Channels overview

**Facebook**
- The best social media network for traffic and engagement
- Effective for reaching people in a personal capacity
- Simple promotion tools
- Great events platform
- Facebook groups are good for reaching local audiences

**Twitter**
- Good for tapping into trending topics
- The best platform to open up dialogue
- Effective for reaching new audiences through tagging/using hashtags
- Great for networking and reaching professionals
- Good for posting live content

**Instagram**
- The best platform for visual content
- Great for showcasing pictures/outcomes of the event
- Also effective for tagging people and locations
- Instagram stories allow you to be creative with content creation
Social media top tips

- Think about your audience: what platforms are they likely to use and when?
- Keep copy short and snappy
- For optimal engagement, include a image, website link and call-to-action
  - User generated content works well as well as images from previous events
  - [https://www.pexels.com](https://www.pexels.com)
  - [https://unsplash.com](https://unsplash.com)
- Don’t include much text on images
- Use videos/GIFs if you have them
- Use hashtags on Twitter, Instagram and sparingly on Facebook
- Always tag relevant organisations and people
- Ask speakers and attendees to post about the event, both before and after
- Follow and engage with relevant accounts to build up your network.
Creating a Facebook event

- Over 500 million people use Facebook events every month*
- When creating an event, add as much information as possible
  - Event photo
  - Event name
  - Event location
  - Description
  - Category
  - Frequency
  - Time
  - Co-hosts
  - Details
    - Schedule
    - Keywords
  - Ticket URL

*Source: Eventbrite
Facebook offers a simple but effective promotion tool which works with minimal budget

You can either ‘boost’ a page post or the event itself

‘Boosting’ a post allows you set up an advertisement, targeted to the audiences you want to reach

Cost: anything you can afford, from £5 to £500 + beyond!
When boosting a post you can fill out targeting based on the audience you want to reach. You can select:

- Gender
- Age
- Location
- Detailed targeting inc. interests, job titles, marital status, pages they've liked
- Defining your audience
- Budget and duration
Facebook top tips: overview

• Make the most of different Facebook post formats:
  
  • Always use imagery when possible: posting a website link alone will impact performance
  
  • Videos/GIFs work best for engagement
  
  • Polls are another great way to engage with your audience
  
  • You can add an ‘event’ tab to your Facebook posts allowing users to book tickets easily
  
• Facebook live is a fun way to show people what’s happening at the event

• Finally, local community groups are a really good way to engage with local groups
Twitter top tips: overview

- Choose an event hashtag and use in all relevant posts:
  - Try to think of something memorable, short and snappy
  - Encourage others to use the hashtag and engage with all posts which do

- Always tag speakers and affiliated organisations/venues

- Ask speakers/volunteers to post about the event

- Tap into trending topics and hashtags

- Use relevant hashtags – but not too much

- Follow as many relevant people as possible and DM them to ask them to share the word

- Live tweet on the day if relevant
Instagram top tips: overview

- Instagram is a good platform for building anticipation around your event
- It’s particularly effective for reaching younger audiences
- As per Twitter, always use your event hashtag and encourage others to do the same
- Before the event you can use Instagram stories to create countdown posts, polls and sneak peaks
- During the event itself, live post and encourage users to come down
- Always use hashtags and tag the event venue