



## DIGITAL CONTENT KIT INSTRUCTIONS

### PHOTOGRAPHY

*Located in the "Photography" folder.*

Insert into your article or use as a thumbnail in your posts on social media channels.

### BADGES

*Located in the "Badges" folder.*

Embed on your site to connect to The Maine Thing Quarterly and be a part of our network.

Link to: <http://mainequarterly.com/winter/>

### SOCIAL POSTS

Simply copy and paste the following posts and feel free to use on all your social media channels to promote your article and the Quarterly. Posts should utilize the corresponding campaign images and link to <http://mainequarterly.com/winter/>

#### Facebook and Instagram

Fresh powder, exhilarating trails, cozy inns – and a chance to renew your vows with your most beloved winter sweater. Welcome to winter in Maine. [mainequarterly.com/winter](http://mainequarterly.com/winter) @VisitMaine #MaineThing

Each winter Maine transforms into a sparkly-white, forest-green, ocean-blue masterpiece that artists have long tried to capture. How will it transform you? [mainequarterly.com/winter](http://mainequarterly.com/winter) @VisitMaine #MaineThing

Winter in Maine inspires, refreshes and transforms everyone it touches. Join us on a winter adventure with cool friends, warm fires and amazing natural beauty. [mainequarterly.com/winter](http://mainequarterly.com/winter) @VisitMaine #MaineThing

#### Twitter Posts

Fresh powder, exhilarating trails, cozy inns. Welcome to winter in Maine. [mainequarterly.com/winter](http://mainequarterly.com/winter) @VisitMaine #MaineThing

Winter transforms Maine into a sparkly-white, forest-green, ocean-blue masterpiece. [mainequarterly.com/winter](http://mainequarterly.com/winter) @VisitMaine #MaineThing

Winter in Maine. A time to renew your vows with your most beloved winter sweater. [mainequarterly.com/winter](http://mainequarterly.com/winter) @VisitMaine #MaineThing