



Suggested Social Media Messaging Success Kit for K12

Twitter

Announcing Digital Ticketing

We are using @HomeTownTix to provide our fans with an easy-to-use digital ticketing experience. Download the HomeTown Fan App on iOS or Android devices! [\[copy and paste your box office URL\]](#)

Pre-event Options

1. *School Name* will be taking on *opponents social media tag* on *Date/Time/Place*

Purchase your tickets online: [\[copy and paste your box office URL\]](#) or download the HomeTown Fan App and search *School name*

2. Do you have your tickets for *School Name* vs. *Opponent School's Twitter tag* at date/time/venue?

Tickets are available online now at [\[copy and paste your box office URL\]](#) or download the HomeTown Fan App on your iOS or Android device for easy access!

3. Get your tickets before the big game! *School Name* takes on *Opponent School's Twitter tag* at date/time/venue

Tickets are available online now at [\[copy and paste your box office URL\]](#) or download the HomeTown Fan App on your iOS or Android device for easy access!

Game Day

School Name will be taking on *opponents social media tag* on *Date/Time/Place* (provide other details, as you see fit)

Purchase your tickets online: [\[copy and paste your box office URL\]](#) or Download the HomeTown Fan App and search *School name*



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Facebook

Announcing Digital Ticketing

We are using [@hometownticketing](#) to provide our fans with an easy-to-use digital ticketing experience. Download the HomeTown Fan App on iOS or Android devices! Purchase tickets here: [\[copy and paste your box office URL\]](#)

Pre-event Options

1. Do you have your tickets for *School Name* vs. *Opponent School's Facebook profile tag* at date/time/place?

Tickets are available online now at [\[copy and paste your box office URL\]](#) or download the HomeTown Fan App on your iOS or Android device for easy access!

2. Get your tickets before the big game! *School Name* takes on *Opponent School's Twitter tag* at date/time/venue.

Tickets are available online now at [\[copy and paste your box office URL\]](#) or download the HomeTown Fan App on your iOS or Android device for easy access!

Game Day

Cheer on your *School Mascot* against *Opponent School* at *date/time/place*! Purchase your tickets online at [\[copy and paste your box office URL\]](#) or download the HomeTown Fan App for iOS or Android and search *School Name*

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Instagram

Announcing Digital Ticketing

- Main Post: We are using **@hometownticketing** to provide our fans with an easy-to-use digital ticketing experience. Download the HomeTown Fan App on iOS or Android devices! Purchase tickets here: **[copy and paste your box office URL to your PROFILE BIO]**
- Instagram Stories Post: *HomeTown x School partner graphic* **[add box office link to IG story]**

Pre-event

- Main Post: Our *School Name/Mascot* take on the *opponents IG profile tag* at *day/time/place*

Get your tickets online at the link in our bio! **[copy and paste your box office URL to your PROFILE BIO]**
- Instagram Stories Post: *Game Graphic* **[add box office link to IG story]**

Game Day

- Main Post: Cheer on your *School Mascot* against *Opponent School* Purchase your tickets online at the link in our bio! **[copy and paste your box office URL in your PROFILE BIO]** or download the HomeTown Fan App for iOS or Android and search *School Name*
- Instagram Stories Post: *Post Game Graphic* **[add box office link to IG story]**



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LinkedIn

Announcing Digital Ticketing

We have partnered with **@hometownticketing**, the trusted leader in digital ticketing, to provide our fans with a convenient and safe way to purchase tickets online! Download the HomeTown Fan App on iOS or Android to easily buy and store your digital tickets to school events from your mobile phone.

Learn more at the link provided below: www.hometownticketing.com