

Michigan's 175th Anniversary on Facebook

Background

- The key is to take advantage of the big anniversary to get as many people talking about Michigan in a positive way as possible.
- An event has been created that is open to the public to join.
- Use "Michigan" in all related posts.
- If your Facebook and Twitter accounts are linked please also use #Mich175 in all posts in an effort to trend on Twitter.

Ways to Participate

- Go to the official event page and join:
<https://www.facebook.com/#!/events/358983540785396/>
- Once you've joined, use the "Invite Friends" button to send an invitation to your friends to also participate.
- Use time before January 22nd to invite people, post the event link on walls of groups you belong to or pages you have "liked," where people might be interested.
- The week of January 22nd begin posting positive messages, links, etc. about Michigan.
- Change your profile picture to a product, place, icon, or famous person from Michigan.
- Post pictures of places you love in Michigan.
- Eat & shop locally and post your discoveries.
- Use your status update to indicate what you love about the state and encourage others to do the same.

Sample Status Updates

- *Michigan is 175 years old, if you haven't been here yet, you don't know what you're missing! If you agree, copy and paste this as your status today.*
- *The state of Michigan is turning 175 this week. In honor of the event, here are 5 things I love: Mackinac Island, Michigan Tech, Garden Fresh Salsa, the Lake Michigan shoreline, and skiing in Boyne. What are your favorites?*
- *Michigan is sandy beaches, tall pines, fresh produce, great sports teams, vibrant cities, and 175 years old this week. What is Michigan to you?*
- *Happy birthday to my home state of Michigan. 175 years young, and on the move.*
- *Did you know Michigan is the second most agriculturally diverse state in the nation? My favorite crop is cherries. What's yours?*
- *Michigan is a place filled with warm people, breathtaking views, luscious produce, and tons of fun things to do. If you agree, make this your status today. #Mich175*