



Promoting Events With Social Media

Angelika Lipkin
Manager of Strategic Partnerships
Higher Logic



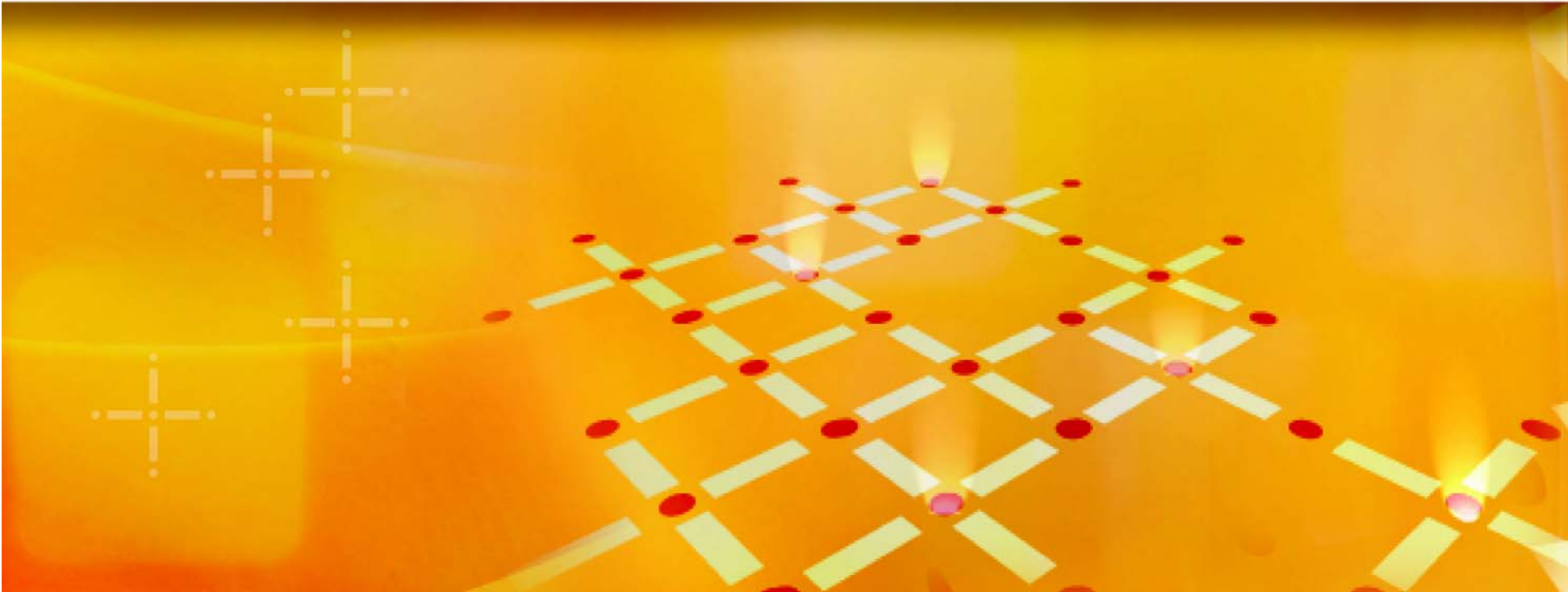
HIGHER LOGIC™

social networking. collaboration. community.



Angelika Lipkin
Manager of Strategic Partnerships
[@angelikalipkin](#)

Council of Industrial Boiler Owners
October 14, 2011



Today's Session

1. Social Media Ecosystem
2. How To Plan and Promote Events With SM
3. Effectively using SM to Promote Events
4. SM Ninja: QR Codes & Social Technology
5. Setting Measurable Goals



Step 1. Plan with SM Tools

- Use **Skype** for conference calls and chats about event planning.
- **Gchat** and **Tokbox** are also fast and easy ways to engage audio and video conversations.
- **PBworks**: The wiki is an ideal platform for planning
- **Google Calendar** and **Google Docs**
- **Basecamp** a business project management solution.
- **CalendarHub** is also a good calendar tool with event feeds and scheduling.



Step 2. Organizing and Inviting

- Invite key guests, speakers, volunteers, and whoever else is important to the success of your conference
- Pbworks: Online Team Collaboration
 - A great tool for keeping information on the event organized
 - Publish guest lists and Speaker lists
- Set up a blog: Create/post updates to [WordPress](#)
- Facebook event
- EXTRA: [Anyvite](#) and [Eventbrite](#)



Step 3. Promo and Distribution

- Promotion is the key to any successful meeting
- Have as many distribution channels available as possible
- Your potential guests or attendees must be able to easily find you on SM
- Twitter and Facebook should be your primary promotional tools
- Facebook
 - Set up a Facebook Page
 - Updates appear in news feeds
 - Creating a Facebook Event
- Twitter's key is retweeting and hashtags
 - Have an event hashtag and promote it ([#sm4np](#))
 - Ask for retweets of the most important information



Market Your Event Through Facebook

- Facebook Events: “one of the most powerful tools on the platform.”
- A page for your event attracts fans.
- I’ve found success by first creating a page for the event, and then creating a “Facebook Event” from that.
- Build a reoccurring fan base over time.
- Add a “Like Box” to your website or blog



SOCIAL MEDIA FOR NONPROFITS

- SAN FRANCISCO**
JUNE 29TH
 - WASHINGTON DC**
JULY 14TH
 - NEW YORK CITY**
AUGUST 4TH
 - LOS ANGELES**
AUGUST 22ND
 - CHICAGO**
SEPTEMBER 27TH
 - SEATTLE**
OCTOBER 14TH
 - ATLANTA**
TBD
- #SM4NP

Wall

Social Media for Nonprofits

Like

Non-Profit Organization · Washington, District of Columbia



Wall Social Media for Nonprofits · Most Recent ▾

Jonathan Gonzalez
Where is the NYC?
2 hours ago

Social Media for Nonprofits It is on the 4th of August at NYU at the Eisner & Lubin auditorium. <http://socialmedia4nonprofits.org/nyc>
about an hour ago

Jonathan Gonzalez Thanks!!!!
about an hour ago

Jaime Hecht
I won't be able to make it to the conference, but was wondering if there will be any hh's or outings in the DC area?
10 hours ago

Social Media for Nonprofits Stay tuned, will announce the afterparty details tomorrow morning. We'll post it here and on Twitter.
37 minutes ago

Social Media for Nonprofits
Have you tried any of these tools? TwooLr, TLists, Qwerly or Archivist? I have used Archivist and it's interesting to see data visualization. Post your favorite Twitter tools here to share with with the rest of the community.



TBD

#SM4NP

- Wall
- Info
- Friend Activity
- Twitter
- Events
- Photos

1,460 like this

Likes See All

- Socialbrite
- Social Good
- CivicActions
- Frey Vineyards
- Tides



Social Media for Nonprofits

Have you tried any of these tools? Twoor, TLists, Qwerly or Archivist? I have used Archivist and it's interesting to see data visualization. Post your favorite Twitter tools here to share with with the rest of the community.



11 Twitter & Social Media Tools To Try In 2011 | Social Media Today
socialmediatoday.com

It's hard to keep up with all the tools available to help maximise Twitter and other social media platforms.

Yesterday at 6:42pm · Share

3 people like this.



Kristy Cartier Thanks for the tip. I love the Infographics of late.
Yesterday at 7:25pm



Social | Impact Consulting, LLC

We're excited to announce a partnership with Social Media for Nonprofits to provide discount tickets nationwide! Use promo code "socimpact" for \$20 off registration to the SM4NP confab in DC this Thursday, or one of the others taking place throughout the U.S. later this year. Please help spread the word!



Social Media For Nonprofits
socialmedia4nonprofits.org

Register now to join us this Thursday, July 14 at The Center for Association Leadership—hurry, as there are only a few more tickets available and we expect to sell out.

Yesterday at 6:04pm · View Post



The Urban Animal Alliance

Speaking Live with Chuck Scarborough from NBC NY News about the severity of PitBull Fighting and Animal Cruelty in Urban America and abroad.

The Urban Animal Alliance
<http://www.youtube.com/watch?v=k02FmCs8bHA>



facebook Search Home Profile Account

SOCIAL MEDIA FOR NONPROFITS

Social Media for Nonprofits Conference- Washington, DC
Share · Public Event

11 Attending See All

- Jodi Ochstein
- Renata Riggs
- Daphne Klein
- Peter Panepento
- Katya Andresen
- Kristy Carlier
- ResourceQueen Lancaster
- Darian Rodriguez Heyman

2 Awaiting Reply View

2 Not Attending View

Time Thursday, July 14 · 9:00am - 5:30pm

Location ASAE Conference Center 1575 I Street, N.W Washington DC, 20005

Created By Social Media for Nonprofits, Ritu Sharma, Darian Rodriguez Heyman

More Info

Social Media for Nonprofits is a full-day (9:00am-5:30pm) conference that provides nonprofits with practical tips & tools for fundraising, marketing & advocacy. Enjoy keynotes & sessions by Robert Michael Murray of National Geographic, Greenpeace, American Red Cross, Network for Good and more.

Date: July 14, 2011

Time: 9am-5:30pm

Venue: ASAE Conference Center
1575 I Street, N.W
Washington DC, 20005

Registration: \$125, please register online at: <http://bit.ly/mS5rLv>

Conference agenda at a glance: <http://socialmedia4nonprofits.org/dc/>

Wall

I'm Attending **Maybe** **No**

Birthdays See All

Noah Ginsburg
It's his birthday.
Say Happy Birthday

Friends' Events See All

THE MOST EXCITING DAY OF THE YEAR!
Saturday, August 6
RSVP: Yes · No · Maybe

Sponsored Create an Ad

Federal Accounting
graduateschool.edu

Earn an Associate of Applied Science Degree in Accounting with a unique federal accounting option at Graduate School USA!

Free Queso Day
Join us at Moe's for Free Queso Day on Wednesday, July 20. All

July 6 at 10:51pm

RECENT ACTIVITY

- 31 Angelika is attending Social Media for Nonprofits Conference- Washington, DC. Like · Comment · Invite guests
- Angelika likes Social Media for Nonprofits.



Mary Lynch

Thank you so much for the support! How is everything your way?!?!
July 6 at 2:22pm · Like · Comment · See Friendship



Jen Iacovelli

are you in dc this lovely 4th?! coming downtown to watch the fireworks at all? hope you are having a great weekend!
July 4 at 9:23am · Like · Comment · See Friendship

Use Those Hashtags!

- Make sure everyone knows the Twitter hashtag
- Track tweets and other mentions
- Ask all participants to use a # with a designated keyword or phrase when discussing it. E.g. #sm4np
- Put it in your literature, on name tags, and announce it during your keynote.
- Hashtags make your event more findable, searchable and memorable.



NACHRI Advancing new leadership competencies? Submit your proposal for **#ALC11** by 4/01. <http://cot.ag/g6kT1T>
about 15 hours ago via CoTweet



ALC_US @hansfens Whew hew! Maybe we should have an **#ALC11** pre-party. :)
about 20 hours ago via web



hansfens RT @ALC_US @rinaneeman We'd love to see the **#GALALisb** folks at **#ALC11**, too! http://alculus.org/education/2011_conference.cfm <-I'm going!
about 20 hours ago via Twitterrific



ALC_US @rinaneeman We'd love to see the **#GALALisb** folks at **#ALC11**, too! http://alculus.org/education/2011_conference.cfm
about 20 hours ago via web

Post Photos to twitpic

- A tool that allows you to take a photo with your phone or camera and upload it directly to Twitter.
- Anyone following you on Twitter will see your tweet
- Show members what's happening in real-time
- Create a sense of visual livestreaming as the event is underway.



Market Your Event Through LinkedIn

- Promote business functions with LinkedIn Events
- As Lewis Howes points out in his excellent post, *Top 5 Ways to Market Your Business with LinkedIn*, “once someone RSVPs to your event, it shows up on the home profile of everyone that person is connected to, spreading the message for you.”
- Create an event on LinkedIn
- Invite up to 50 people from your LinkedIn network.
- Shows up in the events search.

LinkedIn

If you have a professional event then it is a must that you create an event page within LinkedIn. Adding an event is an easy one step process.

Add an Event

* Event Title:

* Date & Time: to ((GMT-08:00) Pacific Time (US & Canada) ▾)

This is a virtual event.

Venue Name:
Ex: "Carnegie Hall"

Location:
Ex: "381 7th Ave, New York, NY 10019"

Website:

Are you attending? I'm attending I'm interested I'm not attending

Are you organizing? Yes, I am organizing this event

[Add more details](#)

or

* Indicates required fields

Market Your Event Through Your Blog

BEFORE

- Create posts announcing the event
- Calls for presenters
- Sponsorship opportunities



DURING

- Live Blogging
- “Live blog” the sessions
- Creates Buzz
- Take notes straight into a blog post and publish it as soon as the session ends
- Encourages non-live attendees to register for an upcoming event



Foursquare

- Geo-location sharing application
- The check-ins can post to Twitter and Facebook
- Badges are awarded for check-in points



1. Start by creating a new profile for your event.
2. Then, add the venue and event description.
3. Use the “Tip” function to broadcast event updates, incentives, and nearby meetings and venues to event participants.
4. Encourage check-ins, engage participants and reward them.



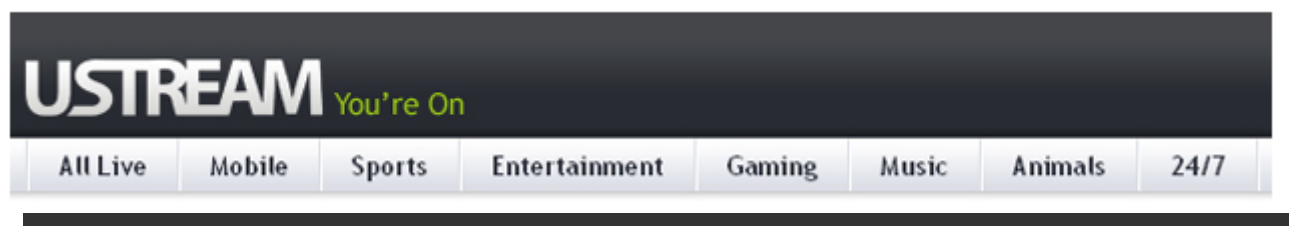
The screenshot shows a Facebook interface. At the top, the Facebook logo and navigation links (Home, Profile, Account) are visible. The main section is the News Feed, which includes a search bar, a 'What's on your mind?' text box, and a row of sharing options: Status, Photo, Link, Video, and Question. A green arrow points from the 'Video' icon to the text box. Below this, a post by Angelika Lipkin is shown, stating 'Looking forward to presenting!' and featuring a photo of a document. The post is shared from 'Social Media For Nonprofits' and includes the text 'Angelika just checked in @ Social Media For Nonprofits (Washington, DC)'. The post is timestamped '4 seconds ago via Foursquare' and has options to Like, Comment, and share.

The screenshot shows the Foursquare mobile app interface. At the top, it says 'Friends' and 'foursquare'. The location is 'Social Media For Nonprofits' at '1575 1 St NW'. A large blue banner reads 'You're Checked In Here!'. Below this, there is a tip: 'This place has no mayor. Check in here and it could be you'. The interface also shows 'You're here!' with a profile picture, 'No tips here', and '1 photo' with a thumbnail. At the bottom, there is a navigation bar with icons for camera, ideas, check-ins, and sharing.



Thoughts on Video

- Quick interviews with attendees/speakers on Flips
- Recorded sessions
- Live streaming the event with UStream.tv
- Helps expand your audience and interact with them, even if they are not present in person at your event.



Step 4. Optimize the Event for Sharing

- Keep attendees happy
- Schedule a Tweetup
- Have high-speed wireless available
- Allows people to tweet and converse more easily
- Promote following the event's Twitter account for event updates
- Create/and promote a unique hashtag
- Have a web page or even a giant whiteboard



[webgrafix](#): [@shelly_palmer](#) I wanted to just send a shout to say THANKS! I really enjoyed listening to you at [@adtech](#) [#adtech](#) Everyone should go!
1 day ago from *web* · [Reply](#) · [View Tweet](#)



[ryanmilani](#): [@yourmagz](#): RT [@weblaunches](#) Online Media Report from [#AdTech](#) 09 - Great Info - <http://bit.ly/OnlineMedia> (expand) [#socialmedia](#)
1 day ago from *twirl* · [Reply](#) · [View Tweet](#)



[joshjaffe](#): I went to [#adtech](#) and all I got was this stuffed giraffe <http://twitpic.com/3xkux>
1 day ago from *TwitterFon* · [Reply](#) · [View Tweet](#)

Step 4. Optimize the Event for Sharing

- Consider setting up a live stream (Ustream/Mogulus)
- If you can't stream, upload videos to YouTube
- Finally, and most importantly, listen to your audience
- Address their needs by tracking the Twitter conversation for a large event
- For small events, simply ask them for feedback or have an online survey guests can fill out.



Step 5. Post-event Social Media

- Continue communication with all the attendees
- Create a blog post of your reflections
- Host a web page where users can add their SM
- Send them thank yous, updates, and information
- Be sure to promote friending or following
- Share all SM
- Upload photos to the Flickr account
- Titles, Descriptions, Tags
- Post videos on YouTube, Facebook, Vimeo and Viddler are also good alternatives
- Post recordings of your live video



SOCIAL MEDIA MARKETING MADNESS



ASAE Annual Meeting

4 days

2,800+ attendees
(5,500+ total)

439 exhibiting companies

- Expo Hall
- General Session speakers and Thought Leader Sessions
- More than 120 Learning Lab sessions



Image credit: ASAE & The Center Pictures on Flickr

ASAE Annual Meeting



BIO Convention

3 days
7,800+ attendees
(15,000+ total)
1,700+ exhibitors

- BIO Business Forums
- BIO Exhibition
- Keynote Luncheons
- More than 125 Breakout Sessions in 17 tracks



Image credit: BIO photos on Flickr

myBIO Community - Biotechnology connections

Overview Discussions News Jobs Subgroups More... Group Profile

Biotechnology Industry Organization (BIO) is the world's largest biotechnology organization, providing advocacy, business development and communications services for more than 1,200 members worldwide. Our mission is to be the champion of biotechnology and the advocate for our member organizations—both large and small.

About this Group
Created: September 28, 2007

BIO members are involved in the research and development of innovative healthcare, agricultural, industrial and environmental biotechnology technologies. Corporate members range from entrepreneurial companies developing a first product to Fortune 100 multinationals representing state and regional biotech associations, service providers to the industry and academic centers.

We are the host of the BIO International Convention, the Global Event for Biotechnology
<http://convention.bio.org>

Share Report as...

Group Members in Your Network

- Alex George, Account Director at Fixation Marketing
Washington D.C. Metro Area
- Margaret Core, Certified Association Executive, Director, Sales & Marketing at BIO
Washington D.C. Metro Area
- Jim Gawley, VP eMedia at ForbesAMG
Greater New York City Area
- Catherine McDaniel, Avid Branding, Inc. - www.avidbranding.com
Greater San Diego Area
- Francis Lau, PhD, FACN, Scientist at IH Nutraceuticals
San Francisco Bay Area
- Megan Driscoll, President and Founder at PharmaLogics Recruiting (781) 848-5500 x101
Greater Boston Area
- Scientific Director, Board Member & STEM Education Advocate

2010 BIO International Convention
a subgroup of myBIO Community - Biotechnology connections

The BIO International Convention is the industry's signature event, attracting thousands of biotechnology researchers, scientists, policymakers and journalists from around the world. Use the global search to find sessions, exhibitors and potential business partners.

Sign up for our eNewsletter at <http://convention.bio.org>.

Registration and housing opens October 2009.
Join us on twitter at <http://twitter.com/BIOconvention>.

Questions? Email our customer service team at reg@10bio.org

Join Subgroup

18 members | Create your own

Jobs, Career & Recruiting Services
18 members | Share | Join

2010 BIO International Convention
79 members | Share | Join

HR Professionals
5 members | Share | Join

Policy & Regulatory

Find Us On: [Social media icons]

SAVE Biotech
See all of our Favorite Articles from the 2010 BIO International Convention.

Top Headlines | Twitter: #BIOconvention | Twitter: 1x1

Life in The New World Order
By Tom Bomers, BIOCIM Director of Communications Five to 10 years ago, Pfizer thought the biggest new sales area...

The Role of the Act in Antibiotic Alliances
Little Big: The State of the Art in Antibiotic Alliances was the topic of a panel today at BIO...

An Academic's Perspective on the Perceived Controversies Surrounding Biotechnology
Bruce Chassy is a Professor in the Department of Food Science & Human Nutrition at the University of Illinois...

Consumer Resistance of Biotech is only a "Pretextation"
By Val George, New Public Perception Affects Adoption of Technologies that Help Feed the World was the topic Wednesday...

FDA Town Hall
FDA Commissioner Margaret Hamburg, Karen Mottman, Acting Director of the FDA Center for Biologics Evaluation and Research (CBER) and...

2010 Dealmaker: Intentions Survey and the BIO Business Forum Preliminary Report
At the 2010 BIO Convention, representatives from CombiNet Alliance and BIO discussed results of the 2010 Dealmaker's Intentions Survey...

BIO2010 Youtube
Please tag videos with #BIO2010

Convention coverage
Tag your convention related content, blog posts, photos and videos with:
BIO International Convention: #bio2010
BIO Business Forum: #bio1x1
BIO Exhibitors: #bioex

tcg • national conference
chicago 2010

IDEAS INTO ACTION

Attendees Conversations Twitter Schedule Already a member? [Sign In](#)

Search by name, tag, or description You must have an invitation to join the 2010 TCG National Conference community.

Recent Conversations (64 total)

- All **Notes from other sessions?** (4)
"For "10 Warning Signs," they had a Powerpoint presentation that they updated..."
- All **Affinity Group: Fundraising Staff fundraising discussion - advancement ca...**
"Hello all! We discussed exchanging emails and creating a forum for con..."
- All **Shun Manifesto (2)**
"Please..."
- All **Role to Writer's Theatre? (8)**
"I had a ticket but it was going to take too long to get there - and even mo..."
- All **The Colored Museum - At Congo Square (2)**
"Steven and I will be there :)"
- All **On line (1)**
"Don't have a computer, don't have internet, only what's in the gallery/foun..."

[View all 64 conversations >](#)

Recent Tweets (updated 2 months ago)

Vijay M [#NewPlay](#) TV at it again. LIVE from the Z Space doing dev...

Ideas into Innovation: Processes for Uncovering Innovation Potential and Launching New Strategies

Location: Palmer House, Chicago Room
Fri, Jun 18, 2:00 PM CDT - 3:30 PM CDT



Creative Ecology

The capacity to turn ideas into action, or the ability to innovate, is a learned strength for organizations. It's not just a matter of debating possibilities, selecting one and saying "Go forth and innovate!" EMO/Arts has supported more than 50 arts organizations in uncovering new and creative ways to create public value, and has become recognized as the leading provider of innovation programs to the nonprofit arts sector, including the Innovation Lab for the Performing Arts (funded by the Doris Duke Foundation) and the James Ingle Foundation's Arts Innovation Fund. This session features leaders from three American theaters that are using innovator practices to address critical challenges and launch new ideas. Representatives will discuss their projects, lessons learned, and the lasting impact on their organizations. EMO/Arts will lead session attendees through a short exercise to understand how to get started on their own innovation projects.





Conversations (4 total)

Session conversations are public discussions amongst those attending the session. Start the first conversation by clicking the Start a Conversation button at top.

Speakers

-  **Richard Evans**
EMO/Arts
-  **Nancy Coleman**
The Civilians

Participants (31 total)

-  **Matthew and Shobana**
Theatre Communications Group
-  **Al Garland**
Playwrights Horizons
-  **Kary O'Brien**
Message Theatre Company
-  **Laron Hennings**
Civivi Theatre Company



SM NINJA MOVE

Use QR Code to:
(Quick Response)

- Create buzz for a tradeshow or exposition
- Drive booth traffic
- Build partner connections
- Provide ways to interact through sm
- Gain post-show PR



QR QUEST

Ahoy, ASAE attendees – drop anchor at all 11 booths to earn a chance to win the QR Quest! See back for details.

▶ EXTRA MOVE ▶

COFFEE

LOUNGE

FOOD

ICON KEY CODE:

<ul style="list-style-type: none"> Higher Logic.....#504 Syscom Services.....#707 Blue Sky Broadcast.....#731 Boxwood.....#716 DelCor.....#416 Expocad.....#429 	<ul style="list-style-type: none"> designDATA.....#210 HighRoad Solution.....#606 Informz.....#205 LearnSomething.....#611 TMA Resources.....#600
---	---

VENDOR SHOWCASE

HIGHER LOGIC, BOOTH 504
Professional Social Networking Community & Collaboration Software for Associations.
www.higherlogic.com | @HigherLogic

SYSCOM SERVICES, BOOTH 707
Web Design & Content Management Systems for Associations & Non-profits.
www.SyscomServices.com | @SyscomServices

BLUE SKY BROADCAST, BOOTH 731
We are a full-service provider that delivers superior live and web-based events.
www.blueskybroadcast.com | @BlueSkyBC

BOXWOOD, BOOTH 716
Online Career Center; Our Investment. Your Success. Get the Facts.
www.boxwoodtec.com | @boxwoodtec

DELCOR, BOOTH 416
Technology & Management Consulting and Network Systems & Support.
www.delcor.com | @delcortech

DESIGNDATA, BOOTH 210
Outsourced Network Management, IT Consulting & Data Center Services for Associations.
www.designdata.com | @desdata

EXPOCAD, BOOTH 429
Event Management & Exhibitor Marketing Software, Mobile to Web.
www.expocad.com | @expocad

HIGHROAD SOLUTION, BOOTH 606
Campaign, Email, Mobile Messaging and Webinar Solutions for Associations.
www.highroadsol.com | @HighRoadSol

INFORMZ, BOOTH 205
Email Marketing Solutions Built for Associations.
www.informz.com | @informz

LEARNSOMETHING, BOOTH 611
Learning Management Solutions for Associations.
www.learnsomething.com | @learnsomething

TMA RESOURCES, BOOTH 600
Make your association the place to be with TMA Resources' association management software. Periodically.
www.tmaresources.com | @tmaresources

AHOY, THE TREASURE!



Apple iPad



Cash Money



Spa Gift Card

RULES & REGULATIONS

THANK YOU for participating in the QR Quest at the 2011 American Society of Association Executives (ASAE) Annual Meeting & Exposition. This one-of-a-kind contest is sponsored by leading association solution providers Higher Logic, Syscom Services, Blue Sky Broadcast, Boxwood, DelCor, designDATA, EXPOCAD, HighRoad Solution, Informz, LearnSomething and TMA Resources. At 2011 ASAE Annual Meeting & Exposition attendees are invited to participate and earn the chance to win the QR Quest and other prizes worth over \$2,500. Contest participants must visit all participating booths, complete the QR code scan via their mobile device or have the MAP signed by a booth staff member. Return the completed MAP to the Higher Logic Booth 504 or Syscom Services Booth 707 by end of expo hours on 8.8.11. Prize winners will be notified via email. Participants do not have to have a QR code app or mobile device. If participant doesn't have the required technology to play, the booth staff person will approve the visit and sign the MAP. All trademarks are the property of their respective owners. ©2011.

WHAT IS A QR CODE?

A QR code (Quick Response) is a specific matrix barcode or two-dimensional code, readable on a mobile device by dedicated QR code reader applications. The code consists of black modules arranged in a square pattern on a white background. Users can scan the image of the QR code to display text, contact information, connect to a wireless network or open a web page in a mobile browser. The information encoded can be text, a URL or other data/media. QR code is everywhere in the world around us – advertisements, business cards, magazines, coupons, airport and ticket check and many more.

Try one of these popular QR code readers:
QRifier or RedLaser - iPhone
Barcode Scanner or Google Goggles - Android
Blackberry Messenger or My PIN Barcode - Blackberry



EXAMPLE

Setting Measurable Goals

YEAR 3

- Integrate marketing campaigns with social spaces.
- Focus on driving specific business outcomes.
- Create more efficiencies in processes around monitoring and posting.
- Capture and repurpose user-generated content in more ways and more places.

YEAR 2

- Make sure participants know where to find you in social spaces.
- Test different calls-to-action to see what sells, what engages, what fails.
- Streamline the processes around monitoring and posting.
- Experiment with using social media to make your homebase site more engaging.
- Feed content to your rock stars and influencers to build buzz.

YEAR 1

- Find and connect your attendees, exhibitors, and stakeholders in social spaces online.
- Set up official outposts with clear branding and regular postings about the event.
- Document how participants use social media around the event.
- Identify your rock stars and influencers.



Set the Viral Sharing in Motion

- Get the word out.
- Use the “share” function to post the event on your personal walls, thereby letting your friends know.
- You can also use the “invite” function to personally invite any number of friends. As people RSVP that they are coming, encourage them to share and invite. The more the merrier.



Use Multiple Touch Points

- Not just Facebook, but also use Twitter to spread the word, as well as traditional websites.
- A key to marketing is having multiple touch points for your audience.
- If you can reach someone in three different places, they are more likely to remember your event.



Opportunities to Participate

- If someone is involved in an event, they feel more invested and are more likely to spread the word.
- Ask for volunteer help
- Members are more likely to help with promotion, both online and on the street



Reminders

- Facebook events give you the opportunity to reach out.
- If the event is created from a Facebook Group, you can send messages to those who are attending
 - The “maybes”, and all of the invitees.
 - If the event is created from a Fan Page, you only have the option of sending an “update” to all fans



Be Creative

- Think of unique ways of promoting the event.
- Local podcast prior to the event
- Getting “supporters” of your event to change their Facebook profile pictures
- Twitter avatars to something related to your event, such as a logo or even a **Twibbon**.



Connect With Me!

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