



East Gippsland Shire Council

Event Management Toolkit

CREATING CONTENT FOR SOCIAL MEDIA AND YOUR WEBSITE FOR EVENTS

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Things to do before you start promoting your event on social media

Understand why you are using social media, and love it!

- Consider how social media fits into your event's overall marketing plan and budget.
- Social media should be treated no differently to TV advertising or distribution of printed programs – it is one of your marketing tactics.

Understand the event's key messages, major selling points and milestones

- Before you start any event marketing you should understand your key messages and your audience.
- It is recommended that you spend an hour at a committee meeting brainstorming these.

Review what stakeholders and partners are on social media and how they are using it

- It is worthwhile spending some time doing an audit on Facebook and Instagram and following necessary stakeholders such as your state tourism organisation, Council, performers, stallholders, sponsors, local tourism businesses, and other local events.
- The more you engage with these stakeholders, the more opportunity you have for them to engage back.
- *Tip: Schedule a weekly reminder to spend a half hour engaging with stakeholders on social media.*

Ensure your event website is up to date.

- Your social media activity will be driving traffic to your website, so before you start you need to ensure that the event's website is up to date.
- Check with your web developer that your website is mobile friendly!

Set up a blog on your website.

- A blog is a great 'home' for content about your event, and provides an opportunity to link social content back to your website (by sharing a link to a blog article in a social media post).
- It is also good for Search Engine Optimisation (ranking high in search results). You become a publisher of your own content.

Integrate an email marketing program into your website ('subscribe here') and start building your email database

- This should be a priority. If you can capture potential event attendees into an email database, you have a fantastic marketing asset.
- You should have a sign-up section on your website and your Facebook page. A recommended platform is Mailchimp, as it is easy to use and free.

Determine who will coordinate your social media.

- It is important that you have one person responsible for making sure this gets done. This may be your marketing coordinator or a paid marketing agency.
- There is opportunity for your region's events to share a resource, possibly a competent school or university student.

What should we post and how much should we post?

Social media is free, but it is also very competitive. Your posts do not automatically appear in the news feeds of all your fans.

Around 1,500 stories compete to appear in the average Facebook user's News Feed every day. To actually display that many stories would overwhelm even the most devoted user, so Facebook uses an algorithm to prioritise the top 300 posts, selecting them to match that person's interests and browsing habits. The organic priority of a post is influenced by a wide range of factors including historical interactions, general popularity, and timeliness.

This means that you need to be strategic, savvy, and relevant with your content or you are wasting your time. Modern marketing should:

- Add value to the reader's life
- Inspire an emotion – laughter, empathy, feel good
- Proactively break down barriers to conversion (e.g. click through to the website to read the whole article, or buy tickets for the event)
- Answer the questions of attendees
- Be a two-way conversation
- Not be too polished, and show behind the scenes
- Be creative

Get your attendees to help create content!

When your event is on, you should have someone sharing live social media posts. This person should also encourage visitors to share their content about their experience at the event (e.g. using the event's hashtag).

Some tips on how you can encourage visitors to generate content for you

- Simple props do wonders for encouraging visitors to take photos and share on social media
- Signage around the venue (especially on the back of toilet doors) asking visitors to share their event experience on social media, and noting your hashtag

- Photo competition with an incentive – this is a little more complex but very effective. Source a prize from a sponsor and promote to all visitors that any event photos shared using the official event hashtag will go into the draw to win the prize. You will need some simple terms and conditions and you will want to include that use of the hashtag provides permission for the event organisers to use the photos for marketing purposes.

Content themes

Event Information	<ul style="list-style-type: none"> • Share your event's 'why' – Why are the organisers holding it? • Meet the committee • Behind the scenes • Answer frequently asked questions • Profile food and beverage vendors and stallholders • Share a blog article
Social Proof	<ul style="list-style-type: none"> • Testimonials / good feedback from attendees • Share user generated content • Ask for user generated content • Inspirational quotes – e.g. from your event's guest speakers, musicians or influencers • Share news articles and videos about the event
Promotional	<ul style="list-style-type: none"> • Ticket sales • Giveaways/competitions - merchandise, tickets, discount codes • Promote the event's hashtag • 'Countdown' (e.g. one month to go, one week, etc.) • Cross promote platforms, e.g. Sign up to our newsletter
Encourage Engagement	<ul style="list-style-type: none"> • Polls/quizzes • Ask for recommendations • Create relevant memes • Encourage use of your hashtag
Inspire: Your Destination	<ul style="list-style-type: none"> • Link to local tourism businesses • Best spots in your destination to take photos • Itineraries - what to do while in your destination • Maps and guides • Packages – event tickets + accommodation

Community	<ul style="list-style-type: none"> • Link with, share and engage with your stakeholders, sponsors, other local events and other tourism businesses • Sponsor thank yous
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Post Starters

- Who else loves...
- We need your recommendations...
- Q&A Time!
- Which do you prefer?
- We have just come across...
- Here are three things to think about...
- Ever wanted to know how to...
- Hot tip!
- We are loving...
- Here is a funny story...
- It all started when...
- Introducing...
- What is your favourite...
- Want to know where it all started?...
- Yes to this! Hands up if you agree!
- We love what we do...
- Letting the cat out of the bag...
- Behind the scenes! Here's a sneak peek of...
- A few highlights from the week that was...
- This is (name) and...
- Let's talk about purpose...
- Loving this feedback from...
- A day in the life of...
- Throwback Thursday...
- A shout out to...
- 5 quick facts!
- Sharing the love to another business...
- What gets us out of bed every day...
- Winning! Here's something great that happened...
- Tag a friend who needs xxx in their life!

Days of the year to leverage

There are so many days of the year relevant to your event that you might be able to leverage (though the dates can change every year). We have kept this list focused on international and Australian days, grouped by month. You don't have to acknowledge everything, but ensure you pick up on any opportunities that are relevant for your event.

Month	Main Events/Occasions	Other Opportunities
January	<ul style="list-style-type: none"> • New Year's Day (1) • Chinese New Year • Australia Day (26) 	<ul style="list-style-type: none"> • Invasion Day/Survival Day • International Mind-Body Wellness Day • Trivia Day • International Earth Chakra Day • Dress Up Your Pet Day • International Spaghetti Day • International Hot Chocolate Day • Get To Know Your Customers Day • Penguin Awareness Day • International Day of Education • International Croissant Day • Veganuary • Financial Wellness Month • Self-Love Month • International Creativity Month
February	Valentine's Day (14)	<ul style="list-style-type: none"> • World Cancer Day • World Pizza Day • World Marriage Day • World Nutella Day • Pancake Day • National Pet Adoption Day • Kindness Day • World Yoga Day • World Bartender Day • International Polar Bear Day • International Darwin Day • National Margarita Day • Red Feb - Heart Research Month • Ovarian Cancer Awareness Month

		<ul style="list-style-type: none"> • International Vegan Cuisine Month
March	Saint Patrick's Day (17)	<ul style="list-style-type: none"> • International Women's Day • World Compliment Day • National Barista Day • World Wildlife Day • Canberra Day • Commonwealth Day • World Life Day • World Book Day • Close The Gap Day • World Poetry Day • National Puppy Day • Clean Up Australia Day • International Day of Happiness • Harmony Day • World Water Day • International Day of Trans Visibility • Melanoma March • Endometriosis Awareness Month • Australian Women's History Month
April	<ul style="list-style-type: none"> • April Fool's Day (1) • Good Friday • Holy Saturday • Easter Sunday • Easter Monday • Anzac Day (25) 	<ul style="list-style-type: none"> • Earth Day • World Health Day • National Beer Day • National Pet Day • World Heritage Day • World Creativity & Innovation Day • World Penguin Day • Pay It Forward Day • International Jazz Day • World Autism Awareness Day • International Burrito Day • International Gin & Tonic Day
May	Mother's Day	<ul style="list-style-type: none"> • International Star Wars Day • World Laughter Day • National Youth Week • National Volunteer Week • International Moscato Day

		<ul style="list-style-type: none"> • World Whisky Day • International Wine Day • International Hamburger Day
June	King's Birthday (date varies by state!)	<ul style="list-style-type: none"> • World Environment Day • International Men's Health Week • Refugee Week • Red Nose Day • End of Financial Year • World Gin Day • International Fish & Chip Day • National Vegemite Day • World Tapas Day • International Picnic Day • Pride Month
July	NAIDOC Week	<ul style="list-style-type: none"> • Bastille Day • Christmas in July • Dry July • World BBQ Day • World Chocolate Day • International French Fries Day • International Pina Colada Day • International Wine & Cheese Day • International Avocado Day
August		<ul style="list-style-type: none"> • Jeans for Genes Day • International Youth Day • National Women's Equality Day • Self-Care Day • Water Quality Month • International Beer Day • World Oyster Day • National Science Week
September	Father's Day	<ul style="list-style-type: none"> • Women's Health Week • National Wildlife Day • R U OK? Day • World Suicide Prevention Day • World Tourism Day

October	<ul style="list-style-type: none"> • Halloween (31) • Oktoberfest 	<ul style="list-style-type: none"> • International Coffee Day • World Food Day • Mental Health Month • Breast Cancer Awareness Month • International Coffee Day • International Taco Day • Australian Gelato Day • International Dessert Day • World Pasta Day • National Seafood Day
November	<ul style="list-style-type: none"> • Melbourne Cup • Remembrance Day (11) 	<ul style="list-style-type: none"> • Schoolies • Black Friday • Movember • Small Business Month • World Vegan Day • International Espresso Day • National Agriculture Day • Australian Gin Week
December	<ul style="list-style-type: none"> • Christmas Eve (24) • Christmas Day (25) • Boxing Day (26) • New Year's Eve (31) 	<ul style="list-style-type: none"> • International Cookie Day • International Champagne Day

Tips for Facebook and Instagram

Plan!

Use a content calendar to help you organise your content and so you remember to use all of your key messages.

Schedule

Use Meta Business Suite's free planner to schedule a month or more in advance. Then add in ad hoc posts around this.

Get help

Social media can be complex and daunting. If you can factor it into your budget, get a marketing agency or freelancer to help you plan, create quality content, schedule and measure outcomes - it's worth it!

Paid advertising

Advertising is essential! Add it to your budget.

Think ahead

Collect content (photos and videos) at this year's event that can be used for future posts and marketing activities.

Encourage user generated content

Many hands make light work. Use a hashtag to encourage sharing by attendees and stakeholders, and to collate content. Always tag/acknowledge the photographer if you use someone else's photo!

Emojis are your friend

Use them to emphasise points and add personality to posts.

Interact with followers

Respond to comments, answer questions, acknowledge someone's contribution, etc.

Quality

Ensure content is always on brand and high quality.

Balance

Never sell, sell, sell – build your event's personality, showcase achievements, inform, inspire, educate... and then ask for a purchase.

Collaborate

Build an audience by leveraging your community and committee – invite people to like your page, share your posts and Facebook event, ask performers and stallholders to promote their attendance at the event, share the Facebook event and relevant posts into

relevant local groups.

Timing

Use your social media analytics to find out what time of day your users are on social media, and publish your posts accordingly.

Recycle

Re-purpose content that has worked well for you in the past – there's no need to reinvent the wheel. Republish content from your blogs and newsletters.

Engage

Consider simple Facebook contests and giveaways to grow awareness of your event, though be sure to read up on the rules of Facebook competitions. For example, personal timelines and friend connections must not be used as ways to enter competitions (e.g.: 'Tag your friends in this post to enter', 'Share on your Timeline to enter', and 'Share on your friends' Timelines to get additional entries').

Get Creative

Think outside the box – there is no formula for getting high engagement, but creativity and personality go a long way!

Tips for Facebook Ads

- Consider a Facebook ad at each of the key event milestones (e.g. Save the Date, program launch, early bird ticket sales open)
- An integrated and targeted approach to marketing requires a well thought out marketing budget. It is suggested you allow a minimum of \$500 for Facebook ads.
- You may want to promote pre-orders of event merchandise via Facebook ads.
- Ensure paid posts are directing traffic to your website for conversion (e.g. ticket sales or merchandise sales). Have a clear call to action e.g. 'Register here' or 'Subscribe to our newsletter'.
- Review your Facebook Insights regularly to see when your audience is online and active and schedule ads accordingly.

- Set up custom audiences so your ads reach people with similar interests, and more potential to convert.
- Professional and high quality images and content will always get better results.
- Do not be afraid to get professional assistance in preparing ads for each milestone.
- Always test and review so that you are only paying for what works.