

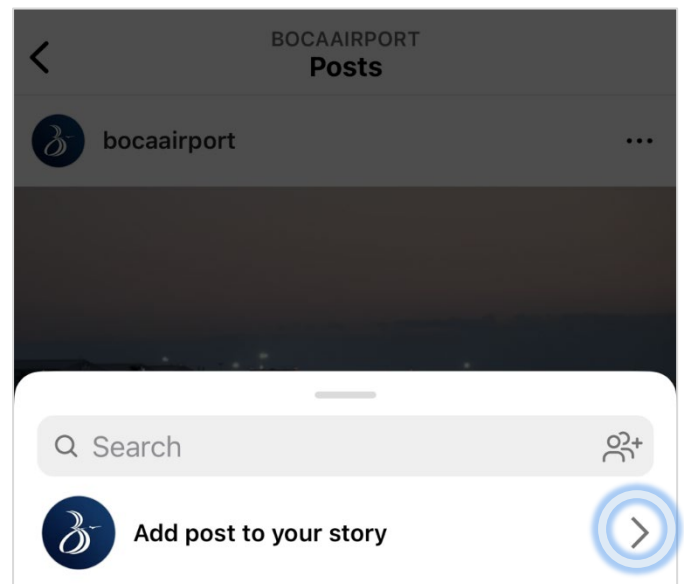
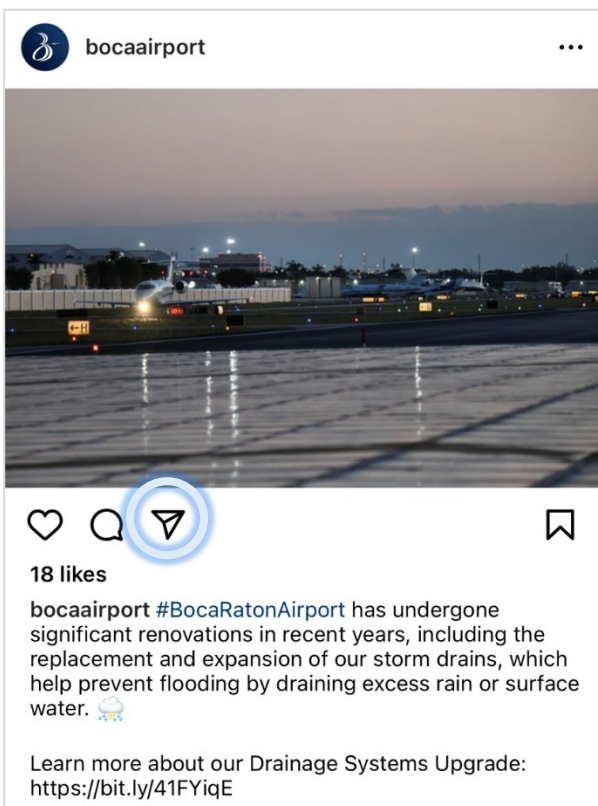
75th Anniversary Campaign Social Media Toolkit



The Boca Raton Airport is celebrating 75 years of aviation excellence and service to the city of Boca Raton. Since its official founding in 1948, the Boca Raton Airport has been instrumental in driving the economic growth of the city. It has evolved from a small city airport to a premier general aviation facility that averages more than 83,000 operations annually.

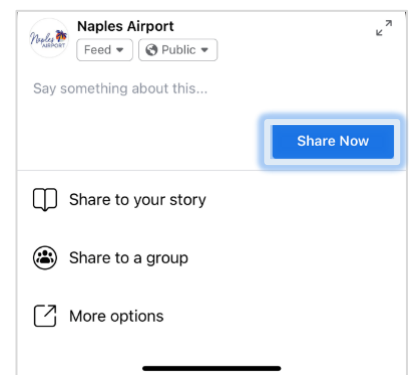
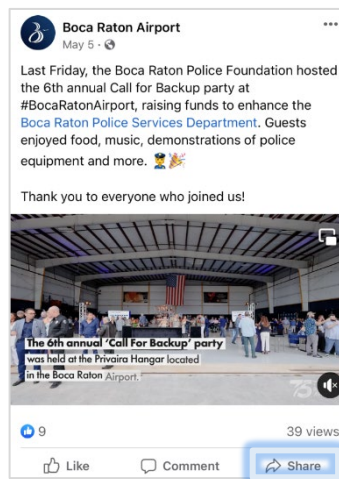
Re-sharing BRAA content on Instagram

1. Open the post you would like to reshare.
2. Click the triangle under the photo.
3. Select the “Add Post to Your Story” option.
4. Click the arrow to post.



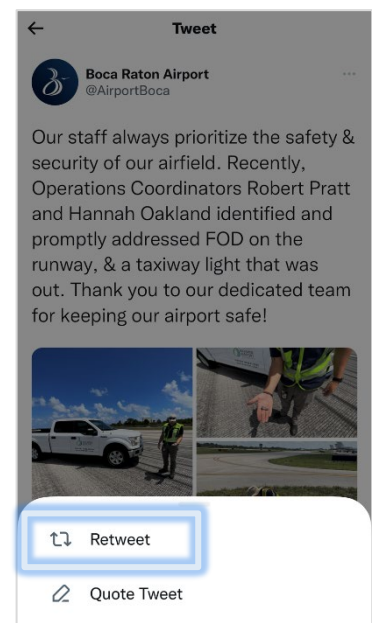
Re-sharing BRAA content on Facebook

1. Find the post you would like to reshare.
2. Click “share” at the bottom of the post.
3. If you would like to reshare the post without making any changes, select “Share Now”.



Re-sharing BRAA content on Twitter

1. Find the post you would like to reshare.
2. Click the retweet symbol at the bottom of the post.
3. If you would like to add text or media to the post, click “Quote Tweet”.
4. If you would like to retweet the post without adding any additional content, click “Retweet”.



Tips for Twitter

- **Use the BRAA hashtags.** When “quote tweeting” or posting original content related to Boca Raton Airport, be sure to use the #BocaRatonAirport and #BRAA75 hashtags. To find BRAA-related tweets to engage with, search the #BocaRatonAirport hashtag on Twitter.
- **Retweet strategically.** Help celebrate the 75th anniversary by retweeting content related to the celebration, including Call to Artists ads and event invitations. Use the quote tweet feature to show your enthusiasm for BRAA and its 75th anniversary.
- **Mention strategically.** When tweeting about Boca Raton Airport, be sure to tag the @AirportBoca account. The social media manager of the account will get a notification whenever the account is mentioned in a tweet and will engage with it via “like” or retweet.

Tips for Instagram

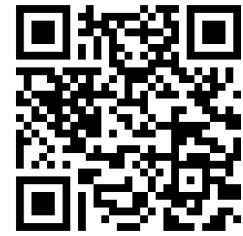
- **Use BRAA-approved imagery.** The best way to determine if an image is approved by BRAA, is to use photos that have already been posted on the @bocaairport account or were taken at a BRAA event.
- **Use locations.** Make posts more discoverable to the Boca Raton community by location tagging Boca Raton Airport if you are at an event being hosted there, visiting, or flying out.
- **Tagging.** When applicable, tag BRAA board members, tenants, partners, or supporters in your posts to continue building the relationship.

Tips for Facebook

- **Like the @BocaAirport page.** Like the BRAA page on Facebook to stay updated on all BRAA-related content.
- **Comments.** Engage with BRAA and other local ambassadors by commenting on posts that are related to the 75th anniversary celebration.
- **Keep text brief.** Posts under 90 characters are 4x more likely to go viral and 3x more likely to receive clicks. Give enough to tease the basics about BRAA’s 75th anniversary and generate a click-through or view.

Get Started

Click [here](#) or scan the QR code to download up-to-date graphics to accompany your posts.



- Happy birthday to @AirportBoca and congratulations on 75 years of aviation excellence and service to @CityBocaRaton! Join me in celebrating the past, present, and future of #BocaRatonAirport by sharing what the airport has meant to you. #BRAA75
- Since #BocaRatonAirport was founded 75 years ago, it has evolved from a small city airport to a premier general aviation facility. Visit bocairport.com to see more of the airport's timeline and learn about how they're celebrating #BRAA75.



- I want to wish @BocaAirport a happy 75th birthday as they celebrate a near century of aviation excellence and service to the City of Boca Raton. To commemorate this amazing milestone, I invite you to join me in celebrating the past, present, and future of #BocaRatonAirport. Share what the airport means to you and your experiences with it in the comments below. #BRAA75
- Since #BocaRatonAirport was founded 75 years ago, it has evolved from a small city airport to a premier general aviation facility that averages more than 83,000 operations annually. Visit bocairport.com to see more of the airport's timeline and learn about how they're celebrating #BRAA75.



- Happy birthday to @BocaAirport! 🎉 Congratulations on 75 years of aviation excellence and service to @CityBocaRaton. Join me in celebrating celebrate the past, present, and future of #BocaRatonAirport by sharing what the airport has meant to you. I can't wait to hear your stories and memories. ✨ #BRAA75
- Since #BocaRatonAirport was founded in 1948, it has evolved from a small city airport to a premier general aviation facility that averages more than 83,000 operations annually. Visit bocairport.com to explore the airport's 75-year history and learn about how they're celebrating #BRAA75.