

Post on Facebook from your business page. We do try to scan Facebook for member posts and share them with our followers.

Good Examples of posts can be found by visiting the following member Facebook pages

Julian Tea and Cottage Arts
Candied Apple Café
Lake Cuyamaca Restaurant
Jeremy's on the Hill

To note: Photos are more engaging and we recommend photo posts whenever possible.

- Respond to requests for information posted on the “merchants and businesses” group on Facebook. We encourage joining this group in each of our email newsletters and at our social gatherings (mixers, breakfasts)
- Post your events on the Chamber Calendar at www.visitjulian.com. We work hard to share members events on social media.
- Create Facebook events. We scan Facebook for member events. Go one step further and email us about your Facebooks event (if not on our calendar) our email is marketing@julianca.com
- Follow us on Instagram - @visitjulian. Tag us in Posts - @visitjulian
- Use the chamber hashtags when sharing posts on Instagram #visitjulian #julianca
- Tag us in Posts - @visitjulian

The chamber has held social media workshops in the past and is working on more for the future and we invite you to take advantage of these free opportunities to gain information if you feel it will be of benefit. Information on our Social Media Practices

Frequently we take a category page from our website and post each business in that category on our Facebook page throughout that week (about 3 a day).

If you do not have a website or a Facebook page, we share your chamber profile information. However, as stated above, photos are more engaging and not having an online presence diminishes the impact of the post about you and the impact of our page as a whole.

Businesses who share on Facebook, engaging posts are more likely to get shares from us. We are working in a platform aptly named “social media.” We are social with those who are social.

Any engaging post on the chamber Facebook page, no matter what business it is sharing is good for Julian as a whole.

