



**Social Media Posts and Recommendations Guide  
Washington Pavilion 62nd Annual Sidewalk Arts Festival Sponsors**

**September 6, 2025, 9 a.m. – 5 p.m.**

**Website:** <https://www.washingtonpavilion.org/event/sidewalk-arts-festival-2025/>

**Hashtag:** #WashPavSidewalkArts

As the Washington Pavilion 62nd Annual Sidewalk Arts Festival (SWAF) draws closer, talking about the event on social media platforms is essential for creating excitement and spreading the word on what the Sidewalk Arts Festival is all about.

**Stay tuned to our Facebook event, social media posts and the Washington Pavilion website for updates on the event.**

Before you embark on your social journey for Washington Pavilion Sidewalk Arts Festival, we encourage you to like Washington Pavilion on Facebook (<http://www.facebook.com/washpav>) and follow us on Instagram (<https://www.instagram.com/washpav/>) for the latest information and ease of tagging the Washington Pavilion in your social posts.

The following are helpful guidelines for making sure your social media posts for the Sidewalk Arts Festival are successful.

**Social Media (Facebook and Instagram) Posts**

These pre-written, customizable posts are for your use. Please refer to the following table for reference.

Post Text
The Washington Pavilion's 62nd Annual Sidewalk Arts Festival is almost here! Mark your calendars for September 6. You won't want to miss it. #WashPavSidewalkArts
From art to food to hands-on activities for kids, the 62nd Annual Sidewalk Arts Festival has it all! Join us September 6 in downtown Sioux Falls. #WashPavSidewalkArts

[Company Name] is proud to sponsor the Washington Pavilion's 62nd Annual Sidewalk Arts Festival! Support local makers, shop one-of-a-kind art and enjoy a day full of community fun. See you September 6! #WashPavSidewalkArts

For 62 years, the Sidewalk Arts Festival has brought our community together to celebrate the arts. Join us downtown September 6 for this Sioux Falls tradition! #WashPavSidewalkArts

The countdown is on! Only [X] days until the Washington Pavilion's 62nd Annual Sidewalk Arts Festival. Who's excited? #WashPavSidewalkArts

### Hashtag Usage

Use the official hashtag **#WashPavSidewalkArts** on all social channels, materials and advertisements. This is an easy and fun way to keep track of all the digital conversations having to do with the event. Additionally, we will be monitoring our social channels and will share our favorite photos and statuses throughout the event.

### Tagging Sidewalk Arts Festival

When posting about the Sidewalk Arts Festival, please tag our official accounts: Facebook (<http://www.facebook.com/washpav>) and Instagram (<https://www.instagram.com/washpav/>). Tagging makes it easier for us to find your posts and increases your chances of being featured on the official Washington Pavilion social channels!

### Event Page

When referring to the event page on Facebook, please direct your followers to our official Sidewalk Arts Festival event page here:

<https://www.facebook.com/share/175ba1DLg9/>

### Sharing Posts from Washington Pavilion

We'll be posting about the Sidewalk Arts Festival on our official social media accounts: Facebook (<http://www.facebook.com/washpav>) and Instagram (<https://www.instagram.com/washpav/>).