



CROSS PROMOTION Guidelines

2013 MARKETING &

MARKETING & CROSS PROMOTION GUIDELINES

To maximize our collective marketing efforts, we would love for you to share your upcoming class or event via your professional social media channels. For questions regarding your marketing, please feel free to contact our Marketing Manager, Jaymii Liehr at 828.252.7313 or via email at jaymii@omsanctuary.org.

► Facebook

- For events at OM Sanctuary, we ask that you do not create an event page as we will create one which you will have access too and be able to invite your network
- When sharing your upcoming class if you would please tag our OM Sanctuary page on Facebook using the '@' symbol in front of our name. Our page currently has over 3,000 loyal followers and is rapidly growing. In case you have trouble finding the page, here is the URL: <https://www.facebook.com/OMSanctuaryRetreatCenter?ref=hl>.

► Twitter

- If you have a Twitter account for your practice, please tag us there as well and share the exciting news of your upcoming class with us which we can then re-tweet and share with our followers there as well. You can find us at @OMSanctuary1.

► OMS Fliers & Website

- If you will be teaching a class or hosting an event at OM Sanctuary, we request for you to submit a professional bio 75 words or less
- If you are teaching a class, we also request a class description including desired student level 150 words or less
- Please note that all copy is subject to editing - You will be sent the final draft for proof with a 48 hour turn around time. This will be your only opportunity to make changes so please make sure you proof it diligently.
- Please send all copy to media@omsanctuary.org. Please state the name of your class or event in the subject line.