

MAAF 2020 Virtual Fair Discussion



MAAF 2020 Virtual Fair

Our Presenters

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MAAF 2020 Virtual Fair

Topics

- What is a Virtual Fair
- Why Have a Virtual Fair
- Virtual Show's and Contest's
- Getting the Word Out
- Post Event Evaluation



MAAF 2020 Virtual Fair

What is Virtual ?

- Being on or simulated on a computer or computer network
- Occurring or existing primarily online



What are the advantages of a virtual fair?



MAAF 2020 Virtual Fair

Virtual Show's & Contest's

- Types of Show's or Contest's
 - Fully Virtual
 - Hybrid
- How does it work
 - Entering the show / contest
 - Judging the show / contest



MAAF 2020 Virtual Fair

Example – beltieshow.com

Winter Heifer Calf - November - December 2019

Animal Name:

Craigellachie "Helena"

DOB: 12/19/19

[Click for Pedigree](#)






Exhibited By: Olivia Graham (GA)

[VIDEO](#)



Social Media Platforms

Cover Photo: create a cover photo NOW to promote your virtual event

- Facebook 
- Instagram 
- Twitter 
- Snapchat 
- YouTube 
- These are the top contenders, but there are more...
- Don't forget your website....



Uses of Social Media - Virtual Fairs & Beyond



Sharing content such as photos, videos, and more Uses of Social Media - Virtual Fairs & Beyond with friends and followers of your fair



Live and Real-Time video streaming and photo sharing on newsfeed or through "My Stories"



Pre-recorded video & audio sharing



Educational Information sharing

Best Social Media Platforms for Fairs & Virtual Fairs

Facebook



- Larger, broader target audience - majority of the population utilizing Facebook attends your fair annually
- Best uses are for live streaming, “My Story” posting for 24-hour viewings from all followers, pre-recorded video sharing, photo-sharing, educational information, and maintaining engagement with your audience year-round. Integration with Instagram.

Instagram



- Large audience, not in age range, but in reach beyond your local followers
- Good for real-time photo & video-sharing with followers, also has “My Story” feature, integrates My Story & photo sharing to your Facebook account instantly
- Use of “hashtags(#)” adds your posts to the pool of similar tagged posts for larger audience viewing

Using These Platforms for a Virtual Fair



Post “go-live” pre-recorded videos of events that would normally take place at your fair i.e. compilation video of 4-H dairy show, or a goat show, etc.



Share photo album or slide-show of photos from contests that would take place in exhibition halls, i.e. quilt making, vegetable growing, etc. of entries and share winners if pre-judged



If you have local acts/entertainment who want to take part, many bands & musicians have been going live on their own Facebook pages, can ask for pre-recorded performance or share a post with a link to their page



There are many options out there for what you can do, based on the events and activities that you put on at your fair and would like to try and still exhibit this year.

Templates & Toolkits

Virtual Fairs



Social Media Content

➤ Where do I start?

- Build your brand: Include your logo/website/link on all original content.
- Post at the right time: 12pm, 3pm, 7pm are peak. Also post in the morning for less competition in your followers news feeds.
- Tell your story: introduce your followers to your organization and your employees, vendors, exhibitors, etc. Talk about your charitable contributions and how you positively impact your community.



Social Media Content

▶ Engagement

- ▶ Plan and post your fair schedule, ahead of time & daily.
- ▶ Ask questions: What is your favorite #FairFood, memory, etc..
- ▶ Promotions & Contests: people love free stuff!
- ▶ Highlight your fans: know a fair lover with a great story? Ask them to share it!
- ▶ Respond: respond to your followers as often as possible when they compliment you!

Social Media Content

➤ Original Content

- Create original images and artwork. Include your logo!
- Post videos: pre-recorded, live, shared from partners.
- Post how-to guides: ag education, fair foods, home crafts, the possibilities are endless!



Social Media Content

➤ Promote your page

- Use hashtags: #MaineFairs #FairFaces #RealMaine #YourFair
- Tag: mention partners, vendors, exhibitors or sponsors. Tag them in the post so they see it and can share it as well.
- Boost your posts: paid ads reach a broad audience for little investment.
- Recommend other pages: **SUPPORT ALL FAIRS!**



Templates (Facebook)

Cover Photo: create a cover photo NOW to promote your virtual event





VIRTUAL
EDUCATION
AGRICULTURE FOR THE NEXT GENERATION

YOUR FAIR
(VIRTUAL)

JUNE 6, 2020

WWW.YOURFAIR.COM
YOUR FACEBOOK
YOUR INSTAGRAM



VIRTUAL
EXHIBITS
NOW ACCEPTING ENTRIES!

YOUR FAIR
(VIRTUAL)

JUNE 6, 2020

WWW.YOURFAIR.COM
YOUR FACEBOOK
YOUR INSTAGRAM



VIRTUAL
VENDOR FAIR
SHOP LOCAL!

YOUR FAIR
(VIRTUAL)

JUNE 6, 2020

WWW.YOURFAIR.COM
YOUR FACEBOOK
YOUR INSTAGRAM



VIRTUAL
LIVESTOCK
SHOWS & SALES

YOUR FAIR
(VIRTUAL)

JUNE 6, 2020

WWW.YOURFAIR.COM
YOUR FACEBOOK
YOUR INSTAGRAM



VIRTUAL
FOOD
FAIR FAVORITES!

YOUR FAIR
(VIRTUAL)

JUNE 6, 2020

WWW.YOURFAIR.COM
YOUR FACEBOOK
YOUR INSTAGRAM



VIRTUAL
FUN & GAMES
STEP RIGHT UP!

YOUR FAIR
(VIRTUAL)

JUNE 6, 2020

WWW.YOURFAIR.COM
YOUR FACEBOOK
YOUR INSTAGRAM



 WWW.YOURFAIR.COM

Fun & Games

AWAIT!



Your Name
 (VIRTUAL) **FAIR**
 JUNE 6, 2020



 WWW.YOURFAIR.COM



Your Name
 (VIRTUAL) **FAIR**
 JUNE 6, 2020

Fair Food

SHARE YOUR FAVORITES!

Livestock Auction

AUGUST 8, 2020



Your Name
 (VIRTUAL) **FAIR**
 JUNE 6, 2020



 WWW.YOURFAIR.COM




Your Name
 (VIRTUAL) **FAIR**
 JUNE 6, 2020





 WWW.YOURFAIR.COM

Your Name
 (VIRTUAL) **FAIR**
 JUNE 6, 2020



 WWW.YOURFAIR.COM

Vendor Fair

BUY LOCAL!




Exhibits

NOW ACCEPTING ENTRIES!



CLICK!
HERE

Your Fair
VIRTUAL
JUNE 6, 2020

  www.yourfair.com



Your Fair
VIRTUAL

JUNE 6, 2020

  www.yourfair.com

Advanced: Adobe Photoshop
Free(ish) online: [Canva.com](https://www.canva.com)



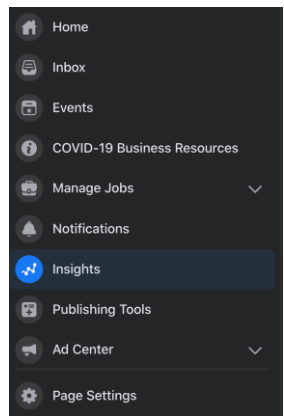
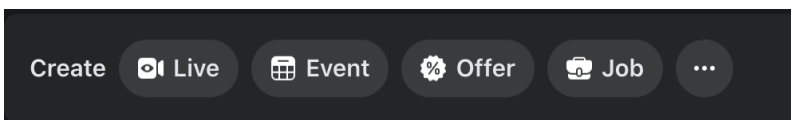
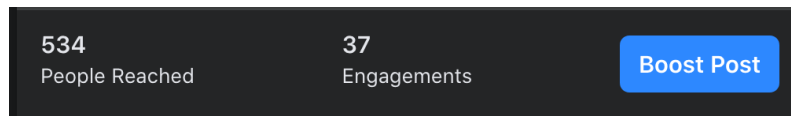
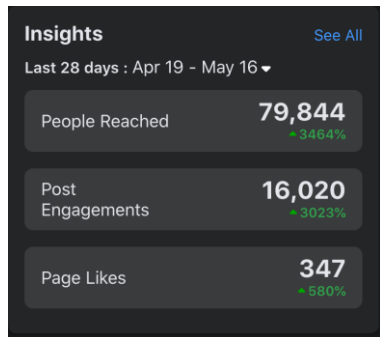
Templates can be shared in Canva, create your own, or we can help you customize!

Business Page Insights Features

Tracking Your Success

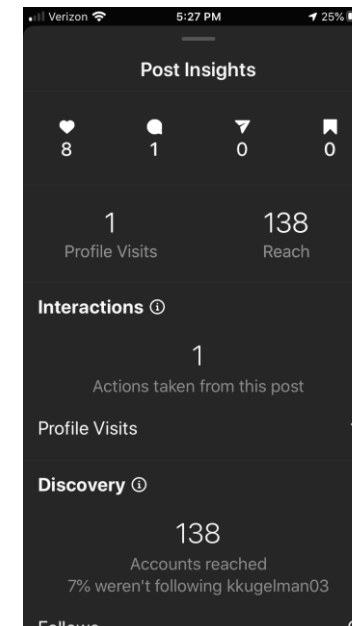
Facebook

- Facebook Professional Page Insights



Instagram

- ▶ Post Insights & Profile Highlights



Using Your Social Media Beyond a Virtual Fair



YOUR OWN ACTIVITY ON YOUR SOCIAL MEDIA ACCOUNTS WILL GAUGE YOUR SUCCESS WITH THE ENGAGEMENT OF YOUR FOLLOWERS



POST OFTEN, EVEN DURING THE OFF-FAIR SEASON, TO KEEP FOLLOWERS ENGAGED AND YOUR INFORMATION AT THE TOP OF THEIR NEWS FEED



NOT ENOUGH TIME DURING THE FALL/WINTER MONTHS TO POST? PARTNER WITH YOUR LOCAL COLLEGES/UNIVERSITIES AND OFFER SOCIAL MEDIA INTERNSHIPS

NYS Virtual County Fair created a poll.
59 mins · 🌐

Its the last day for BATTLE OF THE RIDES



Jumbo



Puppy Roll

19 Votes

👍 Like 💬 Comment ➦ Share 🌐

NYS Virtual County Fair
May 25 at 11:00 AM · 🌐

https://www.youtube.com/watch?v=xC3Z4_w4QQk

4-H PRESENTS

Ag Awareness Week

Preparing
Animals for
Fair Season

WITH OLIVIA LOUGE FROM RENSSELAER COUNTY



NYS Virtual County Fair added an event.
May 24 at 11:27 AM · 🌐



TUE, JUN 9 AT 7 PM

Alyssa Trahan LIVE

Online Event

👤 You like NYS Virtual County Fair

★ Interested

Real Life Examples



COVID19 RECIPE BOOK

CREATE A RECIPE USING ONLY THE ITEMS
YOU HAVE IN YOUR HOUSE. SHARE BELOW!



SATURDAY, APRIL 11TH- TASTE THE FAIR DAY

**VIRTUAL FAIR
REMINDER**

- Support our local restaurants and order some takeout! Try to find some fair food at one of them and let us see what you found! Post your food pics! #tastethefairclay
- Send us a recipe of your favorite dish for our Fair Corona-Book!
- Quarantine Recipe: what can you cook only using the ingredients you have at your house?
- Noon- Fair Food How To's

WE ARE IN THIS TOGETHER

SHARE AND JOIN US



CLAY IS TALENTED TALENT SHOW RESULTS:

YOUTH WINNERS:

1ST- BROOKE SPENCER

2ND- KENNEDI CRAVEN

3RD- LEEANN PURVIS

HONORABLE MENTION: SHOWTIME DANCE GROUP

ADULT WINNERS:

1ST- STEPHEN AMBURGEY

2ND- LANI SOSA

3RD- AMY PELZL

HONORABLE MENTION: BREANNA SHUMAN

CONGRATULATIONS!



Virtual Fair Schedule

For the contests, check FB for the original post that you'll post your pictures/videos on, unless otherwise stated.

Thursday, April 2nd- OPENING DAY at 2pm

- Check FB for a "Throwback Thursday" edition of past opening day ceremonies
- Ride the Rides! Send us a picture of you on one of our rides so we can all ride the rides, no height requirements this time!

Friday, April 3rd- CELEBRATE CLAY DAY

- Join us at 9pm as we release our Fireworks Show on Facebook
- Join us in "Throwing Some Love" at our fair sponsors, let's light up their social networks and show them we care!

Saturday, April 4th- HEALTHCARE DAY

Draw a picture or a card thanking our area hospital staff and post it, we will tag our partners for them to see the love coming their way!

Sunday, April 5th- AG DAY

- 1pm tune in for Goat Yoga with Michelle on Facebook Live!
- Rabbit Fashion Show at 3pm
- 4H & FFA Livestock Showcase album link will be live at 5pm.
- Horticulture Showcase. Send us your pictures of your plants by 9pm on the 4th.

Monday, April 6th- FAMILY DAY

- Wake Up with Team T&J- Facebook Live at 11am (fun for ALL ages)
- What are you and your family doing to pass the time? Show us! We will be releasing some fun family activities for you all throughout the day.
- Lego Challenge, build your family out of Legos and show us your fam!

Tuesday, April 7th- ARTS IN CLAY DAY

- Virtual home arts, photography, and fine arts showcase. Vote for your favorite!
- Create a picture of the fair OR fair theme "Best Ticket in Town", post it for a chance to win a prize! All ages welcome!

Wednesday, April 8th- LOVE YOUR COUNTRY DAY

- Do something good, what can you do today that is a positive? Tell us for your chance to win free tickets to the 2021 Fair!
- Redneck Romper Fashion Show at 6pm. Guys, send us those romper photos by 9pm Tuesday, April 7th to be entered. Fans will be voting and prizes will be given.

Thursday, April 9th- SENIOR & INCLUSIVE DAY

- Live Facebook Trivia with Dennis Lee "The Pink Cowboy" at 2pm

Friday, April 10th- FAIR DAY

- Talent Show! Are you a singer or performer? Post a 30-45 second video on our FB post and show us what you got! We will post at 9am and judge at 5pm, prizes will be given! Keep it family friendly, we will be monitoring.
- TikTok Challenge! Get wild- it's Fair Day! Let's Celebrate! Pick one of our 2020 Entertainers OR do a fair parody. Just have fun and tag us! #TikTokClayFair

Saturday, April 11th- TASTE THE FAIR DAY

- Support our local restaurants and order some takeout! Try to find some fair food at one of them and let us see what you found! Post your food pics! #tastethefairclay
- Send us a recipe of your favorite dish. Maybe we'll make a Fair Corona-Book!



THURSDAY, APRIL 9TH- SENIOR+ INCLUSIVE DAY

VIRTUAL FAIR REMINDER

- **10am- FAIR BINGO** release
- **1pm- Live Facebook performance by The Evans Duo (bluegrass, country and gospel)**
- **2pm- Live Facebook Trivia with Dennis Lee "The Pink Cowboy"**
- **3pm-Storytelling with Doug Elliott live from Appalachia, "Woodlore and Wildwoods Wisdom -- Stories, Songs, and Lore Celebrating the Natural World"**
- **4pm- Live Disc-Connected K9's Demonstration**

WE ARE IN THIS TOGETHER

SHARE AND JOIN US



Questions

