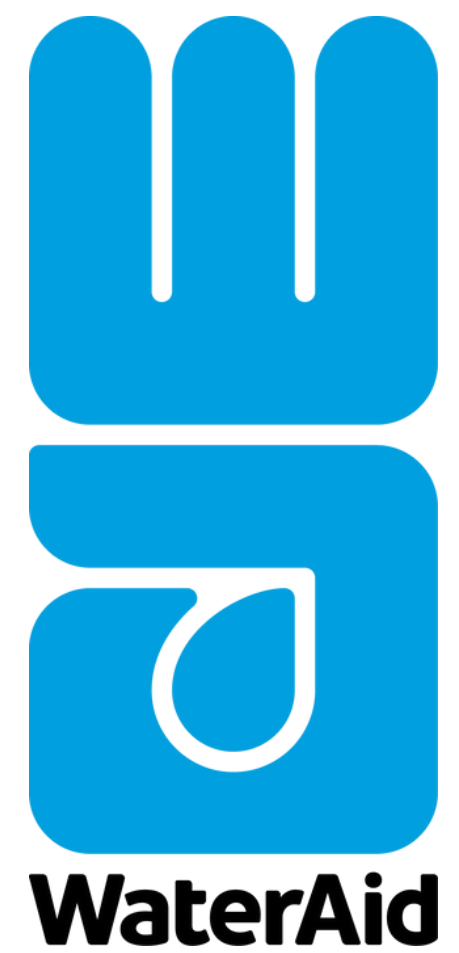


# Six Tips For Promoting an Event on Social Media

**TARIQ HAWARI**  
Digital Marketing Manager  
WaterAid Australia



## Choose your social platforms

- Identify the platforms that are most effective in reaching your target audience.
- Sometimes you may want to promote your event across multiple platforms - make sure you are aware of the platform's post dimensions.
- If your goal is to connect with professionals in your industry, LinkedIn can be a valuable platform.

1

## Create an event on LinkedIn or Facebook

- Create a LinkedIn or Facebook event to provide all the necessary details about your event. Don't forget to tag the official pages of your invited speakers or special guests.
- Use the event page as a platform to post regular updates or announcements, and answer questions.

2

## Make the most of social platform functions

- Take advantage of the various features offered by social platforms. For instance, Instagram's countdown sticker in Stories allows you to set an end date and time. It can be a powerful tool for promoting ticket sales, reminding people about deadlines, or creating a sense of urgency for a silent auction.
- Harness the power of tagging on social media to enhance visibility and engagement.

3

## Post teasers with necessary details

- Share relevant details in the time leading up to the event, keep your audience well-informed and build anticipation leading up to the event.
- Share impactful content to raise awareness and showcase the significance of your event in making a positive impact.
- For instance, you can feature stories of individuals who lack access to clean water, utilising materials provided by WaterAid.

4

## Post content from the event

- If you do not have a professional camera, you can use your phone to take images and video of the event.
- Share and respond to content to make a personal connection with your audience or attendees.
- This not only nurtures relationships with event attendees but also cultivates their potential as future attendees for your upcoming events.

5

## Allocate budget for social promotion

- By allocating a budget to your social platform, such as LinkedIn advertising, you gain the ability to target specific audiences and ensure your message reaches more of the right people.
- Reach out to a member of your communications team who can offer expertise and guidance in setting up ads and optimising their impact

6