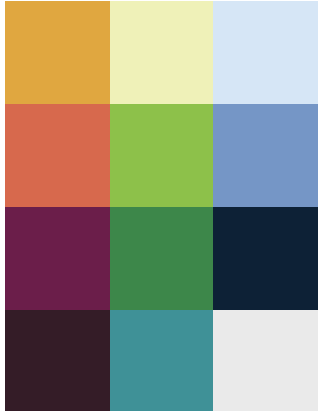




TOWN OF JOHNSBURG: Initial Design Exploration for Social Media Posts



Color Palette/Typography:



#VISITGOREREGION

#VISITGOREREGION

#STAYANDPLAYADK

#STAYANDPLAYADK

Hashtags:

Below is a list of Instagram hashtags that we will use on the posts. Hashtags will be chosen based on the location and nature of the post. Additional hashtags will be used if warranted.

- | | |
|--------------------|------------------|
| #firstwilderness | #adklife |
| #FWHC | #adirondacks |
| #wilderness | #pureadk |
| #wildernessculture | #visitadks |
| #iloveny | #mylgarea |
| #andnorth | #visitlakegeorge |
| #newyorkexplored | #visitgoreregion |
| #ispyny | #stayandplayadk |
| #exploreny | #hudsonriver |
| #upstateny | #northcreek |
| #goeast | #moregore |
| #adk | #goremountain |
| #adks | |

Profile Photo:



Cover Photo:



Samples of Graphics for Instagram Templates:



We envision the Instagram feed being heavy on photography with graphics like the above sprinkled throughout to highlight items of special interest (3-4x/month).