



Top 10 tips

for promoting your event on social media



1

Which platform is good for what?

Facebook is still a good all-rounder. Twitter is great for connecting with local influencers, bloggers and journalists, Instagram has a millennial and gen z demographic and is more visual, TikTok is where the kids are at. You don't need them all, so pick two and do them well!

2

Create a #hashtag

Create awareness around your event by setting up a short, memorable # - such as #NottsRegatta or #SuperSeptember

3

Create a buzz

Create posts people want to like and share - videos, countdowns, details about the event, schedules and photos. Behind the scenes content always goes down well!

4

Link your social media

Add a link to your Facebook, Twitter, Instagram and any other social media channels on your website and encourage people to follow you

5

Encourage shares

Ask people to retweet your posts on Twitter and ask people to share your event, page or website on Facebook too

6

Set up a Facebook event

Create a Facebook event so people can find out more about the event itself, confirm their attendance to their friends or select 'interested' to ensure they receive updates

7

Use social media live from the event

Encourage people to check in to the event on Facebook when they attend and ask people to tweet about the event with your hashtag

8

Share, RT and respond to people who engage

Once you've asked people to tweet and post about your event, engage with those people! Like their posts, RT or share their posts and reply to them - especially if they have questions!

9

Publicise your Facebook event and Twitter # at the event

If you've got a PA system at your event, use it to drum up a little more support on social media

10

Don't forget about post event promotion

Think about posting highlights from your event, share or retweet your favourite messages, create a twitter moments and don't forget traditional PR methods like sending your press release to local newspapers for publication