

Midsumma Festival 2025 Marketing Kit



Welcome to Midsumma Festival 2025!

We are thrilled to have you as a partner, presenter, supporter or overall friend of Midsumma Festival 2025.

This marketing kit is designed to provide you with all our official assets for the upcoming festival. Inside, you'll find:

- Link to our official program guide in various formats.
- Link to official press releases and individual event/project press releases.
- Link to images available for press use, organised by program and genre.
- Link to social media assets, including official copy, handles, and a summary of our social media strategy in this document.

If you have any questions, feel free to reach out to us at marketing@midsumma.org.au

We can't wait to connect with you at our events.
Wishing you a joyful Midsumma!

The Midsumma Marketing Team.

Media Centre

[LINK TO MEDIA CENTRE](#)

- > [Midsumma Festival 2025 Teaser – Long](#)
- > [Midsumma Festival 2025 Teaser – Short](#)
- > [PDF Program Guide Folder](#)
- > [PDF Program Guide Link](#)
- > [Flip-Through Program Guide](#)
- > [Press releases](#)
- > [Official/Press Images](#)
- > [Social Media Assets](#)

Official Copy for EDMs, Web copies and/or Social Media Promotion (Word version attached)

🌟 **COLLECTIVE IDENTITY(S)**: This year, Midsumma Festival 2025 invites us to celebrate connection, diversity, and belonging. With this powerful theme, we challenge digital disconnection and fleeting interactions by fostering meaningful relationships across LGBTQIA+ communities—transcending age, identity, culture, faith, geography, and ability. From **19 January to 9 February**, experience a vibrant celebration of creativity, storytelling, and collective strength across Naarm/Melbourne and regional Victoria!

🌟 With around **200 events**, the program features **Midsumma Presents**, showcasing bold performances from emerging and established queer talent, and **Queer Imaginings**, exploring the intersection of queerness, connection, and community. Celebrate at **Midsumma Carnival**, our spectacular opening event filled with live performances and community energy, and join us for **Victoria's Pride**, a statewide celebration culminating in a massive street party on Gertrude and Smith Streets.

🌟 This year marks an exciting milestone: the **30th anniversary of Pride March**. Together, we'll reflect on three decades of resilience, unity, and progress.

Explore the full program at midsumma.org.au and join us for this transformative festival of connection and celebration.

#midsumma

Stay in Touch!

Subscribe to our e-news: midsumma.org.au/subscribe

Join us on/Tag us:

- **Instagram:** [@midsummafestival](https://www.instagram.com/midsummafestival) • 25.2K followers
- **Threads:** [@midsummafestival](https://www.threads.net/@midsummafestival) • 4.5K followers
- **Facebook:** [@midsumma](https://www.facebook.com/midsumma) • 33K followers
- **TikTok:** [@midsummafestival](https://www.tiktok.com/@midsummafestival)
- **Vimeo:** [Midsumma](https://vimeo.com/midsumma)
- **YouTube:** [@MidsummaFestival](https://www.youtube.com/MidsummaFestival)
- **LinkedIn:** [Midsumma Festival](https://www.linkedin.com/company/midsumma-festival)
- **Linktree:** [Midsumma Festival](https://www.linktree.com/midsumma-festival)

Midsumma Festival Social Media Strategy 2025 Overview

Key Objectives

1. **Unified Visuals and Messaging:**
 - A consistent, cohesive aesthetic and narrative aligned with our 2025 HERO system, and festival theme.
2. **Smarter Content Strategy:**
 - Fewer but higher-quality posts for maximum impact.
3. **Platform-Specific Customisation:**
 - Adapted content to each platform's unique demographic and strengths.
4. **Dynamic Storytelling:**
 - Move from static promotion to interactive, engaging content.

Platform-Specific Strategies

Instagram

- **Objective:** Showcase Midsumma's strong visual and artistic identity.
- **Target Demographic:** Urban, art-oriented individuals and art lovers.
- **Grid Redesign:** A triptych structure to visually represent the program. Each triptych will include: Introductory tiles, HERO images, Event albums and teasers.
- **Stories and Highlights:** Convert triptych content into stories for engagement and pin as highlights for visibility.

Facebook

- **Objective:** Re-establish Facebook as a hub for engagement and connectivity.
- **Content Customisation:** Tailor original posts that are distinct from Instagram, focusing on storytelling and interaction.
- **Features:** Use event link thumbnails, large album posts, and attendee-tagging opportunities to increase click-through rates.

TikTok

- **Objective:** Expand reach among younger audiences with engaging, relatable content.
- **Content Focus:** Showcase behind-the-scenes footage, artist takeovers, and candid moments.
- **Trends and Interactivity:** Leverage popular sounds, formats, and challenges to amplify user engagement.

LinkedIn

- **Objective:** Highlight Midsumma's professional achievements and partnerships.
 - **Content Focus:** Emphasise organisational milestones, emerging artist support, and the festival's broader societal impact.
 - **Engagement:** Foster discussions through leadership posts and partner initiative cross-promotions.
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