

# HALLOWEEN IN THE CITY



27 & 28 OCTOBER 2018  
SOCIAL MEDIA TOOLKIT

# HALLOWEEN IN THE CITY 2018

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## Introduction

This pack contains suggested social media posts to help you promote Halloween in the City.

All artwork files and images can be downloaded at [manchesterBID.com/HalloweenMCR](http://manchesterBID.com/HalloweenMCR)

For additional information, images and assets please contact [siobhan.mcgooff@cityco.com](mailto:siobhan.mcgooff@cityco.com)

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## Basic copy

Plenty of tricks. Plenty more treats.

Mark the arrival of Halloween with a weekend of terrifyingly good events. Featuring: a rooftop monster invasion, trick or treat trail, skeleton parade, Room on the Broom, Heart's monster hits, and spooky specials from CBeebies and CBBC – plus events and offers from the biggest, baddest names in shopping, food, drink and entertainment.

27 & 28 October.

Events across Manchester city centre.

[HalloweenMCR.com](http://HalloweenMCR.com)

- [Twitter @HalloweenMCR](https://twitter.com/HalloweenMCR)
- [Facebook.com/HalloweenMCR](https://facebook.com/HalloweenMCR)
- [Instagram.com/HalloweenMCR](https://instagram.com/HalloweenMCR)

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## Twitter

Plenty of tricks. Plenty more treats.

The UK's biggest #Halloween celebration returns to #Manchester on Saturday 27 & Sunday 28 October.

Follow the fun at @HalloweenMCR #HalloweenMCR



*SUGGESTED MEDIA: Halloween Images; 1, 2 & 3*

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Look out! Look up! Beware! The monsters are coming!

#MCRMonsters @HalloweenMCR



*SUGGESTED MEDIA: MCR Monster Flipbook*

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A giant rooftop invasion, Trick or Treat Trail & a spooktacular skeleton parade. Plus @HeartNorthWest's monster hits, Room on the Broom & spooky specials from @CBeebiesHQ & @CBBC.

Celebrate @HalloweenMCR, 27 & 28 October.

Visit [www.HalloweenMCR.com](http://www.HalloweenMCR.com).



*SUGGESTED MEDIA: Halloween Image 1*

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## Facebook

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The UK's biggest Halloween celebration returns to Manchester on Saturday 27 & Sunday 28 October.

Find out what's happening at [www.HalloweenMCR.com](http://www.HalloweenMCR.com)



*SUGGESTED MEDIA: Halloween Images; 1, 2 & 3*

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*SUGGESTED MEDIA: Halloween Image 1*

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## Instagram

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#halloweenMCR #MCRmonsters #halloween #Manchester  
#halloween2018 #trickortreat #halloweencostume  
#halloweenparty



*SUGGESTED MEDIA: Halloween Images; 1, 2 & 3*

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## Instagram

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*SUGGESTED MEDIA: Halloween Image 1*