

## **PART 8d: Social Media Messages**

### **Basic Tweet**

Excited to be working with @spiritandplace on (NAME OF EVENT)! Join us at the festival DATE, TIME, LOCATION. #SPIndy

### **Basic Facebook Post**

We're very excited to be working with @SpiritandPlace on (NAME OF EVENT)! Join us at the festival DATE, TIME, LOCATION. RSVP today: [www.spiritandplace.org](http://www.spiritandplace.org)

### **Advanced Tweets/Facebooks Posts**

Have some fun your social media posts! Remember to tag usernames if you can or provide web links.

<b>Twitter Ideas</b>	<b>Facebook Ideas</b>
(SOME WORDS OF WISDOM) #SPIndy  <i>Was something profound or interesting shared during a planning meeting? Share it!</i>	<i>Give a sneak peek at what you're planning by sharing a photo or writing a teaser.</i>
(QUESTION?) #SPIndy  <i>What are some of the questions your event is wrestling with? Engage your audience now with these questions.</i>	<i>Ask your friends what they think about QUESTION.</i>
(CAPTION THIS!) #SPIndy  <i>Use a fun image for people to engage with.</i>	<i>Link to an article or interview related to your event. Ask your readers what they think.</i>
(DID YOU KNOW ... FACT, STAT, TIDBIT?) #SPIndy  <i>Share something interesting about your event, your organization, or event partner.</i>	<i>Showcase your volunteers and/or staff in a photo, quote, or "did you know" fact.</i>
<b>Use a format above to write a Tweet:</b>	<b>Use an idea above to write a Facebook post:</b>