



## Summerfest Social Media Guidelines

### **Our Summerfest social media handles are:**

Facebook: @summerfest  
Twitter: @summerfest  
Instagram: @summerfest  
Snapchat: Summerfest  
TikTok: @summerfest

### **Our Milwaukee World Festival, Inc. social media handles are:**

Facebook: @milwaukeeworldfestival

### **Our American Family Insurance Amphitheater social media handles are:**

Facebook: @amfamamp  
Twitter: @amfamamp  
Instagram: @amfamamp

### **About Summerfest presented by American Family Insurance**

Summerfest presented by American Family Insurance has evolved into what is now recognized as “The World’s Largest Music Festival” and Milwaukee’s cornerstone summer celebration, hosting the music industry’s biggest acts, emerging talent, and local favorites along with approximately 750,000 fans, for an unforgettable live music experience. The 53rd edition of the festival will take place September 2-4, 9-11, and 16-18, 2021. Summerfest features over 1,000 performances on 11 stages, along with food, beverages, and activities, all in a world-class festival setting. For more details, visit [Summerfest.com](https://www.summerfest.com), or Facebook, Twitter, and Instagram: @Summerfest.