



CONTENT GUIDELINES

Welcome to the 19th edition of Doors Open Richmond! This year's event will take place in-person from June 6-7, 2026.

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 Tuesday, 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.

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.

lymt.bc • Follow
Ling Yen Mountain Temple



35

lymt.bc Doors Open Richmond Site 17 - Lingyen Mountain Temple

When: Sat & Sun, Jun 7-8, 2025 | 9:00 AM – 4:00 PM
Location: 10060 No. 5 Road, Richmond, B.C

Explore the compassion and wisdom of Buddhist culture through engaging experiences. Lingyen Mountain Temple offers traditional Buddhist practice, community service, and cultural exchange, blending Chinese traditions with Western engagement. With daily sessions, educational workshops, and diverse programs, it fosters spiritual growth and intercultural understanding.

Bring a friend or share this post with someone who would love a peaceful, meaningful weekend experience! 😊

Swipe through to see moments from Doors Open Richmond 2024!

Follow us at @lymt.bc for more updates in English!

#加拿大靈巖山寺 #靈巖山寺 #淨土宗 #列治文 #溫哥華
#DoorsOpenRichmond #RichmondBC
#DoorsOpenRichmondBC #LingyenMountainTemple
#lymtcanada #ExploreBC #CulturalExperience
#BuddhistTemple #doorsopen2025 #CommunitySpirit
#ThingsToDoInRichmond #BCEvents #MindfulMoments
#SpiritualJourney #richmondevents #whatsonrichmond
#explorerichmond #funweekend #funactivities

May 14, 2025

stevestonmuseum • Follow
Steveston Museum & Post Office



plus 50+ sites across Richmond!

13

stevestonmuseum #DoorsOpenRichmond comes to Steveston this weekend!

Drop in Saturday June 7 from 10am to 4pm to meet local artist Roxsane Tanner and learn about her watercolour creations in @historic.steveston's Pop-Up Art Studio.

#Steveston #RichmondBC

June 4, 2025

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 🌻 🍓 🚜 🌻 🍷 🍇 🌳 🌲

1-2 WEEKS BEFORE DOORS OPEN

FACEBOOK

[INSERT THE EMOJI(S) MOST RELEVANT TO YOUR SITE] Doors Open Richmond returns June 6–7!

We're excited to be taking part this year [AGAIN/FOR THE FIRST TIME] and can't wait to welcome you on [SATURDAY JUNE 6/SUNDAY JUNE 7/BOTH SATURDAY AND SUNDAY].

With 40+ partner sites across the city, there's something for everyone, whether you're out and for an individual adventure, or exploring with family and friends.

Stay tuned for more details, and be sure to follow Richmond Museum to start mapping out your Doors Open weekend!

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 returns June 6–7!

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With 40+ partner sites across the city, there's something for everyone, whether you're out and for an individual adventure, or exploring with family and friends.

Stay tuned for more details, and be sure to follow @richmondmuseum to start mapping out your Doors Open weekend!

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] Doors Open Richmond returns June 6–7!


We're excited to be participating, and along with 40+ partner sites across the city, there's something for everyone!

Find out more at 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 6

FACEBOOK

 Doors Open Richmond 2026 is this weekend! Come out to visit us from X am to X pm [TODAY/TODAY AND TOMORROW] for [DETAILS ABOUT PROGRAM OFFERINGS AT YOUR SITE - GUIDED TOURS, CRAFTS/CHILDREN' S ACTIVITIES, WORKSHOPS, ETC.].


Looking for more family-friendly activities this weekend? Find out more about the 40+ sites participating this year at www.richmondmuseum.ca/doors-open-richmond.


We look forward to welcoming you at #DoorsOpenRichmond!

TAG @RICHMONDMUSEUM

IMAGE: [INCLUDE IMAGE LINK]

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Looking for more family-friendly activities this weekend? Find out more about the 40+ sites participating this year at the @RichmondMuseum website: www.richmondmuseum.ca/doors-open-richmond.  Link in bio!

We look forward to welcoming you at #DoorsOpenRichmond!

#RichmondBC

IMAGE: [INCLUDE IMAGE LINK]

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IMAGE: [INCLUDE IMAGE LINK]