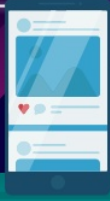


HOW TO USE SOCIAL MEDIA TO MARKET YOUR EVENT

Event planners have a not-so-secret weapon at their disposal — social media. Here are 18 ways to use this powerful communication tool to promote your event and make it well attended and successful.



51% OF EVENT PROFESSIONALS FIND THE BIGGEST CHALLENGE IN USING SOCIAL MEDIA IS HOW TO USE IT EFFECTIVELY.

Source: <https://eventforte.com/35-event-marketing-statistics.html>



1. PLAN YOUR STRATEGY

- › Create attendee personas
- › Determine destination and activities
- › Select venue

2. USE SOCIAL MEDIA TO DRIVE TICKET SALES

- › Use Facebook to create pre-event buzz
- › Set up event pages on all platforms
- › Share updates in a platform-appropriate style

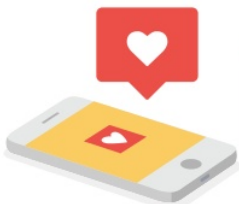


3. UNDERSTAND HOW TO USE FACEBOOK IN EARLY EVENT PROMOTION

- › Build relevant content on Facebook
- › Establish key performance indicators (KPIs)
- › Use paid promotion and ads

4. CHOOSE YOUR EVENT HASHTAG

- › Short, unique, easy to understand
- › Add it to all social account bios
- › Make it visible during the event



5. USE INSTAGRAM TO DRIVE TICKET SALES

- › Humanize your message
- › Show behind-the-scenes action
- › Use teasers to generate FOMO

6. USE LINKEDIN TO ENCOURAGE EVENT NETWORKING

- › Ideal for B2B
- › Channel event news through one employee profile
- › Create a group for the event

