

WE ARE HERE TO HELP YOU SHINE!

We want to showcase all that Middleburg. VA has to offer and that includes YOU and your business!



Content Pillars

When writing all content, it is important to make sure that connecting authentically with customers and followers remains top of mind. By doing that it allows us to stay true to Middleburg's mission while creating an engaged and active online community. These prompts are not all-encompassing but they are a jumping off point.



Process & Deadlines

If you're looking to have a specific event or promotion shared on the Town of Middleburg social media please fill out the request form here a minimum of 72 hours in advance (excluding weekends). For the best results, we have a minimum of 2 weeks to promote your events.



Recommended Hashtags

Branded: #townofmiddleburgva #middleburgmoment

Other: #middleburgva #vawinecountry #northernvirginia #loudouncounty #visitloudoun #liveloudoun #historic #huntcountry #loveva



Content Type By Platform

Instagram: Photos + Carousels, Videos/Reels/IG TV, Guides, IG Stories + Highlights, UGC Facebook: Photos, Videos, UGC, Guides, Business Promotions, Events, Town News/Immediate Updates

Educate

- · Highlight Middleburg's history
- Share tools/resources for residents and visitors
- Answer a FAQ Government project undates
- · Public/town meetings and updates

Inspire

- Motivational/inspiring/ encouraging quote
- Resident/visitor testimonials
- · Talk about an award the Town of Middleburg or a business has received.
- Town of Middleburg team spotlight
- Aspirational vacation/staycation content

Promote

- · Share the Town of Middleburg news or updates
- Local business promotions and special pricing
- · Share user-generated content
- Events
- Uniquely Middleburg details (i.e: art, horses)

Entertain

- Write a checklist your audience could use to produce a great vacation/ staycation that they really want when visiting Middleburg.
- Celebrate something!
- Post in honor of a national/ social media holiday.
- Middleburg throwbacks

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