

TIPS FOR ANNOUNCING YOUR BEST OF WIN

1. Remember our readers and your customers voted for you. Be sure to thank everyone for their support!
2. Announce your win using Instagram posts and stories.
3. Post a video or go LIVE to reveal your win – always fun and engaging!
4. Share your Instagram stories and posts on Facebook.
5. Send an email announcement to your client base.
6. Add the Best Of logo to your website and marketing materials.

HERE ARE OUR TOP TIPS FOR A GREAT SOCIAL MEDIA POST:



1. Start by choosing well-lit, eye-catching images of your product, storefront, or even a staff photo. Be sure they are related to the category you won. Mix images and the Best Of logo in a carousel post to showcase your products.

2. Let viewers know what category you won such as: *We've been voted Best Pancakes in Fairfield County!* or *Thank you for voting us Best Pancakes in Best of the Gold Coast!*

3. Add a call to action: *Come see why we were voted Best Pancakes!* or *Join us for Pancakes on the Patio this weekend!*

4. Tag our magazines so we can share your post/story on our accounts.

5. Hashtag *#bestof2025*

HOW TO ACE YOUR ANNOUNCEMENT ON INSTAGRAM STORIES

This is a super simple and quick way to get the Best Of logo onto your Instagram story. All you have to do is copy it from your camera roll and then paste it onto your story using the text tool.

Start by saving the Best Of logos *PNG* version for your wins to your camera roll.



1. Choose great images of your product, your storefront, or even a staff photo — be sure they are related to the category you won.
2. Import your image to stories.



3. Leave Instagram and go to your Photos.
4. Select the Best Of logo you saved to your camera roll.
5. Open the photo and tap the “export” button.



6. Now tap “Copy” and head back to your Instagram story.



7. Tap the text tool.

8. Double-tap the screen to pull up the “Paste” option. Tap “Paste.”



9. The photo you copied earlier should now appear on your story.



10. Resize and position the logo.

11. Let viewers know what category you won.

12. Add a call to action.

13. Tag our magazines so we can share your story on our accounts.

14. Hastag #bestof2025

ANATOMY OF A GOOD BEST OF INSTAGRAM STORY

Did you follow our top tips? Here's a quick recap:

Well-lit, eye-catching image related to the category you won.

Hastag #bestof2025

Call to action

The image shows an Instagram story template for a 'Best of' award. It features a high-quality photo of a stack of pancakes topped with blueberries and syrup. The word 'yum' is written in a light blue script font in the top left. A gold award banner at the top center reads 'MOFFLY MEDIA BEST of the GOLD COAST CONNECTICUT • 2025'. Below the banner, a list of magazine handles is shown: @fairfieldliving, @greenwichmag, @ncdmag, @stamfordmag, and @westportmagazine. A vertical hashtag #bestof2025 is on the left. At the bottom, a blue banner says 'Voted BEST PANCAKES!' and a black banner says 'Come visit us for outdoor brunch! Details in bio.' The bottom of the story shows the 'Your Story' and 'Close Friends' icons, a green star icon, and a 'Send To' button.

Add Best Of logo

Tag our magazines so we can share

@greenwichmag

@ncdmag

@stamfordmag

@westportmagazine

Announce what category you won

AND IF YOU ARE A TOWN WINNER...

Same tips apply, here's a quick recap:

Well-lit, eye-catching image related to the category you won.

Announce what category you won

Call to action

Add Best Of Town logo

Tag your town magazine so we can share

@greenwichmag

@ncdmag

@stamfordmag

@westportmagazine

Hashtag #bestof2025

MOFFLY MEDIA
BEST
of New Canaan + Rowayton
Darien MAGAZINE
2025
@ncdmag

Thank you everyone for
voting us best pancakes!
#bestof2025

pancake
tuesday

Make your reservations!
Link in bio