

How to best promote Events on Social Media

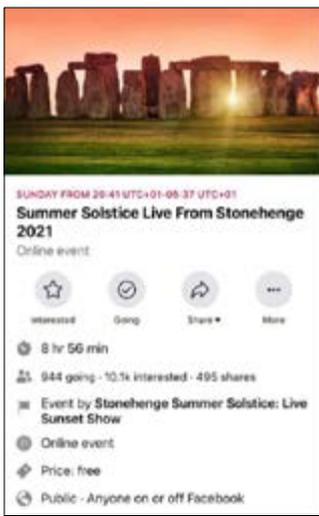
Choose your platforms carefully

Every social channel is different, and you will reach different audiences on each. It's much better to do one platform well than to do them all badly.

When deciding on which channels to use, it's useful to take learnings from other events or brands social accounts. Study what works well for them, which type of assets they use, their tone of voice and then apply it to your own event, where relevant.

Here are a few of the benefits of each channel:

Facebook:



- You can create a Facebook 'Event' for your upcoming event and use this to sell tickets, share event updates and create engagement. These Facebook events can be for both in-person and online events:
- [Creating an 'in-person' Facebook Event](#)
- [Creating an 'online' Facebook Event](#)

Twitter:



- Short & snappy messaging, less is more. There is a 280-character limit
- Engage with your audience through quick conversations & polls
- Use and promote hashtags
- Retweet content from fans, event partners or key acts/speakers - as well as them retweet yours!

Instagram:

- Extremely visual platform, ideal for sharing content before, during and after the event
- Create interactive Instagram stories; Polls, Q&As, Countdowns, Quizzes
- Hashtags can be applied to posts and stories to expand reach

N.B: To share web links on Instagram your account must have 10k followers or more.

Create an Event #Hashtag

By using a unique hashtag, it enables all content related to your event to be found in one place.

- The best hashtags for events are short, simple to spell and easy to remember. When promoting a new, lesser known event, try to avoid abbreviations that look like codes.
- It's important not to use a hashtag that has previously had a lot of usage as you do not want your content getting muddled in between irrelevant posts.
- Your hashtag should be used on all relevant content, across all your social channels.
- It's essential to consistently use the hashtag before, during and even after the event - as well as on marketing collateral and printed materials.
- It's encouraged for industry partners and event stakeholders to use hashtags in all relevant social posts to increase visibility and raise awareness in the run up to the event and during the event itself.

Top tip: Adding your event hashtag to your channel biography increases visibility for your audience and will encourage them to use it.

Organise assets available & identify any content gaps

To maximise promotion and engagement for your event, we recommend including an image, video or link within every post relating to your event. It's important to remember that a consistently high quality of posts is much more beneficial than post quantity.

Video Content:

- Facebook & Twitter favour content published via their own video publishing tools Creator Studio or Twitter Media Studio (not YouTube links). These tools also give you more options to optimise video as much as possible as well as crosspost them with other businesses.
- 4:5 (or square) orientation. For VisitScotland, these orientations outperform landscape videos. They also look much better when viewing on a mobile screen.
- Authentic videos and photos without branding/infographics or sales messaging work best and are more sharable for fans and partners.
- If your video has audio, make sure to add captions. Not only does this make your video easier to be played in 'silent mode' but also makes it more accessible. Facebook, Instagram and Twitter all enable you to add auto-generated captions to video content.

Link Content:

- Drive traffic to your website.
- Short and concise copy - make your audience click to find out more!
- Imagery is key, however avoid clickbait by keeping it relevant.
- When posting links on Twitter, use Twitter Cards to generate more engagement. This is a more attractive way of presenting link content and the whole tweet is clickable.

Image Content:



- Portrait over landscape - simply takes up more space on mobile screen.
- Inspiring imagery is key, use a variety of pictures styles and avoid over-use of infographics.
- Always credit photographer and clearly mark location when relevant.

By identifying the assets, you currently have available and others you are planning to create prior to starting your event promotion, reduces the risk of running out of content. Overusing content on social posts or sacrificing post quality in the run up to your event should be avoided.

Having a wide variety of visual assets available to catch your audience's attention is essential.

These could include:

- Images/videos of highlights from previous events
- User Generated Content (UGC)
- Behind the scenes/sneak peek footage
- Key speaker/acts updates
- Venue updates
- Footage from around the location & surrounding area
- Twitter Polls
- Instagram Story Quizzes, Polls, Q&A sessions

VisitScotland Digital Media Library:

If you're looking for additional content, our [DML](#) contains lots of assets including images, videos, and b-roll footage which you can use free of charge provided you comply with Terms of Use, individual asset license conditions and any usage instructions or brand guidelines. These assets can be used across your platforms to help enhance your own content but also by adding your images / videos to this site, this provides our Marketing and PR teams with easy access to potentially use these images for promotional purposes.

Finding The right Tone of Voice

Creating engaging content is KEY to success when promoting your event on social media. Your post captions should also be consistent before, during and after the event. If the event is new or you're looking to trial a new approach to social media, we suggest mixing up your messaging at the start of posting to find what works best. This could simply be small changes such as; use of emojis, post caption length or depending on the event, types of questions asked or simply a less/more formal style of writing.

For your social posts to appeal to as many consumers as possible, we recommend your event TOV on social media follows the below guidance:

- Fun, inspirational and clever
- Relatable and approachable
- Kept simple and authentic, allowing fans to see the real thing
- Limited corporate & industry focused wording/messaging (unless that's who your event is for!)

Although selling tickets may be a big KPI, stay away from including hard sales messaging within your posts. It is much more important to use visual assets to sell the event, as these will be more engaging. Post captions should **not** include phone numbers or email addresses unless there is an urgent need for them e.g. ticketing issues.

Engage with your followers & Fans



To build momentum for your event on social media, it is essential to interact with your followers and seek conversation. Here are 6 ways to build engagement on your social channels:

- Like, comment and reply to as many posts as possible relating to your event. Comments could simply be something short to acknowledge the post, or you could reply with a question relating to the event to encourage more conversation.
- Use questions in your post captions to encourage replies.
- Repost content from fans or event partners (always get permission if you are re-uploading their content from your channels!)

- Monitor use of hashtag and engage with users.
- Use Tweetdeck to search for tweets relating to your event that do not tag your Twitter account or hashtag.
- Twitter polls and Instagram Stories stickers; Q&A, Polls or Quiz. These are also a fantastic way to gain insights into your followers' interests and preferences.



Review & repeat

To capitalise on social media as much as possible throughout your event promotion, it's important to identify what type of posts are working & what isn't, and quickly revise your content plan accordingly.

5 factors that could be affecting your post performance:

- Inconsistency of posting: a similar amount of posts scheduled at similar times each day, are more likely to be favoured by the algorithms.
- Post timings: find out when your audience is most active and utilise it! Posts perform best when more of your audience are online.
- Hashtags: are you using too many/ not enough? It's important to find the right balance. Twitter recommends using only 2 hashtags as best practice, whereas on Instagram it's around 11 however there is no hard & fast rule for this.
- Post copy: if your posts aren't resonating with your target audience, mix it up!
- Channel Optimised: don't underestimate how important optimising your content per channel is. Each channel reaches a different audience, its essential content is optimised for each.

Here are a few tools to help you track post performance and engagement. Some require payment for full use however the free versions still offer useful insights:

[Twitter Analytics](#)

[Twitonomy](#)

[Twitter Report Card](#)

[Hashtagify](#)

Work with influencers



Using influencers for event promotion in the run up to your event is a great way to access new audiences which you may not be able to reach via your own social media channels. Big or small, influencers who have a highly engaged audience and are well-known figures in your industry, can make a huge impact on your events promotion. Their position of authority can bring a substantial audience, along with an element of trust and integrity.

- For more on information on working with Influencers: [Influencer Marketing](#)

Run paid social activity

Due to the way in which algorithms on social media work, not everyone who follows your accounts will see your content- realistically it's only a very small percentage. By using paid ads, this guarantees more eyes on your posts- ultimately meaning more awareness for your event and more tickets sold.

We would always recommend keeping captions for ads as 'organic' as possible so that it's in keeping with the TOV on your organic channels.

For more info how to advertise on each channel:

- [Paid ads on Facebook](#)
- [Paid ads on Twitter](#)
- [Paid ads on Instagram](#)

Use platform 'live' features on the day

Once your event has started, it's important to keep the buzz going on social media. A great way to do this is by sharing videos from the event and also live streams. Unless your event is online only, you do not need to live-stream the whole thing. By posting short clips or exciting glimpses throughout the event, it can encourage those who do not have tickets this time around to attend future events.

For more info on how to 'go-live' on Facebook and YouTube:

- [Tips for Facebook Live](#)
- [Tips for YouTube Live](#)