

Granville Island Events: Website Listings and Social Media Overview

Website Listings

The Public Affairs and Programming team at CMHC-Granville Island regularly updates event listings on Granville Island.com. If you are hosting an event on Granville Island that is open to the public, you are welcome to submit your event listing to Information Services. Please fill out the [Granville Island Events: Website Listing Application](#) 6-8 weeks before your event, so we have sufficient lead time for translation before posting. The event information will be translated into French as the site is bilingual.

Additional Social Media Support for Events

Social media is a key promotional tool for any business, no matter the size. Over the past 10 years, Granville Island has gradually transformed its communications from primarily print-based to a multi-directional digital platform. Granville Island's consumer marketing communications has been, and remains, destination-based. This means that we aim to bring more visitors to the Island and to encourage these visitors to explore all parts of Granville Island. We build relationships with Granville Island customers, and potential customers, via a content-rich, story-driven, approach.

Our social media strategy is to share the Granville Island experience with the goal of inspiring our audience to visit and/or talk about Granville Island online and offline. We aim to post content that best connects with our audience through testing a variety of content and measuring reach, engagement, and impressions.

SUBMITTING SOCIAL CONTENT TO GRANVILLE ISLAND

We have daily opportunities for event producers to be included in our social media content. Event producers wishing to promote an event can submit their content to Granville Island with the potential to have it posted, and engage with a large audience. To do so, please review the following info and then complete the [Granville Island Events: Social Media Submission Form](#).

When selecting submitted event content, we aim to have a variety of posts on many diverse topics. We choose content to optimize audience reach and impressions.

Please note that we cannot always commit to posting information submitted, or to a certain timeline when posting. We also must maintain our ability to review and edit content to ensure that all posts are consistent with our brand and voice. **Please note, we schedule social content weeks in advance so when submitting content, please do so at least three weeks prior to the requested posting date.**

We can also share your social posts. Posts that you want to see shared or retweeted from your account to Granville Island accounts can be submitted for review. Submit a screenshot of the post and the handle of the account it was posted to. Shared posts will be subject to the same guidelines as stated above.

Any imagery or video that is submitted must have usage rights assigned to Granville Island for publication. This means that a business must own the image/video or have the right to use it for commercial purposes.

Remember the Character Limits!

Instagram – 2,200

Facebook – 5,000

Twitter – 280

Events Social Media Submission Form



Granville
Island

For more information contact 604.666.8012 or cfrankli@cmhc.ca

Please email completed form and images to cfrankli@cmhc.ca

IMPORTANT! Applicants must review Granville Island Events: Social Media Submission Overview

CONTACT INFO

Submitted By: Date Submitted:	Contact Number: Contact Email:
Name / Organization / Granville Island Business: Business Address:	

OPTION 1: Social Share

Social Share (e.g. Granville Island will share your social media post directly from your account to the Granville Island social media account(s) – include what/when/where you will be posting)

OPTION 2: Send us your prewritten posts in regards to the event

Twitter Post (280 character max)
Instagram Post (2,200 character max)
Hashtag Suggestions
Facebook Post (5,000 character max)

CMHC Granville Island will review and approve content prior to posting, and reserves the right to edit content. There is no guarantee that submitted content will be posted; nor is there a commitment to post within the requested timeline.

I understand that submitting this form to CMHC Granville Island does not guarantee my post to appear on the Granville Island social media accounts.