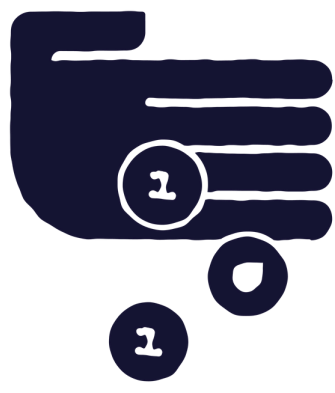
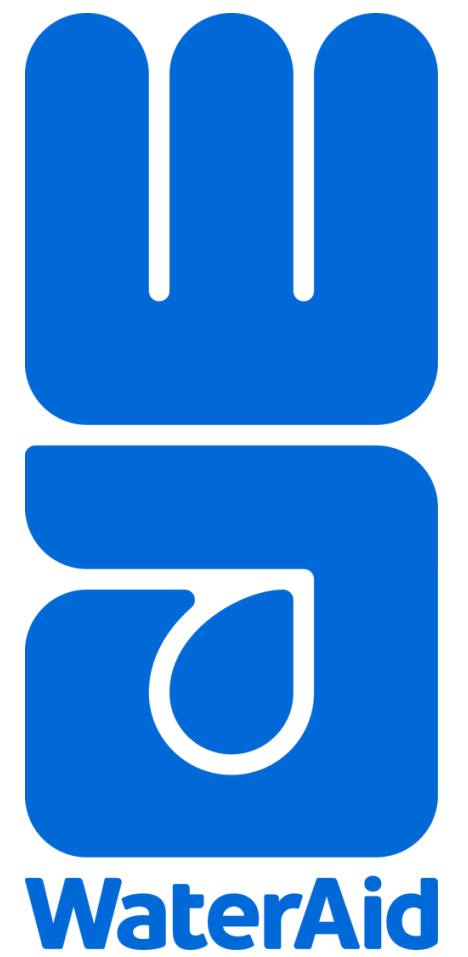


Promoting an Event on Social Media



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. LinkedIn's RSVP tools, Facebook's and TikTok's event updates can be used for promoting ticket sales, reminding people about deadlines, or creating a sense of urgency for a silent auction.
- Harness the power of tagging and engaging with comments and reposting 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

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