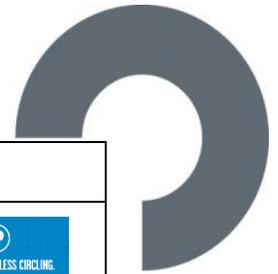




Waterfront Marketing: Social Media Campaign (starting 10/1)

Updated: September 30, 2014

| Date | Focus | Facebook post | Twitter post | Image |
|-----------|---------------------|--|--|-------|
| Tue, 9/30 | Waterfront event | We are SO excited about the @New Waterfront Festival this Saturday, Oct 4, at Waterfront Park! Family-friendly music, entertainment, activities and more, topped off with a light show on the @Pier 57 Great Wheel at sunset. 2-8 PM + free. See you there! http://www.seattlewaterfrontfest.com/ | #Free, kid-friendly event @ Waterfront Park Saturday! See you at @New_Waterfront from 2-8 PM! http://www.seattlewaterfrontfest.com/ | |
| Wed, 10/1 | Waterfront event | @The Fisherman's Restaurant & Bar and @Highway 99 Blues Club will be serving up some tasty eats at this Saturday's @New Waterfront Festival. (Pssst, just a reminder that this is a free, family-friendly!) http://www.seattlewaterfrontfest.com/ | @Highway99 Blues Club & Fisherman's Restaurant will be dishing up tasty eats at @New_Waterfront this Saturday, 10/4. | |
| Wed, 10/1 | Waterfront activity | Are you into #geocaching?! If so, check out @HistoryLink.org's "Seattle's Waterfront History" geocaching adventure, where you can follow Seattle's original shoreline, stand on top of a sunken ship, scale a bluff, and more! https://labs.geocaching.com/Adventures/Details/ac3a959c-79ee-49f6-b418-a4280f70ddd7 | Follow the original shoreline, scale a bluff, and more with @HistoryLink's Seattle Waterfront #geocaching adventure! https://labs.geocaching.com/Adventures/Details/ac3a959c-79ee-49f6-b418-a4280f70ddd7 | |
| Thu, 10/2 | Waterfront event | Many Seattleites have fond memories of watching live music down at the waterfront. Make new waterfront music memories at the @New Waterfront Festival this Saturday, Oct 4 with live performances from @McTuff, @Stephanie Anne Johnson, @ChebonChebon, @Geoffrey Castle and Grammy award-winning @Wanz! Plus, a light show at the @Pier 57 Great Wheel set to a live performance by @ Vaudeville Etiquette! | So many great musicians playing at @New_Waterfront on 10/4: @McTuffNews, @MsStephanieSaid, @ViolinCastle, @TeeWanz + @VaudevilleEtiqu! | |



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|---------------|-----------------------|---|--|---|
| Fri, 10/3 | Waterfront parking | Since you'll be headed to the waterfront for tomorrow's @New Waterfront Festival, we wanted to pass along this handy little tool: www.downtownseattleparking.com cc: Downtown Seattle | Headed to @New_Waterfront on four-wheels? You need this in your life: www.downtownseattleparking.com @downtownseattle |  |
| Mon, 10/6 | Waterfront event | Share your @New Waterfront Festival photos with us! What a fun, festive event to celebrate Seattle's waterfront and the businesses and attractions that make it such a special destination! | .@New_Waterfront was awesome! What a festive event to celebrate Seattle's waterfront & the businesses + attractions that make it so special! | [insert photo from the event] |
| Wed, 10/8 | Waterfront businesses | The second season of Seawall construction is underway, but Seattle's waterfront is OPEN! This includes some of your favorite waterfront destinations: @Argosy Cruises, @Copperworks Distilling, @Victoria Clipper, @Emerald City Trolley, @Highway 99 Blues Club, @The Great Wheel at Pier 57, @Let's Go Sailing, @Seattle Aquarium and more! | Did you hear? Seattle's waterfront is OPEN during Seawall construction, including favorite waterfront destinations (1/2) .@ArgosyCruises, @CopperworksDist, @ClipperVacation, @ECTrolley, @highway99, @Pier57Wheel, @SeattleAquarium, etc.! #gettothewaterfront (2/2) | N/A |
| Fri, 10/10 | | | | |
| Mon, 10/13 | | | | |
| Fri, 10/17 | | | | |
| Wed, 10/22 | | Looking for cheap #Waterfront parking? Head to www.downtownseattleparking.com for locations & rates as low as \$3/hour! cc: Downtown Seattle | Looking for cheap #Waterfront parking? Head to www.downtownseattleparking.com | |

