

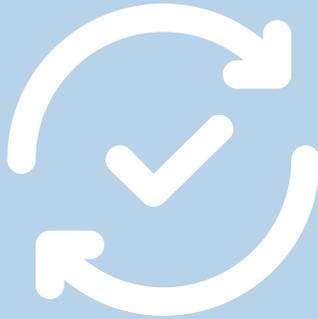
ZAP DIGITAL GUIDE



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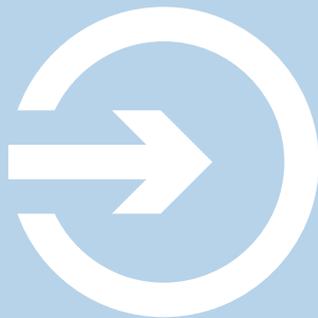
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WEBSITE



UPDATED LOOK

EASY TO USE



MORE ACCESSIBLE

EVENT CALENDAR



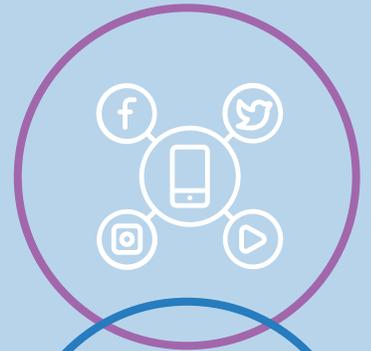
**We are excited to introduce a new feature!
A grantee calendar courtesy of Now Playing Utah check it out at
www.zapisyou.org**

SOCIAL MEDIA GUIDELINES

1

PLATFORM

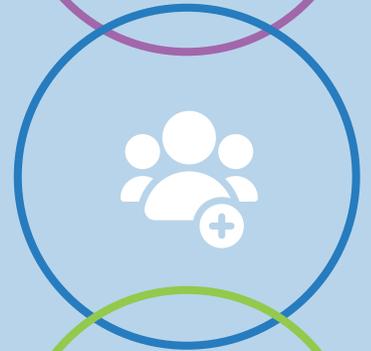
Social media accounts are important for nonprofits. They provide powerful free platforms to reach a vast audience, promote programming or causes, increase organization visibility, and engage directly with existing and potential supporters.



2

FOLLOW

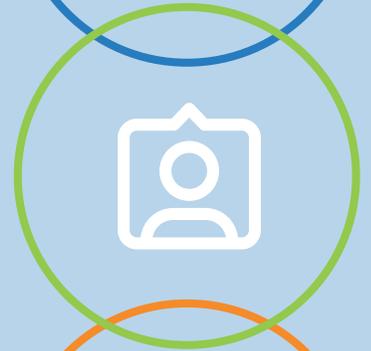
Following ZAP is the first step towards an effective collaboration. Like and share our content, we will we reciprocate. Maximize your social media reach across various platforms like Facebook and Instagram, through posts, stories, and events.



3

TAG

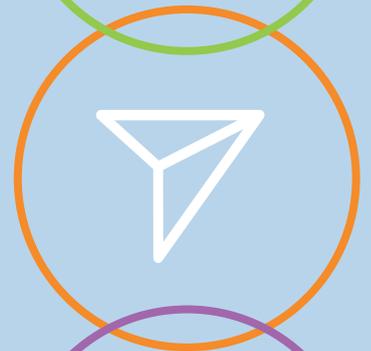
Tag ZAP in your social media posts by using our handle @slcozap. It's a great way for us to stay informed about your organization. When you tag us, we can share posts with our audience amplifying your message and increasing community engagement.



4

SHARE

Share important posts with your professional network (staff, board members, volunteers, etc.)! Utilize your team, asking them to like, comment, repost, and share your organization's content with their own followers. This increases engagement and boosts visibility.



5

ENGAGE

Engage with your social media community! This is crucial for building a strong online presence. By actively commenting and liking content from others within your community, you not only expand your network but also boosts your organization's profile.



EVENT PROMOTION

1

NOW PLAYING UTAH

As part of ZAP contractual obligations, you must post your events on [Now Playing Utah](#). By embracing this platform, you enhance discoverability, engaging both new and established audiences. With the redesigned ZAP website, your events will also appear on the ZAP website!



2

FACEBOOK

Utilize Facebook Events, where attendees can RSVP, receive updates, and easily share the events with their networks. Share your Facebook Event to your page. Craft engaging posts that showcase event highlights, creating excitement and anticipation amongst potential future patrons.



3

INSTAGRAM

Create engaging posts that capture the essence and logistics of your event, enticing your audience to participate. Don't forget to tag all vendors, performers, artists, locations, etc. participating in your event. Additionally, do a giveaway through [ZAP's Ticket Tuesday](#).



4

INVITE

Invite the ZAP [advisory boards](#) as well as [elected officials](#) using the invite forms. Have ZAP repost your event by tagging us in posts and stories or fill out the [Social Media Calendar](#) form. All forms are a simple questionnaires found on ZAP's website.



5

INFLUENCERS

Identify local influencers whose audience aligns with your event. Collaborate to create engaging content that showcases event highlights, utilizes specific hashtags, and leverages their reach to generate buzz and boost attendance. Reach out to them through their socials to discuss the collaboration.

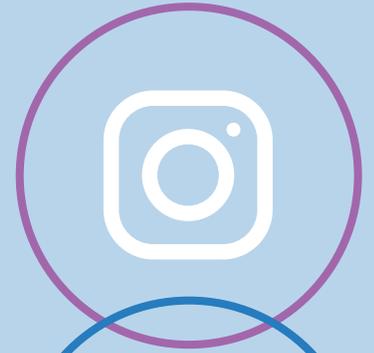


INSTAGRAM TAKEOVER GUIDELINES

1

SUBMIT REQUEST

Fill out the [ZAP Social Media Calendar Form](#). Select the option for a social media takeover and indicate what dates you would like to takeover. Create up to 3 posts for our page and unlimited amount of stories. When it's time for your takeover to begin, login in with the password.



2

CREATE ENGAGING CONTENT

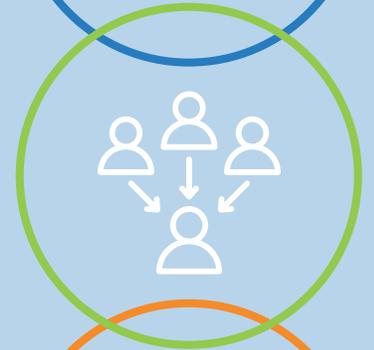
Make your takeover memorable and foster meaningful interactions. Tagging your own organization's social media accounts will boost visibility, and ultimately expand both of our follower bases. Utilize polls and other similar story features to increase engagement.



3

CONSIDER WHO YOU ARE REPRESENTING

We love to see how ZAP has been able to support your organization, and it helps us too! While collaborating with us, acknowledge ZAP either through a video, a reel, within a caption, or in another way. Show how ZAP has impacted your organization.



4

COLLABORATE

Invite your organization's account to be a collaborator. Collaborative posts are a powerful way to leverage the strengths and audiences of multiple accounts. By posting as partners we can build a sense of community with our audiences.



5

IMPORTANT REMINDERS

We are a government organization. Please treat our audience with respect as you engage with them. Content should be age appropriate for all audiences.



TESTIMONIALS

GRANTEE TESTIMONIAL

One of the best ways to tell ZAP's story is through grantee testimonials.

Testimonials illustrate ZAP's impact while promoting brand awareness for grantees.

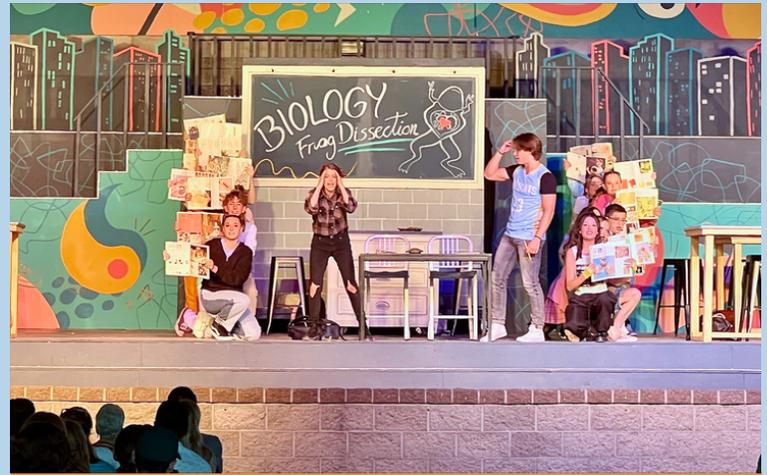
SUBMIT A FORM

Consider submitting a testimonial to us through the [ZAP Testimonial Form](#) and we will highlight your organization.



ZAP funding has enabled the Salt Lake Eastern Art Club to hold Chinese calligraphy and painting exhibits annually in both county and city libraries and present Chinese calligraphy demonstration and service for the public at various cultural festivals. ZAP funding is essential for us to display our art exhibits in a professional manner and have adequate art supplies to provide free Chinese calligraphy gifts to festival goers. Without ZAP, without our diverse and frequent art-services.

-Eastern Arts Club



The Friends of Herriman promotes arts and culture in Herriman City. Thanks to ZAP funds we have been able to offer a variety of programs, such as musical theater, a community orchestra, and a jazz band. This year we have added new visual arts programming including a painting/drawing contest, and a chalk art contest. Next year we hope to add choirs and expand our existing programs. ZAP funds enrich the lives of Herriman residents and visitors by helping Friends of Herriman provide affordable and accessible programs and places through physical and creative activities.

-Friends of Herriman

CONTENT IDEAS

Behind the Scenes

Appreciation Post: highlight individual staff, volunteer, board, sponsor, partnership, etc.

Upcoming Event and Event Recaps

Day-in-the-life video and photos

Tell a story that showcases your impact

Ask quiz style questions

Program Spotlight: class, show, outreach, etc

Giveaways and contests

Throwback Thursday: previous events, programs, old sets/costumes!

Testimonials

Tap into current internet trends- dance, meme, etc.

Stats and Facts

Sneak Peaks

RESOURCES

FORMS



[Ticket Tuesday](#)



[Advisory Boards Invitation](#)



[ZAP Testimonial](#)



[Elected Officials Invitation](#)



[Instagram Takeover](#)

ZAP ACCOUNTS



[@slcozap](#)



[facebook.com/slcoZAP](#)



[Salt Lake County Zoo, Arts, & Parks](#)



[@zooartsandparks](#)

WEBSITE



www.zapisyou.org



<https://www.nowplayingutah.com/>



<https://www.saltlakecountyarts.org/>

