



CONTENT GUIDELINES

Welcome to the 18th edition of Doors Open Richmond! This year's event will take place in-person from June 7-8, 2025.

To help facilitate this year's program, we have created the following social media content guidelines for Partner Sites that you may find helpful when promoting the event.

ACCOUNTS TO TAG

Facebook: [@RichmondMuseum](#) [@FunRichmond](#) [@CityofRichmondBC](#)

Instagram: [@RichmondMuseum](#) [@FunRichmond](#) [@CityofRichmondBC](#)

HASHTAGS

#DoorsOpenRichmond #RichmondBC

CONTENT SUGGESTIONS

The following are content suggestions for social media. These are not mandatory, but are meant as inspiration if you are interested in helping promote the event.

*If you do not have a social media account, Richmond Museum can share content online about your site or institution on your behalf. Submissions may be edited for clarity and grammar prior to publication. **If you wish to submit content, please choose from one of the following themes and submit by Monday, May 5.***

Theme 1: Introduction

A series of photos or videos that introduces your site and explains what services/program you offer the community. The text caption or video can answer the following: What can new visitors expect when going for the very first time? Is there anything new about the service or program? Is your site accessible and what are some accessible features?

Theme 2: A Day in the Life/Behind the Scenes

A behind-the-scenes look at your day-to-day operations. This can be a timelapse video, photos of how a recent project came together, etc. You can choose to feature the work of one specific representative, or the work carried out by multiple individuals.

Theme 3: Activities & Programs

A sneak peek at what activities or programs visitors can expect during Doors Open Richmond. This can be a tour of the space through photos/video, details about the program, etc.

PHOTO/VIDEO SUGGESTIONS

The following are suggestions for selecting media to share in your social media content.

Photos

- **Quality Matters:** Choose a high-resolution image that is clear and well-lit. Blurry or pixelated photos are not as eye-catching.
- **Consider Composition:** Pay attention to composition elements such as framing, balance, and symmetry. A well-composed photo is visually appealing and draws attention quickly.
- **Authenticity is Key:** Pick a photo that accurately represents what visitors can expect during Doors Open — people engaged in your program, a photo of your site's beautiful architecture, or a photo of smiling staff members at work.

Video

- **Keep it Short and Sweet:** Attention spans on social media are short, so aim for videos that are concise and to the point. Try to convey your message in the first few seconds.
- **Capture Attention Quickly:** Start your video with a captivating hook to grab viewers' attention right away. This could be a question, a surprising fact, or an intriguing visual.
- **Optimize for Sound Off:** Many social media users watch videos with the sound off, so make sure your video is visually engaging even without sound. Use captions or text overlays to convey important information if possible.
- **Optimize for Mobile:** Most social media users access platforms on mobile devices, so make sure your videos are optimized for mobile viewing. Use vertical or square formats and ensure text is easily readable on small screens.

DOORS OPEN LOGO

Please click on the links to download the logo(s) if you wish to incorporate it into your social media graphics. It is not mandatory, but is an additional resource available for those interested.

[Version #1](#)



[Version #2](#)



[Version #3](#)

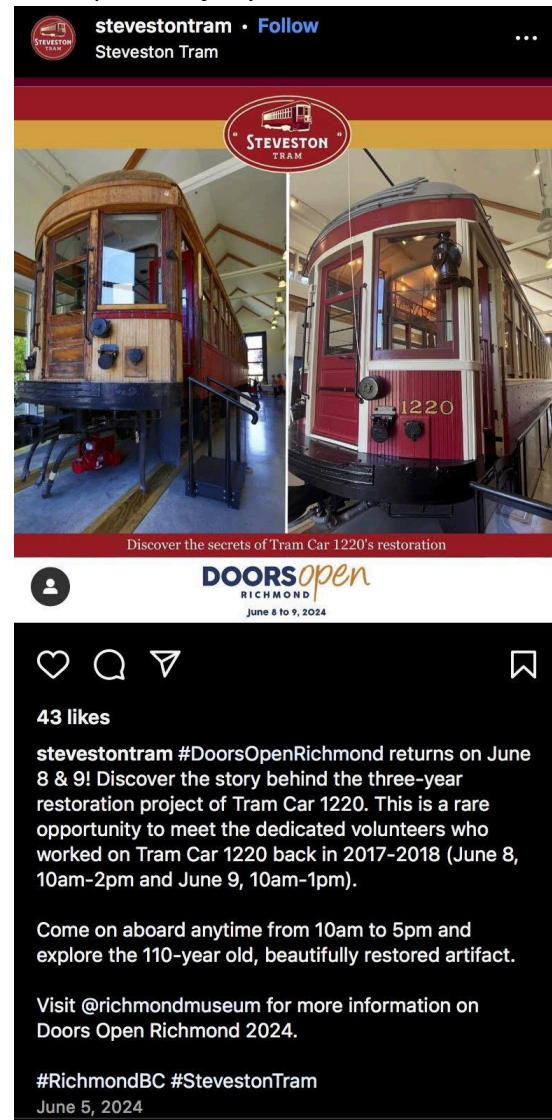
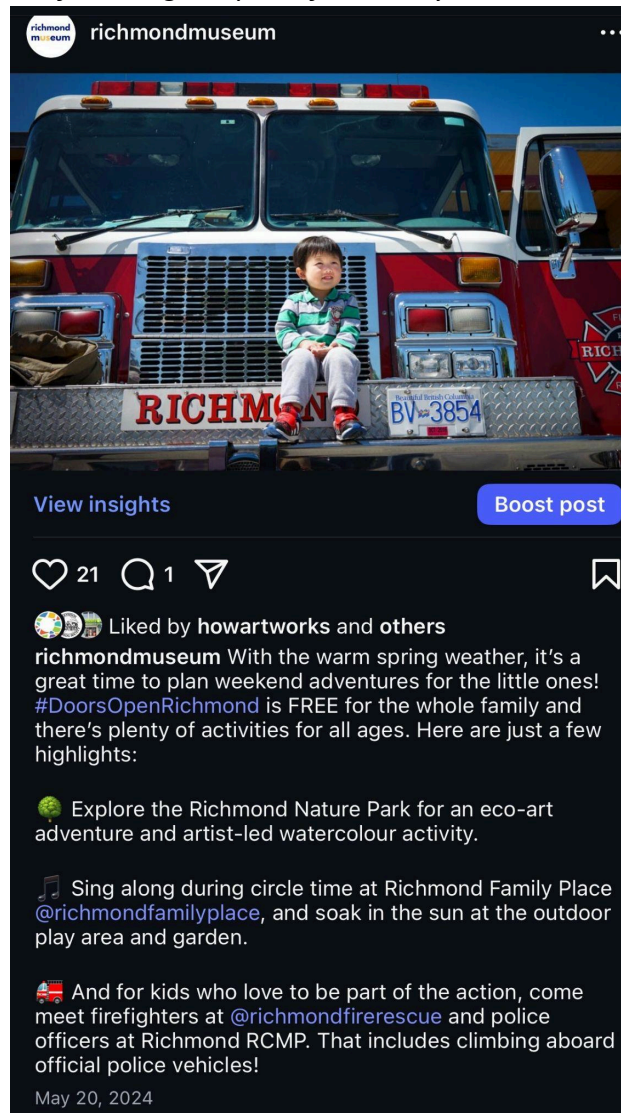


[Version #4](#)



SAMPLE POSTS

The following are posts from last year that can serve as inspiration for your own social content.



POST TEMPLATES

Thank you for your participation as a Doors Open Richmond Partner Site! Help us spread the word with these easy-to-use social media templates.

SUGGESTED EMOJIS

General 🏠 📱 🌞 🧡 🏡
Arts and culture 🎨 🖼️ 📖 🎧 🎭
Faith-based organizations 🏛️ 🕌 🛤️ 🗿
Agriculture and nature 🌽 🍓 🚜 🌻 🍷 🍇 🌳

2 WEEKS BEFORE DOORS OPEN

FACEBOOK

[INSERT THE EMOJI(S) MOST RELEVANT TO YOUR SITE] Doors Open Richmond is back June 7–8!

We're excited to be (returning as) a partner site this year, and can't wait to give visitors a look into [INSERT PROGRAMMING DETAILS].

Stay tuned for more updates in the coming days! Also, don't forget to check out Richmond Museum's account if you want to find out more on the other sites participating in this year's #DoorsOpenRichmond.

TAG @RICHMONDMUSEUM

www.richmondmuseum.ca/doors-open-richmond

[INCLUDE AN IMAGE OF YOUR OWN SITE OR USE THE PROVIDED: LINK]

INSTAGRAM

[INSERT THE EMOJI(S) MOST RELEVANT TO YOUR SITE] Doors Open Richmond is back June 7–8!

We're excited to be (returning as) a partner site this year, and can't wait to give visitors a look into [INSERT PROGRAMMING DETAILS].

Stay tuned for more updates in the coming days! Also, don't forget to check out @RichmondMuseum to learn more about the other sites participating in this year's #DoorsOpenRichmond.

Visit www.richmondmuseum.ca/doors-open-richmond. 🔗 Link in bio!

[INCLUDE AN IMAGE OF YOUR OWN SITE OR USE THE PROVIDED: LINK]

X (FORMERLY TWITTER)

[INSERT THE EMOJI(S) MOST RELEVANT TO YOUR SITE] #DoorsOpenRichmond is back & we're thrilled to be participating in this year's in-person program. We'll be [INSERT PROGRAMMING DETAILS].

www.richmondmuseum.ca/doors-open-richmond

[INCLUDE AN IMAGE OF YOUR OWN SITE OR USE THE PROVIDED: LINK]

THE 1ST DAY OF DOORS OPEN: JUNE 7

FACEBOOK

🎉 The 18th Doors Open Richmond begins today, with more than 50 partner sites located across the city available for you to explore! This is the perfect opportunity to see Richmond like you never have before.

Find out more about the programs taking place this weekend at www.richmondmuseum.ca/doors-open-richmond. Enjoy this year's #DoorsOpenRichmond!

TAG @RICHMONDMUSEUM

IMAGE: [INCLUDE IMAGE LINK]

INSTAGRAM

🎉 The 18th Doors Open Richmond begins today, with more than 50 partner sites located across the city available for you to explore! This is the perfect opportunity to see Richmond like you never have before.

Find out more about programs taking place at the @RichmondMuseum website: www.richmondmuseum.ca/doors-open-richmond. 🔗 Link in bio!

We hope you enjoy this year's #DoorsOpenRichmond.

#RichmondBC

IMAGE: [INCLUDE IMAGE LINK]

X (FORMERLY TWITTER)

🎉 The 18th #DoorsOpenRichmond starts today, with more than 50 partner sites located across #RichmondBC! Learn all about this year's in-person program at @Richmond_Museum.

www.richmondmuseum.ca/doors-open-richmond

IMAGE: [INCLUDE IMAGE LINK]