

Gloucester Main Street Block Party Social Media Kit

Thank you all for your participation and assistance in helping us promote the first Gloucester Main Street Block Party of 2025! We're excited to welcome local and regional visitors alike to our beloved Main Street. To ensure the event is a success for everyone, 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 last year, 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 July 12th!

Flyer PDF Download

Chamber Event Page

https://bit.ly/BlockParty-July12
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

July 12 Block Party Facebook Event Page:
https://www.facebook.com/events/1968751580532105/



Block Party Photos from 2024

Photos to download: https://app.box.com/s/ko9x7b3rzujnrk9fx8a8i51kxb57ejvl

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Social Media Post Text Samples

🎉 It's BLOCK PARTY time, Gloucester! 🎶✨
Join us on Saturday, July 12 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 biggest summer street party is BACK! 🎈
Join us Saturday, July 12 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 summer? Don't miss one of our favorite local traditions — the Gloucester Main Street Block Party on Saturday, July 12 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



Block Party Logos

Transparent Background	White Background
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Social Post Images



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