



Summerfest Social Media Guidelines

Our handles for social media are:

Facebook - @Summerfest

Twitter - @Summerfest

Instagram - @Summerfest

Snapchat - @Summerfest

The hashtags we are using (across Twitter, Facebook, and Instagram) are #Summerfest and #SmileOn

About Summerfest presented by American Family Insurance

Following its 1968 debut, Summerfest presented by American Family Insurance has evolved into what is now recognized as “The World’s Largest Music Festival” and Milwaukee’s cornerstone summer celebration, bringing the music industry’s hottest stars, emerging talent and local favorites along with approximately 800,000 people from Milwaukee and around the world together each year for an unforgettable live music experience. During the festival, the spotlight shines on over 800 acts, over 1,000 performances, 12 stages, delectable food and beverages and interactive activities, all in a world-class festival setting. For more details, visit Summerfest.com, [Facebook.com/summerfest](https://www.facebook.com/summerfest) or [@Summerfest](https://twitter.com/Summerfest) or download the 2018 Summerfest App.

###