

SOCIAL MEDIA CHECKLIST FOR EVENTS MARKETING



BEFORE THE EVENT

- Create a Facebook Page for your event.
- Make sure to include ALL the details and have the option to buy ticket directly from Facebook page.
- Have a budget to boost event closer to the event.
- Invite family, friends, locals to event and ask them to help you spread the word.
- Create a Ticketing System for your event, we use Eventbrite to set reach more people.
- Create a unique Hashtag for your event and share with your audience.
- Create Graphics/Posters that you can use on all your social media and print posters (hire a graphic designer or use a program like Canva.com)
- Create graphics that list relevant info —Where, When, Who, What and Why —about the event to use repeatedly through the marketing phases (2 months out, 1 month out, within the month, within the week.)
- Partner for other establishments in the area to create a bigger impact (Ex: If you are hosting a dinner promote where to stay in the area, where to have breakfast, other things to do in the area.)
- Send personal invitations: use Facebook messages, Twitter direct messages, and LinkedIn messages to invite key, influential attendees, top speakers, and other event organizers to attend.

1-2 MONTH(S) OUT

- Post teasers about the event (What will you be serving, who will be there, ect.)
- Have a consistent presence on social media letting your followers know the event is happening. Post 3-5 times a week leading up to event.
- Partner with local influencers to help spread the word. Ask members of your target audience who they are following for recommendations. Use a microinfluencer for higher engagement if they're recommended by the people you're targeting ticket sales toward.
- Hold a Contest for free tickets or some prize related to the event, this will create engagement and will increase your reach with people that may otherwise not be aware of the event.
- Ask people to share, your followers are your FREE cheerleaders, encourage them to share.
- Consider a buy-one-get-one ticket for larger events as a 1-day sale.

WITHIN THE WEEK

- Time is running out reminder.
- Images of venue and ticket sales reminders.
- Create FOMO content (Fear of missing out. What details will make this event the one they NEED to attend no matter what?)
- Continue with previous content.

DURING THE EVENT

- Have someone assigned to take photos and videos as the event progresses.
- Give access to all social platforms for that same person to also engage with your online audience, retweet/repost content from attendees live during the event, check the hashtag for any issues, etc.
- Have a second person assigned to ask for Testimonials (In writing and on video if possible, to be used for next year or other events.)
- If possible, in addition to the above, go live on your feeds to show off what's available at the event.

DURING THE EVENT (CONT'D)

- If live is not possible, make sure to update your stories on instagram and facebook, and post videos directly to twitter.
- Consider a social media contest during the event (Post a picture while you're at our event to win ____, tag our business in your social media posts for a chance to win) This encourages people to be more active on social media and giving you FREE advertising to their followers.
- Post behind the scenes of what's happening.
- Encourage your attendees to share and have your unique hashtag posted in the venue.

AFTER THE EVENT

- Continue sharing pictures to promote your next event or for next year's event.
- Thank you, messages, don't forget to say THANK YOU to the ones that did support you.
- Continue to engage with the people that tagged you in their posts.
- Remind people of FOMO! Do not miss next year, mark your calendars!
- Advertise dates for the following year.
- Encourage them to sign up for your newsletter or follow you online to make sure they don't miss your next event.
- Do a recap video with pictures and stories from the event.

NEED A SOCIAL SAVVY SOMEONE ON YOUR TEAM?

Social marketing an event successfully is a lot of work. KA Social Media works with your team to take the heavy lifting off their hands so you and your team can get back to doing what you really need to do—which is running your business.

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