

## **PART 8a: Promotions Overview**

Creating a publicity strategy for your event is crucial. Factor publicity into your overall effort and make it a part of everything you do to increase visibility and community impact.

### **ESSENTIALS:**

- Update website home page and/or events calendar.
- Promote the event on social media.
- Send e-mail invitations to your supporters and friends.
- Include event information in your (electronic) newsletters.
- Draft a press release.
- If you have an event partner, outline the specific ways they will help promote the event.
- Include your event in (online) community calendars.
- Upload post-event photos on social media and your website.

### **SOCIAL MEDIA TIPS:**

- Use Hootsuite to pre-populate Facebook and Twitter posts
  - Create at least one post a week for the 4 to 6 weeks leading up to your event
- Tag your event partners in your social media posts to increase exposure
- Ask your presenter for images or articles to link to

### **EMAIL INVITATIONS & REMINDERS:**

- 6 weeks—"Save the date" & general topic info
- 2—3 weeks—Feature your speaker (or film, book, etc.) in more detail
- 3—5 days—Share your enthusiasm for the upcoming event
- Day before—Remind everyone they are welcome to attend
  - Always encourage people to bring a friend
  - Draft these emails early, save them in a folder, and send when ready

### **PRESS RELEASES:**

- Send 2—3 weeks in advance
- Follow up the day before with a reminder about the event

### **Spirit & Place Specifics**

Do all of the above for festival and non-festival events. Specific to Spirit & Place though . . .

- "Like" Spirit & Place on Facebook and follow us on Twitter at @spiritandplace.
- Use the hashtag #SPIndy.
- Link to the Spirit & Place website at spiritandplace.org.
- Subscribe to the Spirit & Place blog and WRITE something for it!
- Distribute the newsprint event calendar beginning in October.
- Use the official festival Event Guide at your event.