SCA Social Media Tipsheet

Promoting Your Event on Facebook   **Updated February 2013**

Let's Give them Something to Talk About

The number one purpose of social media is to connect people to the things that interest them. If you want your event to be a must-attend destination for your audience, you've got to build buzz about it. The easiest way to do that is to give people something to discuss. If you have a Page for your branch, start these discussions on the brand Page and direct people through links to the event website and the event Page on Facebook as your largest audience will be the fans on your brand Page.

Get people buzzing about the activities at your event by asking questions. If you're hosting a fighting tournament, "Hey fighters, what's your usual tourney kit: sword and board, great weapon, florentine, something else?" If you're hosting an arts and sciences competition, "Only X days left until the event! Who's got their entries ready?" Build on people's fond memories of previous events and get feedback by asking questions like "What was your favorite part of last year's event?" and "What classes from last year would you like to see again?"

Side by Side by Side

Using Facebook to promote your event takes effort on three parallel paths, each leading to the next. First, the bulk of your communication should come from the brand Page for your branch. This is the Page that is going to show up in people's news feeds and will reach more people than just those who've RSVP'd for your event via the event Page. The types of posts that go through this page are broad, general details about the event, like "Did you know, your weekend admission comes with four great meals? Get all the details here: <link>" with a link to your event Page or website.

While the branch Page can be used for general details about the event, you can get more granular on the event Page. Post specific details about tourneys, A&S activities, meals, schedule changes, etc. through the event Page. Make sure that anything you post on the event Page is already available on the website for the event, and use the opportunity to link people to the specific information on your website.

> *Facebook Event Basics*
> - *Give people a reason to "buzz" about your event through questions and feedback*
> - *Drive traffic three ways – to your Page, to your Event Page, and to your Website*

Once people are at your website, give them another opportunity to get back to either your branch Page or your event Page (or both) via a button or link (Facebook offers free graphics and pre-generated buttons for this purpose). This brings them full circle and may lead to additional likes for your branch Page and RSVPs for your event Page.