

Instagram: What we need from you

Hello, Edmonds Spring Fest Vendors!

Some of you may not know that Urban Craft Uprising is organized by just three people, and we accomplish a lot! We spend a lot on marketing our events--from billboards to posters to ads on many different platforms, we try to get AS MANY people to know about our events as possible! But, these efforts can go even farther with your help, and we all benefit from the collective effort. Based on a suggestion from a vendor in the past, we are going to make this specific request of you!

We are asking that **each of you post at least three times** about this upcoming show and your participation in it. You could show your audience some WIP shots, best sellers that fans will be able to find at the show, a photo of YOU--whatever you like as long as it is a dedicated post to you being a vendor at this show.

If you are relatively new to Instagram or less interested, we totally get it but this is part of business-owning these days it seems and perhaps this will inspire you in general to post more!

For those of you less Instagram savvy, here are some links for ways to post. We HIGHLY recommend [Later.com](https://later.com) for pre-posting things. It has been an incredible tool for us--especially as we get busier and busier this season.

- [How to make a story](#)
- [How to share multiple photos in your post](#)
- [How to post from your feed to your story](#)

Please do your part and post about your participation in Edmonds Spring Fest at least three times between now and the show. We will also repost any stories that you are able to share as well!

We realize the algorithm and engagement patterns are always changing, so we have a new plan this year too: Starting two weeks out, we will be focusing primarily on reels as opposed to the individual vendor posts you've seen from us the past few years. Please be aware that we are trying to work with the ever-changing nature of Instagram and engagement and that we hope this new schedule helps ramp things up even more!

Please Note: We do not accept collaboration posts unless we have agreed to a date/time beforehand. We use [Later.com](https://later.com) to help us with our marketing efforts and definitely do not like to flood our feed each day with

multiple posts so that is why we will only accept collaborations if we have agreed to it beforehand. Thanks for your understanding.

VENDOR GALLERY

The Vendor Gallery for this show is now [live on our site](#)! This is where shoppers will be able to get a sneak peek at all of our vendors ahead of time, and we'll be referencing it a lot over the next few weeks between now and the show. This gallery also stays up and is accessible for a full year after the show ends, so we hope it will continue to bring traction to your websites and online shops for many months to come. Please take a moment to [head over to the gallery](#) and check out your listing. Let us know if something doesn't look right with your business name or if the link doesn't work. We will not be switching out any icons at this point but are happy to make any other changes that you need!

Thanks so much!

- Kristen, Lindsey & Heather