



# A Day in Our Village is going virtual!

The Day in Our Village festival committee and Village of Oak Park would like to invite your business or organization to participate in a Virtual Day in Our Village.

While we are certainly disappointed this year's annual event in Scoville Park was canceled due to the coronavirus emergency, we hope you will help us capture the spirit of A Day in Our Village through a coordinated, community-wide social media campaign on **Sunday, June 28**.

As is the case every year with A Day in Our Village, the goal of this virtual event will be to cultivate community spirit and provide an opportunity for current and prospective residents to discover the diversity and variety of cultural, social service, business, educational and religious organizational groups in our community.

## Here is how to participate:

1. Create a short video or written message about your organization and its connection to the Oak Park community. Think of it as an opportunity to give the brief "elevator pitch" about your organization that you would normally give to Oak Parkers who stop by your booth in Scoville Park during a typical A Day in Our Village. Simple videos created with a smartphone are perfectly acceptable.
2. Post your message on your organization's social media pages on or shortly before **Sunday, June 28**, the day of the Virtual A Day in Our Village celebration.
3. **CRITICAL STEP:** Be sure to use include the hashtag **#VirtualDayInOurVillage** somewhere in your social media post.

## Sample social media posts:

- *We're excited to be taking part in #VirtualDayInOurVillage! We sure missed seeing everyone in Scoville Park this year, but we wanted to share all the ways [INSERT ORGANIZATION NAME] serves Oak Park. Visit our website for more information:*
- *Hooray for #VirtualDayInOurVillage! We couldn't gather in Scoville Park this year, but we're glad to take part in the virtual version of this annual celebration of all things Oak Park. Get to know more about us at [INSERT WEBSITE LINK]*
- *We love Oak Park! Check out this video about [INSERT ORGANIZATION NAME]'s connection to the community. #VirtualDayInOurVillage*
- *We wouldn't miss A Day in Our Village for anything, so of course we're taking part in the #VirtualDayInOurVillage so everyone can stay safe during the coronavirus emergency. Visit our website for more information about our organization:*
- *Happy #VirtualDayInOurVillage! Did you know [INSERT ORGANIZATION NAME] has been part of the Oak Park community for X years? Learn more at [INSERT WEBSITE LINK]*

## Hashtags explained

Think of hashtags as a way to connect social media content to a specific topic or event. They make it easier to discover posts around those specific topics because hashtags aggregate all social media content with that same hashtag.

By using the **#VirtualDayInOurVillage** hashtag, you will not only be sharing your message with your audience on social media, but your message will also appear alongside every other post that includes #VirtualDayInOurVillage on Facebook, Twitter, Instagram and other social media platforms.

Be sure to leave no spaces between the words #VirtualDayInOurVillage because that would prevent your message from aggregating with other #VirtualDayInOurVillage messages.

## #VirtualDayInOurVillage Plan

The Village plans to promote the Virtual Day in Our Village through its communications channels in the days and weeks leading up to the event.

Part of that promotion will include encouraging residents to participate on June 28 by showing their community pride through chalk drawings, photos, favorite memories and other messages that illustrate what they love most about Oak Park and its people.

The Village will also be sharing social media posts throughout the day on June 28 with historic photos, highlights from previous A Day In Our Village festivals and information about municipal government.

The ultimate goal is that anyone who clicks on the #VirtualDayInOurVillage hashtag will be treated to a robust collection of messages that capture what makes Oak Park special.

## Questions?

For more information, email the Day in Our Village volunteer committee at [dayinourvillage@gmail.com](mailto:dayinourvillage@gmail.com) or the Village's Community Relations Department at [community@oak-park.us](mailto:community@oak-park.us).