

Promoting an Event on Social Media

•A Six Week Outline•

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★ Things to prepare in advance:

- Awesome promotional graphics
 - Cover Photo for Event Page
 - Shareables for Twitter, Instagram, and Facebook
 - Photos from previous years, if recurring event
- Videos or photos of participating vendor's work
 - I.e. if a food truck, have tempting photos of their food!
- Hashtag!
 - Include on all posts, every platform
- Prizes for Contests!

★ Week One: Announce & Inform!

- Create Facebook Event Page with Details
 - Where, when, cost, purpose, parking/logistical info
 - First announcements of vendors, speakers, special guests, music acts, food and beverage - tease more to come!
- Share on all social media platforms
- Invite people to event
- Tease Early Bird sale for upcoming week

★ Weeks Two and Three: Tease & Promote!

- Early Bird Tickets are available!
 - Boost post on Facebook to advertise
 - Entry fee will be lower for these two weeks, encourage early ticket sales!
 - VIP packages are available at a lower price during this time.
- Second Release of special guest line-up!
- Spotlights - three per week until event
 - Posts highlighting and praising participants in event

- speakers, food and craft vendors, activities and attractions
 - Involve them
 - Encourage participants to share the event page weekly and invite their followers
- Contest!
 - Announce Giveaway
 - Enter by sharing our event on your social media page!
 - Unlimited entries
 - Potential Prizes: free event entry, merchandise, vendor gift certificates, or VIP package

★ Weeks Four & Five: Anticipation & Excitement!

- More Contests!
 - Winners from previous contest are announced online!
 - Contest #2: Grand Prize
 - Week 4
 - These winners will be announced at the event
 - Contest #3
 - Week 5
 - Share event page, tag and invite friends for your chance to win an event shirt and 25\$ worth of vendor tickets
- Three weekly spotlight posts continue!

★ Week Six: Don't Miss Out!

- Behind the scenes photos of venue, preparations being made for the event.
- Reiterate logistical details
- Information for getting tickets is shared again
- Remind attendees about ongoing contests on all platforms
 - Winner of Contest #3 is announced online!
 - Grand Prize Contest is advertised again!

★ Event Day: Encouraging Real-time Buzz!

- Have our hashtag visibly displayed!
- Photo op
 - Photobooth/ makeshift photo booth area or interesting visual display
- When final contest winners are announced, document on social media and tag them
- Capture candid photos of attendees having a fabulous time

★ Follow-Up

- Thank-you!
 - Attendees, vendors, and sponsors
- Update
 - If fundraiser or charity, share donation benchmark!
- See You Next Time!
 - Stay tuned for future events