

# Sample Messages



## Facebook/Instagram Activity Messages:

### **POST 1:**

STEP RIGHT UP! It's almost time to celebrate – carnival-style. Join us at [INSERT LOCATION] on [INSERT DAY/DATE] for our After-Hours Carnival Extravaganza!

# Suggested hashtags for Instagram:  
**#carnivaltime #AfterHoursCarnivalExtravagaza #StepRightUp**

### **POST 2:**

Have you seen our Guessing Booth in the [INSERT LOCATION]? Be sure to stop by and cast a vote for how many [INSERT ITEM]s you think are in the jar. You could win a(n) [INSERT PRIZE]!

# Suggested hashtags for Instagram:  
**#guessinggame #GuessingBooth #StepRightUp**

### **POST 3:**

It's a Needle In The Haystack Day! That means we've hidden [INSERT NUMBER] [INSERT ITEM]s in the [INSERT LOCATION]. Stop in, search around, and claim yours quick!

# Suggested hashtags for Instagram:  
**#seekandyoushallfind #NeedleInTheHaystack #StepRightUp**

### **POST 4:**

Craft your own festival favorite – the caramel apple – in the [INSERT LOCATION] beginning at [INSERT TIME]. Who will be joining us?

# Suggested hashtags for Instagram:  
**#caramelapple #CreateACaramelizedApple #StepRightUp**

### **POST 5:**

Step into better health! Join us in the [INSERT LOCATION] on [INSERT DATE] at [INSERT TIME] to get your fitness on during the Step Right Up promotion.

# Suggested hashtags for Instagram:  
**#steppingitup #PepInYourStep #StepRightUp**

### **POST 6:**

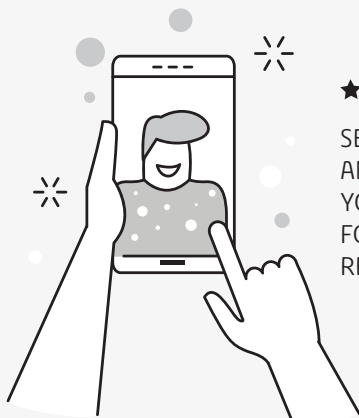
Join us for a punchy game of chance in which you could win a(n) [INSERT PRIZE]! The fun begins at [INSERT TIME] on [INSERT DATE] at the [INSERT LOCATION].

# Suggested hashtags for Instagram:  
**#getyourgameon #PrizePunch #StepRightUp**

### **POST 7:**

Get ready to build your own outrageously delicious hot dog at the [INSERT LOCATION]! It all begins on [INSERT DATE].

# Suggested hashtags for Instagram:  
**#hotdogs #UltimateHotDogBar #StepRightUp**



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SEE TWITTER MESSAGES AND ADDITIONAL "DID YOU KNOW?" FUN FACTS FOR SOCIAL MEDIA ON REVERSE SIDE.



# Sample Messages



## Twitter Activity Messages:

### POST 1:

It's almost time to celebrate – carnival-style! Join us at [INSERT LOCATION] on [INSERT DAY/DATE] for our After-Hours Carnival Extravaganza!

# Suggested hashtags:  
**#carnivaltime #AfterHoursCarnivalExtravaganza #StepRightUp**

### POST 2:

Check out our Guessing Booth in the [INSERT LOCATION]! Stop by & cast a vote for how many [INSERT ITEM]s you think are in the jar. You could win a(n) [INSERT PRIZE]!

# Suggested hashtags:  
**#guessinggame #GuessingBooth #StepRightUp**

### POST 3:

It's a Needle In The Haystack Day! That means we've hidden [INSERT NUMBER] [INSERT ITEM]s in the [INSERT LOCATION]! Stop in, search around & claim yours quick!

# Suggested hashtags:  
**#seekandyoushallfind #NeedleInTheHaystack #StepRightUp**

### POST 4:

Craft your own festival favorite – the caramel apple – in the [INSERT LOCATION] beginning at [INSERT TIME]! RT if you'll be joining us!

# Suggested hashtags:  
**#caramelapple #CreateACaramelizedApple #StepRightUp**

### POST 5:

Step into better health with us on [INSERT DATE] at [INSERT TIME] as we get our fitness on in the [INSERT LOCATION]!

# Suggested hashtags:  
**#steppingitup #PeplnYourStep #StepRightUp**

### POST 6:

Join us for a punchy game of chance; you could win a(n) [INSERT ITEM]! The fun begins at [INSERT TIME] on [INSERT DATE] at the [INSERT LOCATION].

# Suggested hashtags:  
**#getyourgameon #PrizePunch #StepRightUp**

### POST 7:

Build your own outrageously delicious hot dog at the [INSERT LOCATION]! It all begins on [INSERT DATE].

# Suggested hashtags:  
**#hotdogs #UltimateHotDogBar #StepRightUp**

## Did You Know? Fun Facts for Social Media



These fun facts about carnivals, fairs and festival food favorites will engage students during the **Step Right Up** promotion. Use them on social media or post them in the dining hall to keep student interest high this fall!

## Did You Know?

- In 2014, a woman ate every food served on a stick (nearly 100 items!) at the Minnesota State Fair to raise awareness for the Make-A-Wish® Foundation.
- Nathan Handwerker, a Jewish immigrant from Poland, is credited with popularizing the hot dog in America.
- The world's first Ferris wheel debuted at the World's Columbian Exposition in Chicago in 1893.
- The Texas State Fair sells more than half a million corn dogs every season. Customers use more than 800 gallons of ketchup and 1,500 gallons of mustard on them!
- The Pennsylvania Dutch are credited with the modern funnel cake phenomenon, though fried dough and "fritter cake" recipes came much earlier, having been enjoyed since medieval times.
- The 1893 Chicago World's Fair kick-started traveling carnivals in the United States.
- The longest thread of cotton candy ever recorded measured 1,400 meters – or over 15 football fields – in length!
- You can enjoy a deep-fried or chocolate-covered scorpion at the Arizona State Fair.
- When she was getting her start, Beyoncé performed at several state fairs.

## SOURCES:

<https://www.history.com/news/break-out-the-buns-the-history-of-the-hot-dog>  
<http://mentalfloss.com/article/54079/origins-15-delightful-carnival-rides>  
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<https://www.chowhound.com/food-news/205702/funnel-cake-may-be-a-summertime-staple-but-you-can-make-it-all-year-long/>  
<https://www.urbo.com/content/a-brightly-lit-mysterious-world-secrets-of-carnivals-revealed/>  
<https://bestlifeonline.com/crazy-facts-summer-fairs/>

