

Welcome to North East Open Studios 2025!

Thank you for being part of North East Open Studios 2025! Promoting your participation on social media helps us all—it raises awareness of the event, drives footfall to your venue, and showcases the creative energy of our region.

Please tag us whenever you post so we can amplify your content:
@northeastopenstudios on Instagram and Facebook

Use the official hashtags to help visitors discover your work:

**#NorthEastOpenStudios2025 #NEOS2025 #NorthEastOpenStudios
#MeetTheMakersNEOS #VisitNEOS**

Save the Dates: 13–21 September 2025

Let's work together to make this our most visited year yet!

Social Media Support

We've created some assets to help you easily promote NEOS online.

- Square NEOS logo
- Facebook Cover Photo
- Social Media Dimensions Spreadsheet
- How Tos

Hashtag List

Primary Event Hashtags:

- #NEOS2025
- #NorthEastOpenStudios
- #MeetTheMakersNEOS
- #VisitNEOS

Recommended Local Tags:

- #AberdeenshireArts
- #BanffArtTrail
- #MorayMakers
- #InverurieArtists
- #NorthEastScotland
- Add your village/town name as a hashtag too!

Using hashtags boosts visibility and helps visitors find artists near them.

Try to use 'North East Open Studios' instead of or as well as 'NEOS'. Not everyone knows what NEOS is (we know, right?!).

Quick Tips

How to Tag North East Open Studios:

- In your caption: **Tag @northeastopenstudios**
- On Stories: Use the mention sticker (**@northeastopenstudios**)
- On Reels: Tag us in the post and in the video if possible

How to Add Location and Website Links:

- On Instagram: Add your location in the post settings
- Link your NEOS artist page from our website in your bio or 'link in bio' tool
- On Facebook: Add a clickable link in the caption and tag your studio's location

Recommended Post Schedule:

- At least 1 post per week from June to August
- 2-3 posts per week in September leading up to opening
- Use a mix of Reels, Stories, and carousels
- Repost NEOS main page content where possible

"If Nothing Else, Do This":

- Share one post in the week before the event saying when you're open
- Tag **@northeastopenstudios** and include your location
- Link to your artist page so visitors can plan their route!