

Gloucester Main Street Block Party Social Media Kit

Th FINAL Gloucester Main Street Block Party of 2025 is quickly approaching in just 2 weeks – let's try to make this one the best yet! Remember that this last Block Party will be on FRIDAY NIGHT, AUGUST 29. As this is the start of both Labor Day and Schooner Fest weekends, there will be a lot of competing happenings in the area. To ensure the event is successful for all the participating businesses, we'd love your help spreading the word and inviting your clients, neighbors, family, and friends to this family-friendly event!

This tool kit includes relevant links to Block Party web and Facebook pages, Block Party logo, flyer PDF, QR code to Chamber event page, social media images, Block Party photos from July 12 and August 9, and sample post text to copy and paste (but feel free to get creative and tailor your posts to your own organization!).

Please tag us and others in your posts so they can be shared to cross promote the event. We also encourage you to include this event in your email marketing campaigns.

Thank you so much for your help. We look forward to seeing you on August 29th!

Flyer PDF Download: https://app.box.com/s/tfbov1ew7cnhbfn2woykfxwygt95d0uv

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Chamber Event Page

https://bit.ly/BlockParty-Aug29
Information on musical guests, entertainment, food vendors, participating businesses, and non-profit organizations.

Download QR Code

Facebook Links:

Gloucester Main Street Block Party Facebook Page:
https://www.facebook.com/gloucesterblockparty



August 9 Block Party Facebook Event Page:
https://www.facebook.com/share/19Yys4vXUB/

Block Party Photos from July 12, 2025
Photos to download: https://app.box.com/s/82xoqjxola9zbcada88iy21x3ub0ea80

Block Party Photos from Aug 9, 2025
Photos to download: https://app.box.com/s/z1qzgln3fziq3u1n3cne2cx2yuez5se6

Social Media Post Text Samples

🎉 It's the last BLOCK PARTY of 2025, Gloucester! 🎶✨
Join us on Friday, August 29 from 6 to 10 PM as Main Street comes alive with music, dancing, delicious eats, local shopping, kids' activities, non-profits, and all-around good vibes! Bring your friends, family & your best moves — you won't want to miss this summer night in the heart of downtown. 💃🕺🛍️

🎈 Gloucester's summer street party is BACK for the last time this year! 🎈
Join us Friday, August 29 from 6 to 10 PM for the Gloucester Main Street Block Party! Stroll the street, catch live music, grab tasty bites, get your face painted, shop local gems, visit with non-profits, and soak up the festive vibes. It's the perfect way to spend a summer night in downtown Gloucester! 🌟 See you there!

🌞 Visiting Gloucester this Labor Day weekend? Don't miss one of our favorite local traditions — the Gloucester Main Street Block Party on Friday, August 29 from 6 to 10 PM! 🎶🍦✨ Experience Main Street like a local — with live music, great food, shopping, kids' activities, non-profits, and family fun under the stars. It's the perfect way to spend a summer evening on Cape Ann! 🌊

Social Media Tags

a) **Facebook**: @GloucesterBlockParty @CapeAnnChamber @CityofGloucester
b) **Instagram**: @capeannchamber



c) **Hashtags**: #gloucesterma #capeann #streetfair #gloucesterblockparty #blockparty #shoplocal

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Block Party Logos

Transparent Background	White Background
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Social Post Images



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