

HOW TO MAKE THE MOST OUT OF SOCIAL MEDIA



Know Your Audience and Channels

Once you have determined your target audience, [find out](#) which social media channel they use most often. Create a Facebook Event Page or a Twitter and Instagram account. Concentrate your efforts on a specific channel(s) that will provide the best reach.

TIP: Limit Facebook and Instagram posts to 2-3 times a week. Twitter requires day-to-day posting. More attention is given to any of these channels on event day.

Use Hashtags

Think of hashtags like an index – they help people find information related to a particular topic. Give your event a unique #hashtag that people can use leading up to, during and after the event.

Use popular hashtags (Instagram and Twitter will recommend these to you) as these will broaden your reach.

Example post: Tickets available now for #countryrunlondon supporting #cancer

Ask Influential Ambassadors

There may be similar people and organizations who have already built a successful online following. Ask them to be your social media ambassador or an advocate by spreading the word through their channels.

Example: If your event is a run or walk, you could approach The Running Room or Runner's Choice about supporting or endorsing your event through these channels.

Offer Something Enticing

Create a contest offering a reward to people who follow, like or share content on your event's social media channels. It can create momentum and attract people you would not have otherwise attracted. Here is an [online tool](#) to help you choose a random winner.

Use Images and Video

Statistics show when a post includes an image or video, the clicks can skyrocket. Try to use your own quality images rather than stock photography. The more authentic you are, the more people will relate to your cause.

When you include imagery, keep your text length short. The ideal length for Twitter is 70 – 100 characters and Facebook 40 – 119 characters.

Engage Often

Social media channels create an opportunity for you to engage in a two-way conversation with your supporters.

On Twitter, follow, re-tweet, like and mention your supporters. On Facebook, like, comment and share your followers' posts. Tag friends and partners, and leave comments on Instagram.

Do Countdown Reminders

A consistent roll-out will keep your event top-of-mind. Start with a teaser to peak curiosity and then provide more context later. As the event nears, remind people of the number of days left. Save news of an exciting event detail for one to two weeks before your event. Depending on its appeal, this is when many people will decide to attend an event.

Repeat Content

Last minute participants or supporters may not have viewed your message made weeks earlier. It's okay to repeat the same message – changing the content slightly – to get their attention.

TIP: Statistics show Facebook posts have a lifespan of approximately 14 hours, Instagram 21 hours and a tweet just over four hours.

Plan it out

It's important to plan out your content strategy. Some information may change, but it is good to have perspective on frequency and messaging from the outset.

Here's an [example](#) of a 10-week social media plan.

