

Partner Toolkit



Finger Lakes
Virtual Museum

HOW TO ENGAGE ON SOCIAL

- **Use Hashtag:** #VisitFLX
- **Tag:** Visit Finger Lakes
 - Facebook: [@Visit Finger Lakes](#)
 - Instagram: [@VisitFLX](#)
 - LinkedIn: [@Finger Lakes Visitors Connection](#)
- **Share** the [Facebook event](#)

SAMPLE PROMOTIONAL COPY

Launch Event Focused - Facebook

- ***Suggested to pair with event invitation graphic***

Our friends at @Visit Finger Lakes are launching the Finger Lakes Virtual Museum during National Historic Marker Weekend, and we're excited to be a part of it, bringing Ontario County's history to life in a new, immersive way. Join us at the public event and learn how you can explore the stories that shaped our county! Details below. #VisitFLX

Saturday, April 25, at 10:30 a.m.
Historic Public Square, Downtown Canandaigua

- ***Suggested to pair with sharing or tagging the Facebook Event: [Finger Lakes Virtual Museum Launch](#)***

Celebrate the launch of the Finger Lakes Virtual Museum, an exciting new way to experience local history through interactive storytelling and mobile technology. This innovative platform transforms historic markers into immersive experiences, letting you uncover deeper stories from the 1600s to today—right where history happened.

We invite you to join us and our friends at @Visit Finger Lakes as they kick off this new program with a launch event on Saturday, April 25 at 10:30 a.m in the Historic Public Square, Downtown, Canandaigua.

#VisitFLX

General Awareness – Newsletter Friendly

- The Finger Lakes Virtual Museum transforms historic sites across Ontario County into interactive experiences using QR codes, augmented reality, and multimedia storytelling. Accessible by mobile device, this “museum without walls” invites users to engage with the people, places, and events that shaped our region.

From trailblazers and changemakers to local communities and landscapes, the platform connects stories across time—right where they happened.

We invite you to join the official launch event and help us celebrate this exciting new experience.

- Learn more about the program at visitfingerlakes.com/virtual-museum
- Attend the [Finger Lakes Virtual Museum Launch](#) event

Virtual Museum Location Sites

- *Suggested to pair with a photo of your sign*

There’s history right here at **[Partner Name]**—and now you can experience it in a whole new way.

As a proud partner of the Finger Lakes Virtual Museum, we invite you to scan the QR code at our location to learn more of our history. Through digital storytelling, you’ll discover the people and moments that make this spot part of the Finger Lakes story.

Stop by, scan, and explore—it’s like a museum visit, right where you’re standing.

- Learn more about the Virtual Museum: visitfingerlakes.com/virtual-museum
- Celebrate the [Finger Lakes Virtual Museum Launch](#)



DOWNLOAD THE INVITATION GRAPHIC