

D24 digital
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Marketing your Event Online

Delivered by Digital 24™



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D24



www.digitaltwentyfour.com

What we will cover

- Planning Social Media Content Before the Event
- Understanding Social Media for Events
- Creating Engaging Content for Event Promotion
- Multi-Channel Event Marketing Strategy
- Managing Social Media on the Day of the Event
- Post-Event Social Media Strategy



Planning Social Media Content Before the Event

A clear content strategy =
stronger ticket sales and buzz



How to identify your target event audience on social media?

Who Are You Talking To?

Before you post, get clear on who you're trying to reach.

01

What age group is most likely to attend?

02

Where are they based (local, regional, national)?
Online/Offline

03

Are they professionals, creatives, students, families?

04

What challenges or interests connect them to your event?

05

What do they value: networking, learning, fun, inspiration?



How to identify your target event audience on social media?

Use Social Insights To Learn More:

01

Meta Audience
Insights

02

LinkedIn
Analytics
(follower/job
titles)

03

Google Analytics
(demographics/l
ocation)

04

Instagram/Faceb
ook Page
Insights

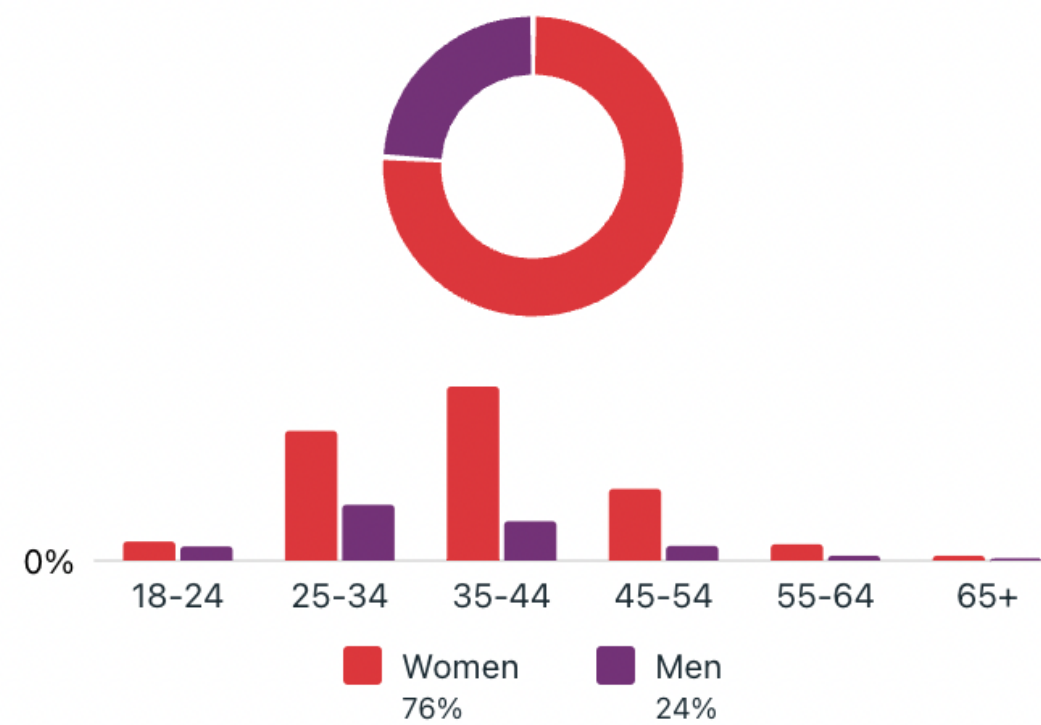


Use Meta Business Suite for insights

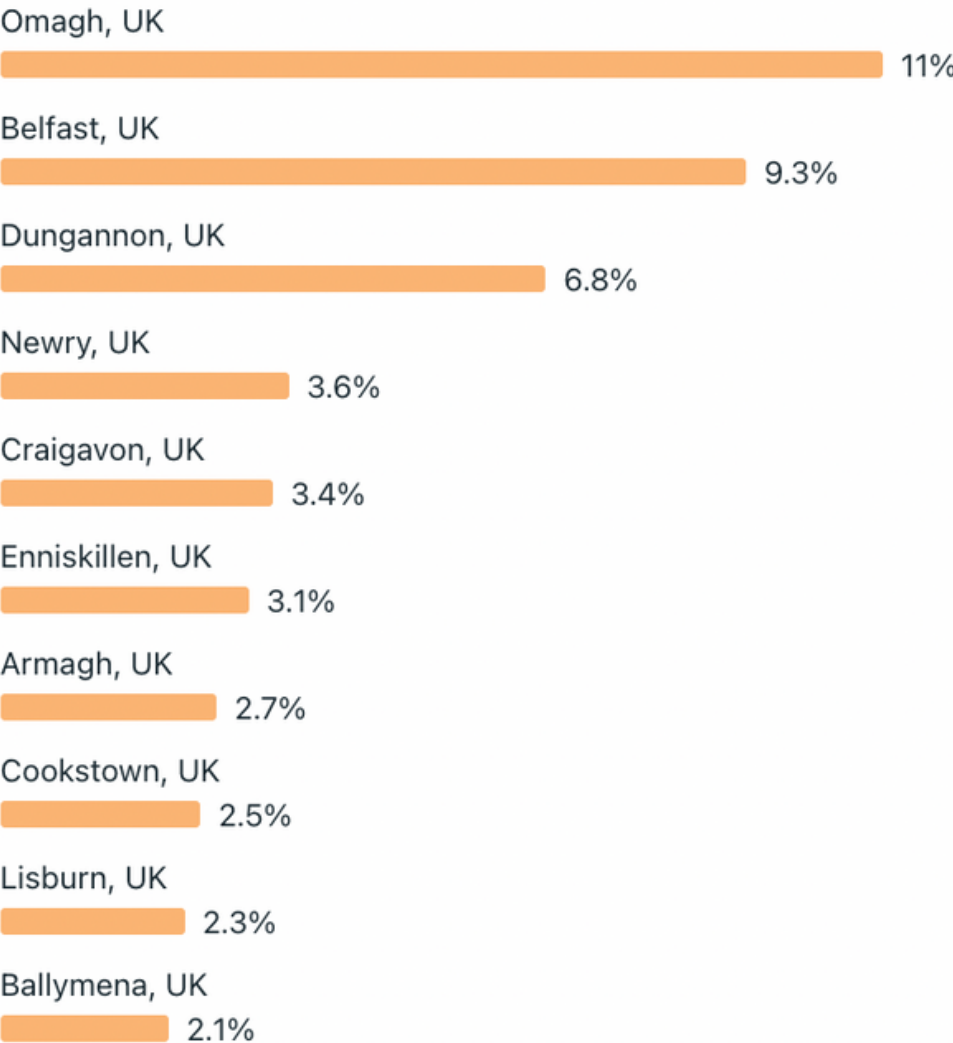
Instagram followers ⓘ

11,534

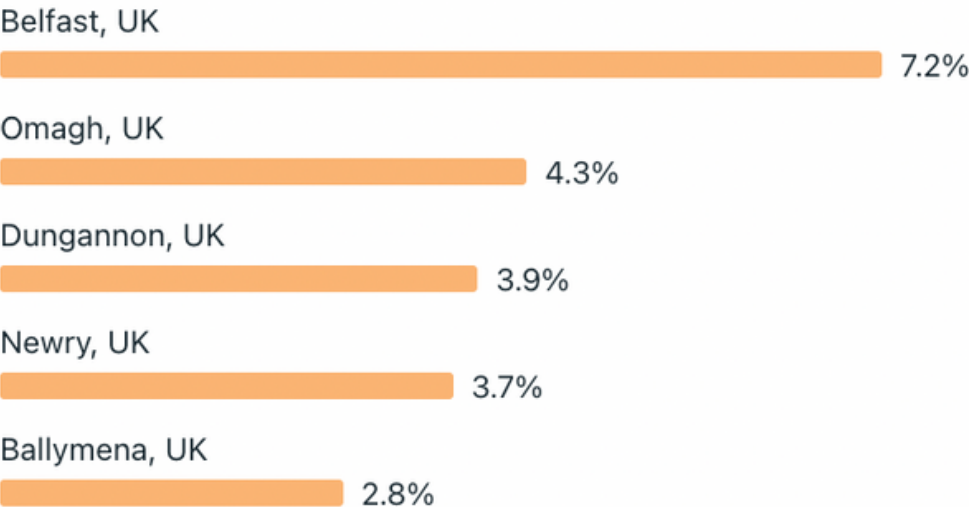
Age & gender ⓘ



Top cities



Top cities



Start With a Clear Goal

Ask yourself:

- Do I want more ticket sales, awareness, or RSVPs?
- Who is my audience and what would motivate them to attend?
- What's the “why” of the event – and how do I tell that story?

 Tip: Align your organic posts, ads, and emails to the same end goal.



Using PR For Your Event Reach

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Don't just post it — pitch it.

Why PR matters:

- Reaches new audiences beyond your followers
- Adds credibility through trusted media sources
- Drives footfall, interest and post-event buzz

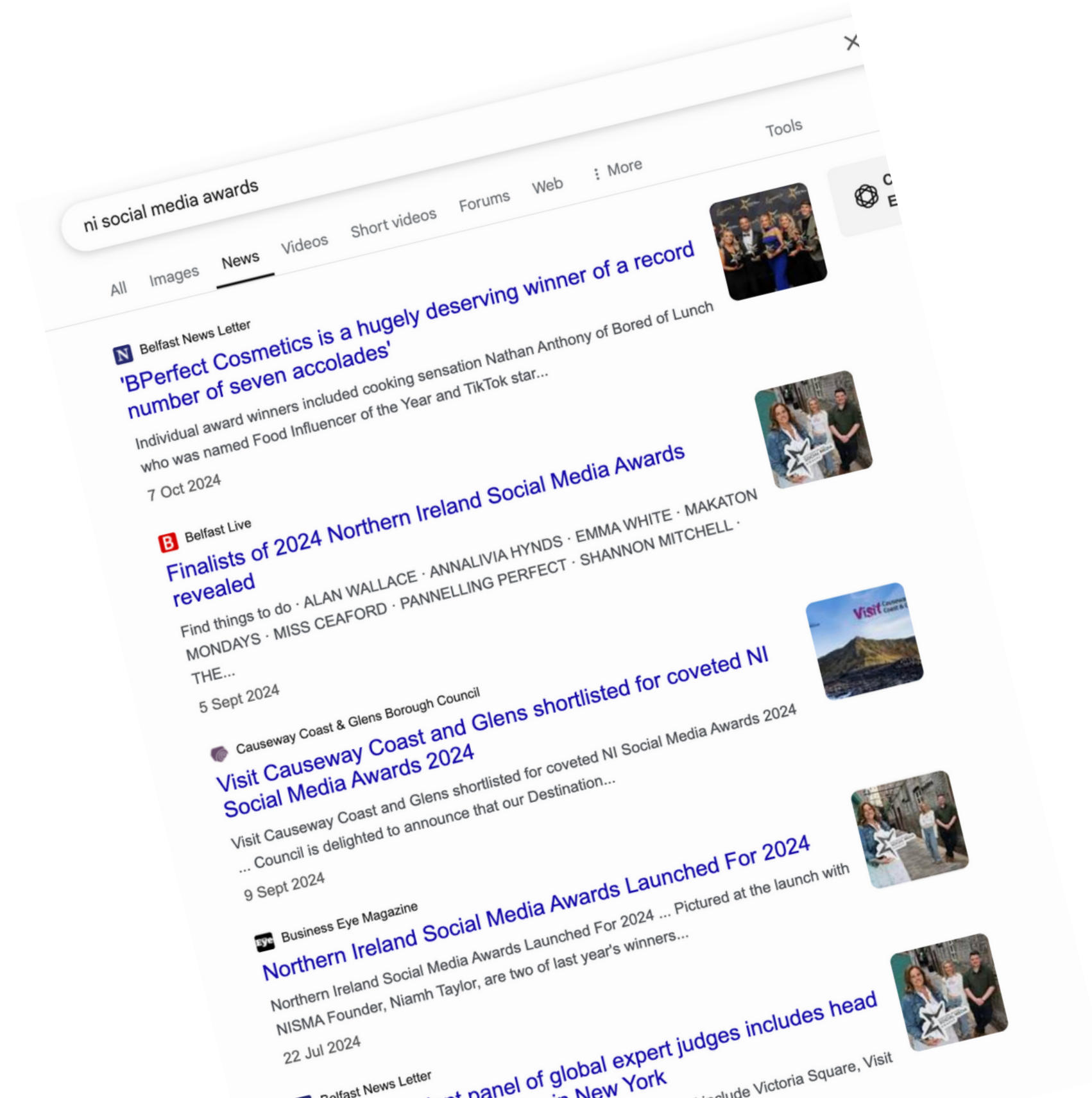
Ways to Use PR for Your Event:

- Write a short, engaging press release (Who, What, Where, When, Why)
- Pitch to local media: newspapers, magazines, radio, TV
- Offer a press invite or VIP preview
- Reach out to local bloggers or influencers with a media kit
- Share press features on your social channels & tag the outlet



Using PR For Your Event Reach

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Content Strategy for Your Event

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1. Define Your Objectives

- Drive ticket sales? Build awareness? Encourage community?
- Each post should have a measurable purpose.

2. Know Your Audience

- Match tone, content format and platform to their behaviours.
- Use social insights and previous event learnings.

3. Choose Your Content Pillars

- Example event pillars:
 - Behind-the-scenes
 - Speaker highlights
 - Testimonials
 - Countdown reminders
 - Value-led education

4. Plan With a Funnel Approach

- Top: Teasers, save-the-dates
- Middle: Q&A, speaker/guests intros, value posts
- Bottom: Final call posts, FAQs, user-generated buzz

5. Maintain Visual Consistency

- Brand colours, fonts and logos
- Use Canva kits for Reels covers and Stories highlights



Planning Social Media Content Before the Event

Start strong. What happens before the event sets the tone.

- Social media is your first point of contact — make it count.
- Build awareness, spark interest, and drive early action.
- Treat it like a campaign, not just ad-hoc posting.



Your Pre-Event Content Timeline

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What to post — and when to post it.

3–4 Weeks Before:

- Event announcement with registration/ticket link
- Speaker or performer introductions
- Behind-the-scenes teaser (venue, planning meeting, etc.)

2–3 Weeks Before:

- Testimonials or throwbacks from past events
- FAQ carousel (parking, timings, dress code, etc.)
- Email marketing with social CTAs

Final 7–10 Days:

- Countdown graphics
- Last-chance ticket reminders
- 'Getting Ready' Reels or Stories

Tip: We use plannable



Pre-Event Social Media Checklist

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Pre-Event Social Media Checklist

✓ Use this to ensure you're campaign-ready before your event goes live.

Strategy & Objectives

- ☐ Defined clear event goals (e.g. ticket sales, RSVPs, awareness)
- ☐ Identified target audience segments
- ☐ Chosen primary and secondary social platforms
- ☐ Established KPIs (e.g. link clicks, reach, shares, saves)

Content Planning

- ☐ Created a 3–4 week content calendar
- ☐ Included key milestones (announcements, countdowns, reminders)
- ☐ Built out content types (Reels, Stories, Carousels, Lives)
- ☐ Scheduled email campaigns aligned with social content

Visuals & Brand Assets

- ☐ Designed branded graphics (speakers, venue, countdowns)
- ☐ Added event logo and colour palette to all visuals
- ☐ Created Canva templates for Stories and Reels
- ☐ Created highlight covers for Instagram

Engagement & Interaction

- ☐ Set up branded event hashtag
- ☐ Prepped Stories Q&A, polls or quizzes to build hype
- ☐ Confirmed speakers/partners will share your content
- ☐ Lined up giveaways or competitions if applicable

Tracking & Tools

- ☐ Added UTM tracking links or Bitly links
- ☐ Installed Meta Pixel on event page (if applicable)
- ☐ Set up social listening alerts (e.g. hashtag or brand mention)
- ☐ Assigned roles within your team (content creator, responder, etc.)



Tips for Pre-Event Content

Make your content work harder for you.

- Keep all visuals on-brand (logo, colours, fonts)
- Use branded hashtags + tag speakers/partners
- Share Stories consistently and save them to Highlights
- Add urgency: “Limited spots left”, “Early bird ends Friday”
- Repurpose emails into carousels or captions



Email Support

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Your email list is gold – use it:

- Send a “Save the Date” first
- Include event content in weekly newsletters
- Run email-only promotions (e.g. VIP discount)
- Segment based on interest (e.g. past attendees)

 Sync: Link email CTAs back to your social media and event landing page.



Canva template examples

1. Event Announcement Template

- Use for: Officially launching the event on social
- Search in Canva: “Market event Instagram post” or “Event announcement”
- What to include:
 - Event name
 - Date, time, location
 - Short call-to-action (e.g. “Save the date!” / “Join us in Belfast!”)



Canva template examples

2. Countdown or Reminder Template

- Use for: Building anticipation as the event gets closer
- Search in Canva: “Countdown Instagram post” or “Event coming soon”
- What to include:
 - “1 week to go!” / “This weekend!”
 - A preview image of the venue or vibe
 - Encourage followers to share



Canva template examples

3. Carousel Post Template for Key Info

- Use for:
 - “What to expect”
 - “Top stalls not to miss”
 - “Parking, times, family info”
 - Search in Canva: “Instagram carousel” or “Event info carousel”
 - Tip: Break it down slide-by-slide for high save/share value



Canva template examples

4. Behind-the-Scenes or Set-Up Stories Template

- Use for: Venue prep, vendor arrival, dressing the space
- Search in Canva: “Instagram Story market” or “Event Story template”
- What to include:
 - Team in action
 - Timelapses
 - Quote overlays from vendors or attendees



Canva template examples

5. Reels Cover or Grid Tile Template

- Use for: Making short form videos feel polished on your feed
- Search in Canva: “Instagram Reels cover”
- Tip: Use consistent colour and fonts for all reels about the event — even if the subject varies (e.g. “Meet the Makers,” “Behind the Scenes,” “Market Buzz”)



Canva template examples

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6. UGC-Friendly Template

- Use for: Sharing customer or visitor photos
- Search in Canva: “Testimonial post” or “UGC social post”
- Tip: Create a frame that allows you to screenshot and repost tagged Stories from visitors, while keeping your grid visually cohesive

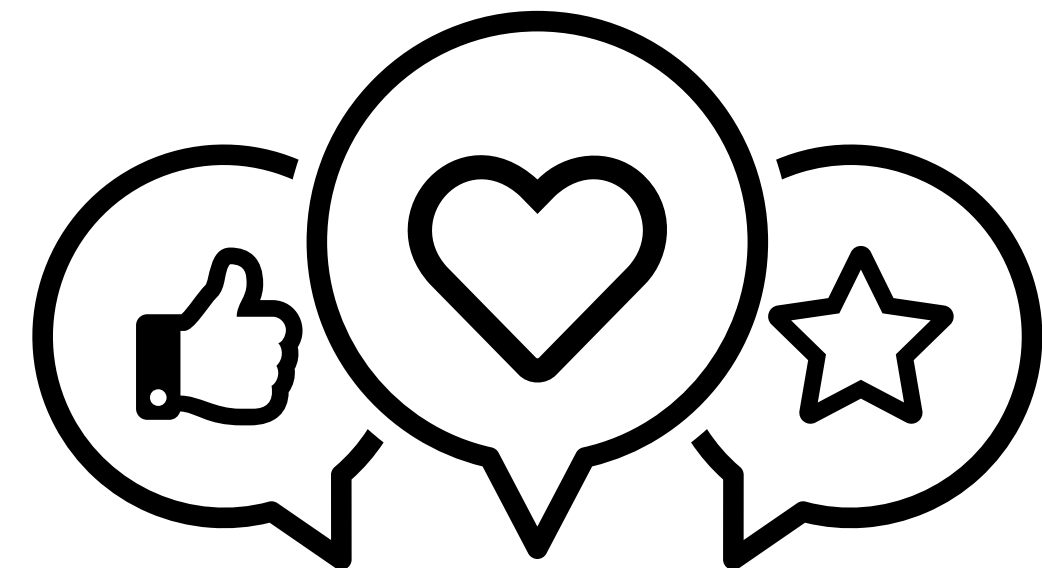


Understanding Social Media for Events

Understanding Social Media for Events

Choosing the right platforms starts with understanding your audience.

- Not every platform fits every event — be strategic.
- Where do your people hang out online?
- Each platform has strengths and limitations.



Platform Overview – Strengths & Best Uses

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Platform	Best For	Key Format
Instagram	Visual storytelling, retail, lifestyle events	Reels, Stories, Carousels
Facebook	Community-building, older audiences, local reach	Facebook Events, Groups, Static Posts
LinkedIn	B2B, networking, professional events	Company posts, Articles, Events tab
TikTok	Viral visibility, Gen Z & Millennial audiences	Trends, BTS videos, UGC
X (Twitter)	Real-time commentary, quotes, highlights	Live tweets, Threads, Hashtags
YouTube Shorts	Recaps, visual previews, aftermovies	Short vertical videos
Google Business Profile	Local search visibility, footfall-driving events	Posts, Event Listings, Maps Integration

 Tip: Choose 1–2 core platforms based on your audience, then repurpose.



Facebook Events – Still Powerful

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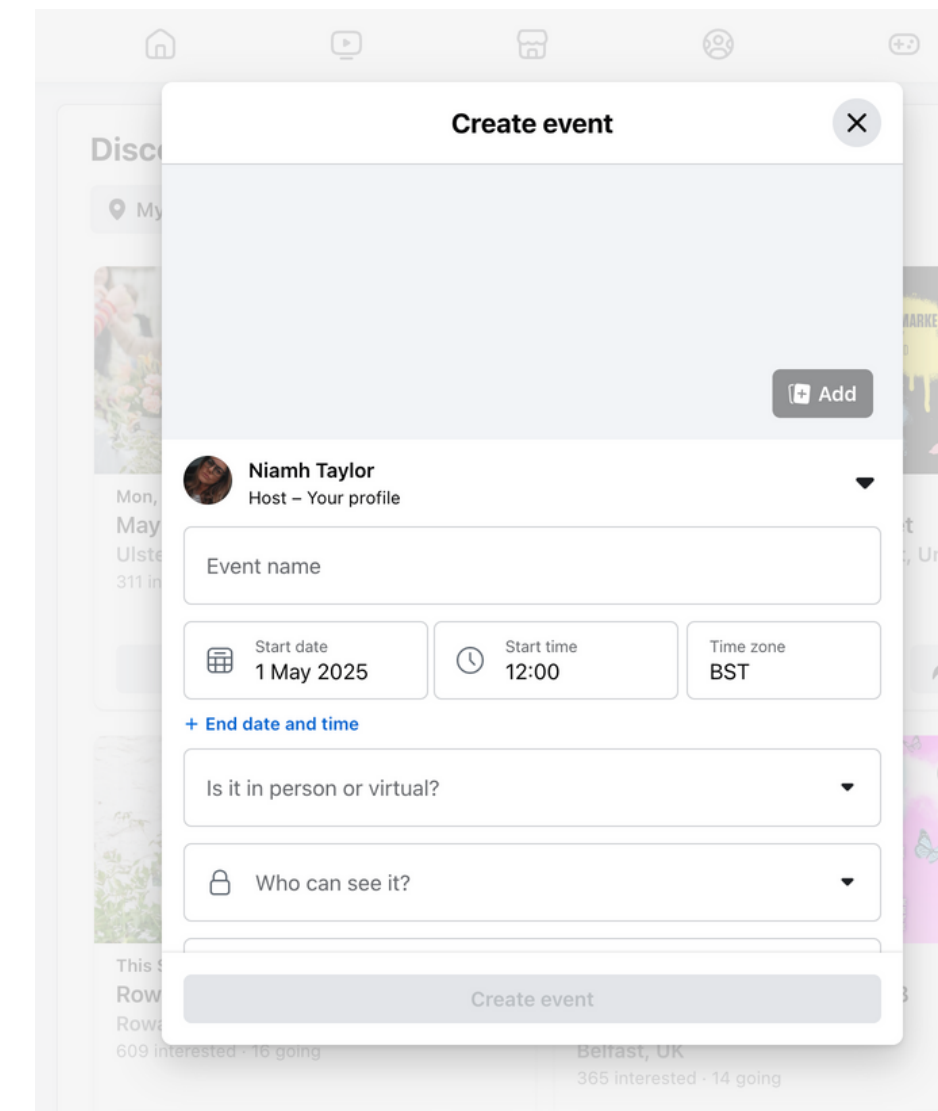
Why it matters:

- High organic reach for local audiences
- Shows up in local “Events Near Me” feed
- Easy to co-host with vendors/partners
- Syncs with Meta Ads for “Event Response” campaigns

Checklist:

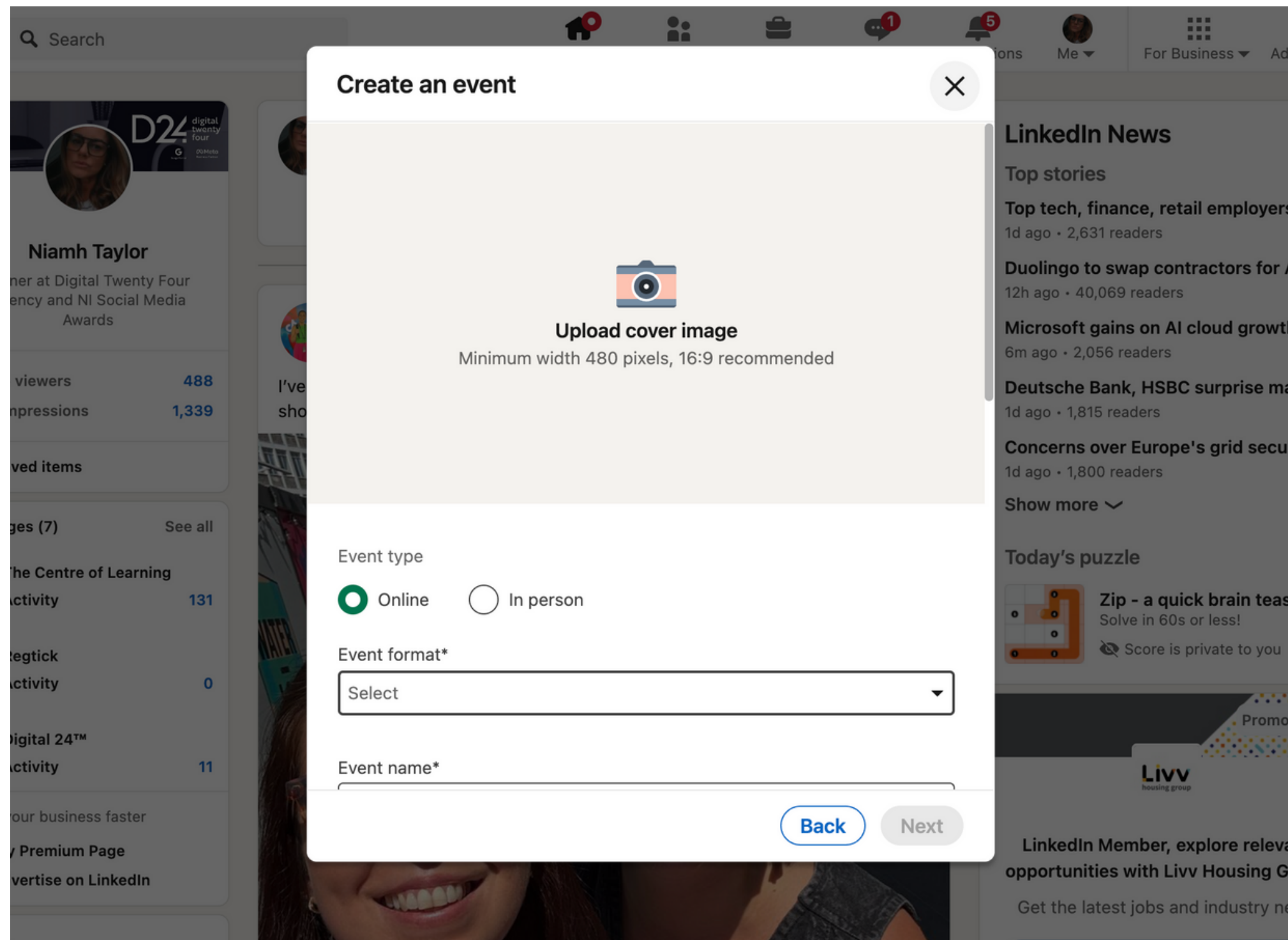
- ☐ Add cover image and detailed description
- ☐ Link ticketing if available
- ☐ Use co-hosts for more reach
- ☐ Post weekly updates in the event page

📌 Real tip: Boosted Facebook Events often outperform static ads for local events.



LinkedIn Events

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The image shows a screenshot of the LinkedIn 'Create an event' modal. The modal is a white box with a close button (X) in the top right corner. It contains the following fields and options:

- Upload cover image:** A large rectangular area with a camera icon and the text 'Upload cover image' and 'Minimum width 480 pixels, 16:9 recommended'.
- Event type:** Two radio buttons labeled 'Online' (selected) and 'In person'.
- Event format*:** A dropdown menu with 'Select' as the placeholder text.
- Event name*:** A text input field.
- Navigation:** 'Back' and 'Next' buttons at the bottom right.

The background of the slide shows a blurred LinkedIn profile for Niamh Taylor and a 'LinkedIn News' section with various articles.



Google Business – Local SEO

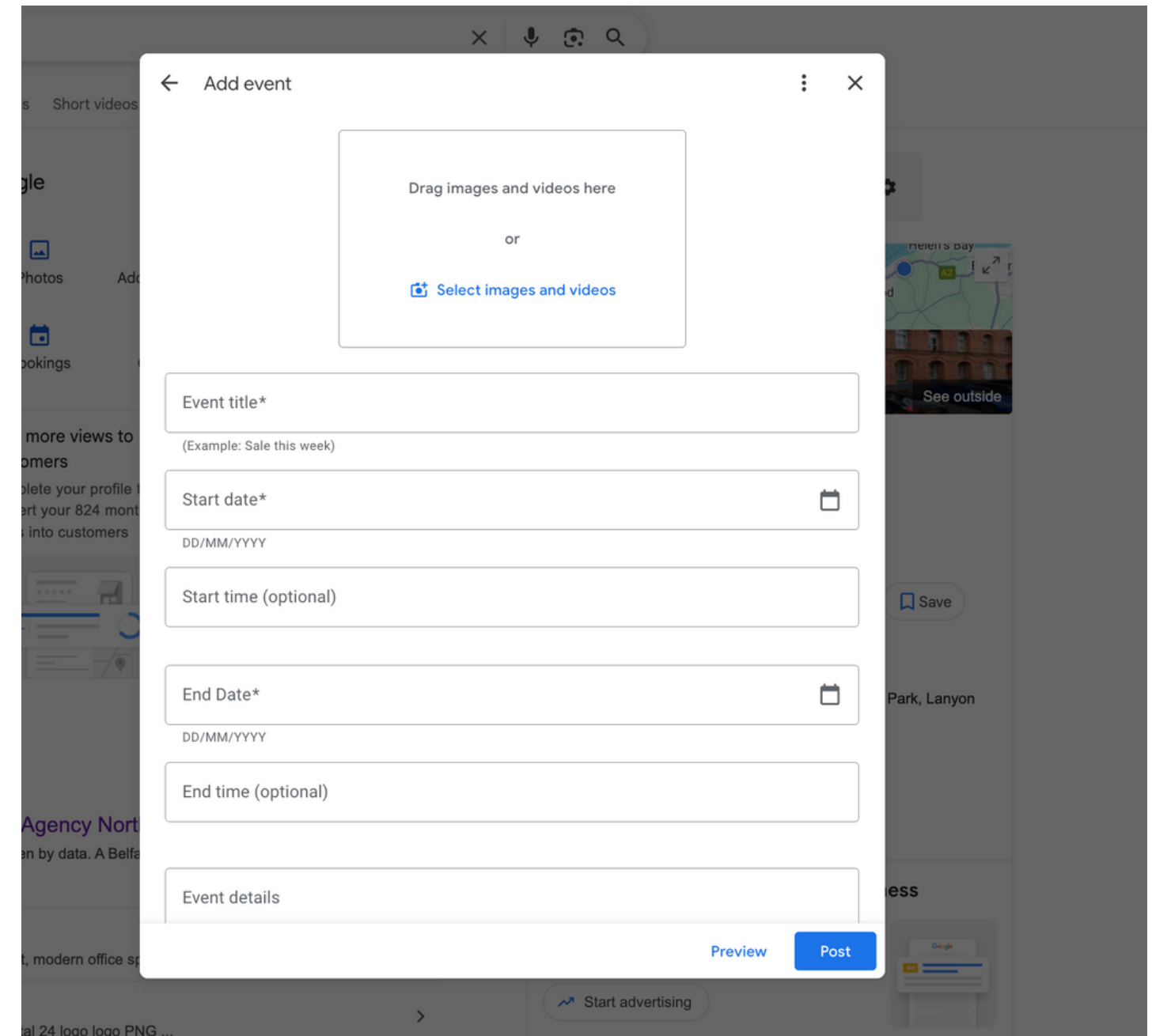
D24

Why you should use it:

- Shows up in Google Maps + local search
- Free exposure for date, time, and key info
- Helps with local visibility and trust

What to do:

- ☐ Add your event as a post under “Updates”
- ☐ Include images, timings, booking links
- ☐ Encourage reviews from past attendees

A screenshot of the Google Business 'Add event' form. The form is titled 'Add event' and has a back arrow and a close button. It contains several input fields: 'Event title*' with a placeholder '(Example: Sale this week)', 'Start date*' with a calendar icon and placeholder 'DD/MM/YYYY', 'Start time (optional)', 'End Date*' with a calendar icon and placeholder 'DD/MM/YYYY', 'End time (optional)', and 'Event details'. There is a 'Preview' button and a 'Post' button at the bottom right. Above the 'Event title' field, there is a section for adding images and videos, with the text 'Drag images and videos here' and 'or' followed by a 'Select images and videos' link with a camera icon.

📌 Bonus: Add keywords like “things to do in [City]” to your listing copy.



Platform Pairing Tips

Examples:

- Markets & pop-ups: Facebook + Instagram
- Business breakfasts: LinkedIn + Email + Instagram
- Festivals: TikTok + Instagram + Facebook Events
- Conferences: LinkedIn + Facebook + YouTube

 Choose one platform for reach, one for engagement, and one for trust-building.



Branded Hashtags + Cross-Posting D24

Hashtag Tips:

- Keep it short, unique, and relevant
- Add it to bio, banners, and printed material
- Encourage attendees to tag their content

Cross-Posting Ideas:

- Share Insta Reels on Facebook
- Post TikToks on Stories
- Repurpose FAQs into LinkedIn carousels



Creating Engaging Content for Event Promotion

Creating a Tone of Voice

Your event’s personality should come through in every post.

Why It Matters:

- A clear tone builds trust and recognition
- It sets expectations for what kind of event it is
- It helps you write faster and more consistently

Tone of Voice Examples:

Event Type	Tone	Example Phrase
Creative Market	Warm, casual, community-led	"We can't wait to see you this weekend!"
Business Breakfast	Professional but human	"Join a room full of ambitious thinkers."
Wellness Workshop	Calm, supportive, personal	"Take time out just for you."
Festival	Bold, energetic, playful	"The countdown is on... are you ready?"

Questions to Define Your Tone:

- Is your event fun & vibrant, or professional & informative?
- Would your audience expect friendly chat or formal updates?
- Are you aiming to sound like a friend, a host, or an expert?



Creating Engaging Content for Event Promotion

Content that connects will convert.

- It's not just what you say — it's how you package it.
- Make it thumb-stopping, scroll-worthy and shareable.
- Create a mix of formats that reflect the vibe of your event.



Content Formats That Perform Best

Format	Use For	Tips
Reels	Behind-the-scenes, buzz-building, highlights	Use trending audio, 7–12 seconds, captions on
Carousels	FAQs, vendor features, how-tos	Hook on slide 1, "Save this post" CTA
Stories	Polls, countdowns, daily updates	Tag location, use stickers and CTA buttons
Static posts	Brand recognition, quotes, countdowns	Keep visuals clean and brand-aligned
User content	Building credibility and reach	Share tagged Stories and grid posts

 Canva tip: Batch design 5–10 posts in advance to stay consistent and calm.



Writing Captions That Drive Action

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Structure:

1. Hook: Ask a question, make a bold statement
2. Body: Give value or share context
3. CTA: Direct people to act (save, tag, click, comment)

Examples:

- “3 reasons you won’t want to miss this...”
- “Tag your market pal below 📌”
- “Save this so you don’t forget where to park!”

📌 Emojis help break up text — just don’t overdo it.



Encouraging Engagement with Stories

Why Stories work:

- Casual, real-time and direct
- Great for community interaction
- Easy to share & save as Highlights

Story Ideas:

- Poll: “What are you most excited for?”
- Quiz: “Guess how many vendors we’ll have!”
- Countdown sticker
- BTS videos (packing, venue, volunteers setting up)

 Save your best stories in branded Highlights (“The Build-Up”, “FAQ”, “Behind-the-Scenes”)



User-Generated Content (UGC)

Why UGC matters:

- Builds trust and authenticity
- Encourages attendees to share their own excitement
- Extends your reach organically

Ways to encourage it:

- Create a branded hashtag
- Set up “Instagrammable” backdrops
- Run a giveaway for best post
- Repost & tag those who mention your event

 Tip: Use Canva to create a branded UGC frame or Story reshare layout.

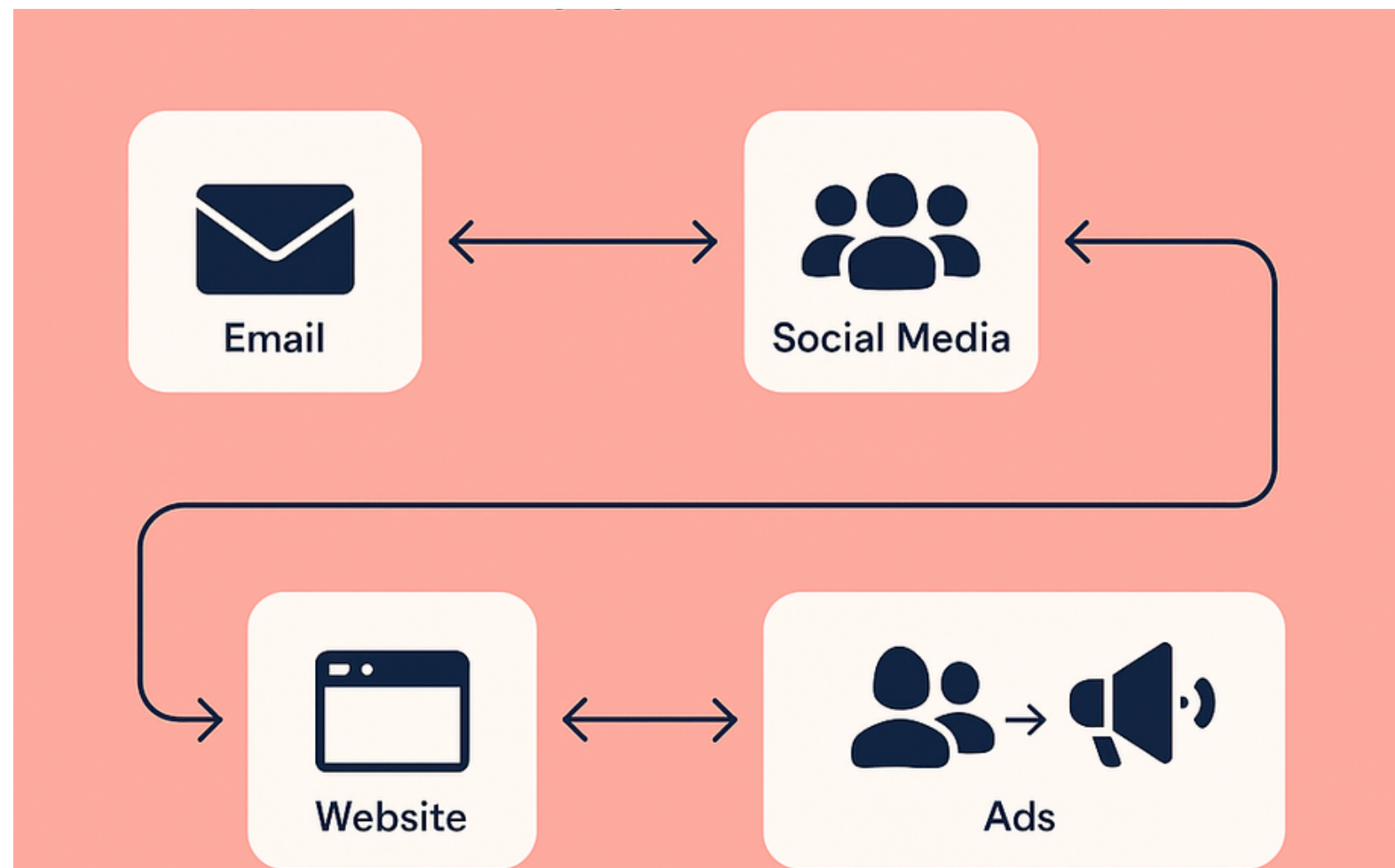


Multi-Channel Event Marketing Strategy

Multi-Channel Event Marketing Strategy **D24**

Don't rely on one platform to do all the heavy lifting.

- Every touchpoint matters — from email to SEO to paid ads
- Reach different audience segments at different stages
- Keep visuals, messaging, and tone consistent across platforms



Your Website Is Your Event HQ

Why it matters:

- It's the most trusted, linkable source of info
- Critical for SEO and Google search visibility

Checklist:

- ☐ Create a dedicated landing page
- ☐ Add keywords like "what's on in [city] this weekend"
- ☐ Include links to your social media and ticketing platforms
- ☐ Add schema markup for events (SEO tip)



Email + Social = A Perfect Pairing

Why email is still essential:

- Direct access to your most engaged audience
- Drives urgency and clicks with targeted CTAs

Use email to:

- Announce the event
- Share exclusive discount codes or “sneak peeks”
- Follow up with reminders, FAQs, or timetables
- Link directly to your best-performing social posts or Reels

 Tool Tip: Use Klaviyo or Mailchimp and segment by interest or location.



Event Email - Example Timeline

1. Save the Date (3–4 weeks before)

Subject line: “Something exciting is coming to Fermanagh...”

Purpose: Early teaser to raise awareness and start buzz

Content includes:

- Basic event info: name, date, location
- CTA: “Add to Calendar” or “Follow us on Instagram for first look”



Event Email - Example Timeline

2. Event Launch Announcement (2–3 weeks before)

Subject line: “Tickets are now live! Book your spot for [Event Name]”

Purpose: Drive clicks to ticketing or Eventbrite

Content includes:

- Highlight key attractions (e.g. vendors, giveaways, entertainment)
- CTA button: “Get Tickets” or “Book Your Space”



Event Email - Example Timeline

3. Behind-the-Scenes or Feature Highlights (10–14 days out)

Subject line: “Meet some of our amazing vendors...”

Purpose: Build excitement and showcase value

Content includes:

- Photos, short bios, teaser products
- CTA: “Follow them on Instagram” or “See full list online”



Event Email - Example Timeline

4. Reminder Email (3–5 days before)

Subject line: “Only a few days to go – here’s everything you need to know”

Purpose: Reduce drop-off and prep attendees

Content includes:

- Opening times, parking info, FAQs
- CTA: “Forward this to your friend” or “Tag us when you arrive!”



Event Email - Example Timeline

5. Thank You + Post-Event Follow Up (2–3 days after)

Subject line: “Thank you for joining us!”

Purpose: Continue engagement and gather feedback

Content includes:

- Thank you message
- UGC shout-outs / best photos
- Link to feedback form or “Want to hear about our next event?” opt-in



Meta & Google Ads in Your Funnel

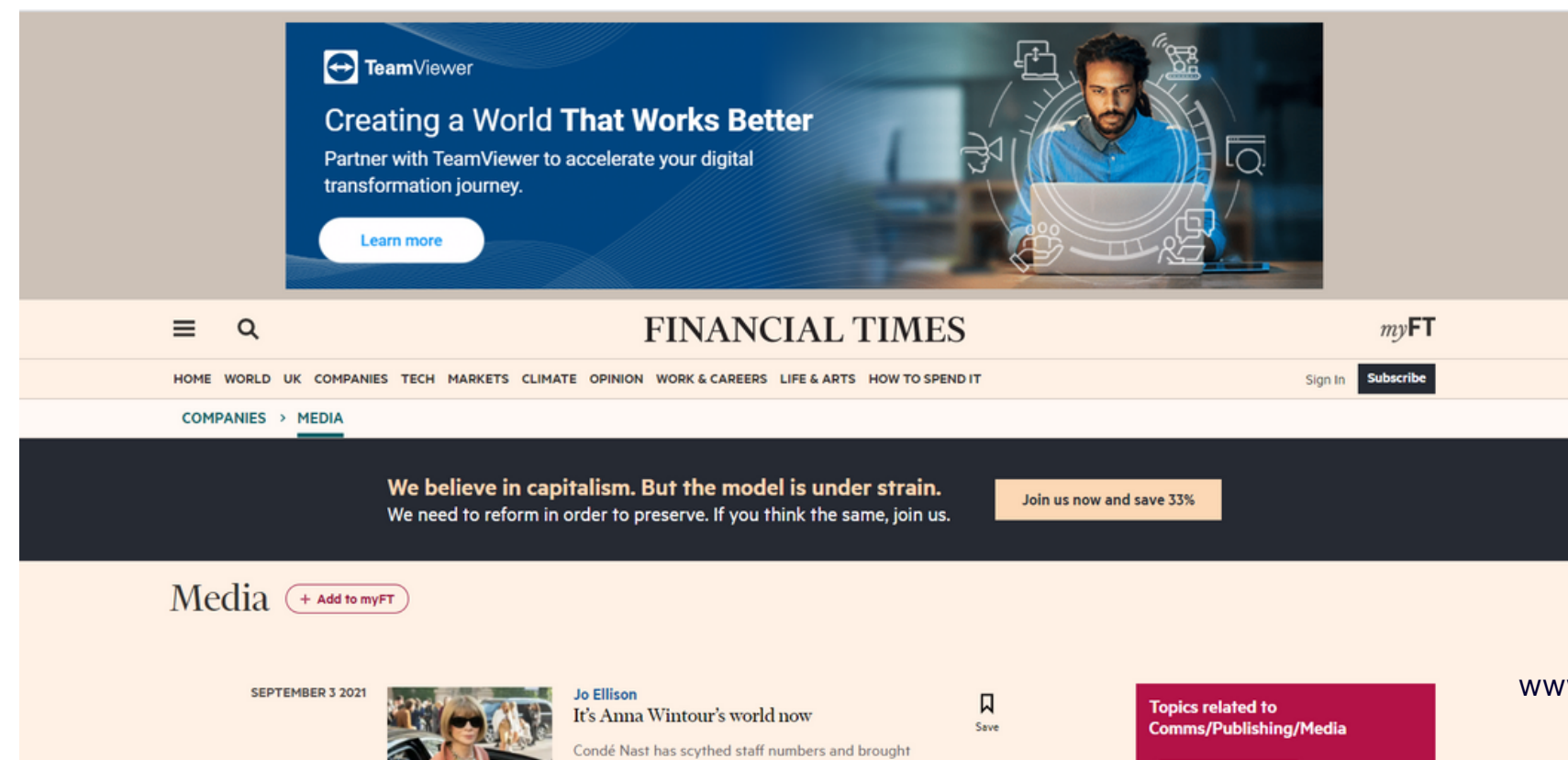
Use paid ads to:

- Retarget people who visited your website or interacted with your IG
- Promote key conversion content (e.g. last-chance tickets, promo videos)
- Drive traffic to your Facebook Event, website or ticketing page

Suggested ad types:

- Meta: Traffic, Reach, or Event Response objectives
- Google: Display ads for awareness; Search ads for conversion

📌 Tracking tip: Use UTMs, Meta Pixel and Google Tag Manager



Meta Ads Strategy for Event Success

1. Objective

Goal: Drive awareness and ticket sales for [Event Name]

Budget: £150–£500 (can scale based on size and reach)

Timeframe: 3 weeks before the event through to event day

2. Campaign Structure

Campaign 1: Awareness / Buzz (3–2 weeks before)

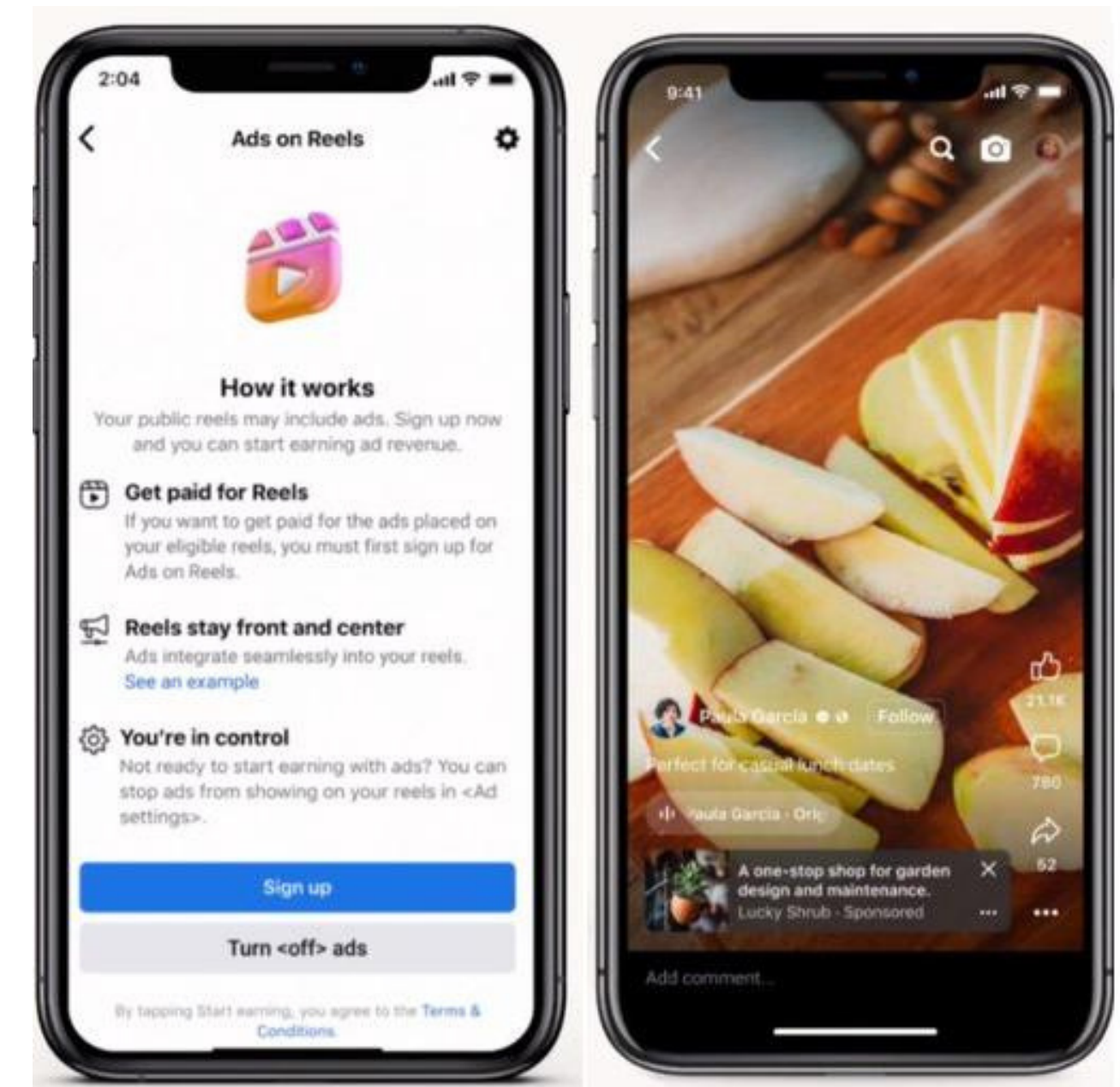
Objective: Reach or Video Views

Audience:

- Local radius (e.g. 20 miles from event location)
- Interest targeting: markets, events, shopping, foodies, etc.
- Lookalike of past attendees or Instagram engagers

Creative:

- Reels-style teaser video
- Carousel showing 3–5 features (e.g. vendors, entertainment, vibe)
- CTA: “Learn More” or “Save This Event”



Meta Ads Strategy for Event Success

Campaign 2: Engagement + Retargeting (10–5 days before)

Objective: Engagement or Website Traffic

Audience:

- People who engaged with Campaign 1
- Instagram/Facebook page engagers
- Website visitors (if Pixel installed)

Creative:

- Countdown graphics
- Behind-the-scenes prep Story-style videos
- Testimonials from past visitors

CTA: “Book Now” or “Get Directions”



Meta Ads Strategy for Event Success

Campaign 3: Last-Minute Conversions (3 days out to event day)

Objective: Event Responses or Traffic

Audience:

- Hot retargeting: added to cart, clicked RSVP, watched 50% of video
- Warm audience: followers, email list custom audience

Creative:

- “Last chance” static post
- Poll or reminder Story Ad
- Facebook Event Boost (if set up)

CTA: “Going” or “Buy Now”



Meta Ads Strategy for Event Success

Key Notes

- Use branded visuals across all ads
- Always include the date, location, and ticket link
- Test 2–3 versions of creative early (square vs portrait, video vs static)
- Monitor results daily — shift budget to what performs best



Align Your Channels With Consistent Messaging

Why consistency matters:

- Builds brand recognition
- Reinforces key details
- Reduces confusion = more conversions

Align across:

- Social posts
- Email campaigns
- Facebook Events & Groups
- LinkedIn Events (if B2B)
- Blog or News updates

 Use the same tagline, colours, and hero image across all assets.



Channel Checklist Before You Launch

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Make sure you've covered all bases:

- ☐ Website landing page with event info + SEO
- ☐ Facebook Event created and shared
- ☐ Email campaign mapped and scheduled
- ☐ Teasers and Reels ready on IG
- ☐ Paid ads planned or running
- ☐ Google Business Profile updated with event listing

 Reminder: Link everything back to a central page — don't send people in circles.



Managing Social Media on the Day of the Event

Social Media on the Day of the Event

Capture the energy. Create real-time buzz.

- This is your moment to maximise visibility and audience engagement
- Real-time content = authentic and relatable
- Attendees become your best promoters if you guide them right



What to Post on the Day

Quick checklist:

- ☐ Post at key moments (opening, peak crowd, feature activity)
- ☐ Use branded hashtags and geotags
- ☐ Tag vendors, sponsors, partners
- ☐ Use interactive Story stickers (polls, questions, sliders)
- ☐ Ask for reposts and mentions from the crowd

 Tip: Save your best Stories as a Highlight (“Live from the Day”)



Maximise Real-Time Engagement

Quick checklist:

- ☐ Post at key moments (opening, peak crowd, feature activity)
- ☐ Use branded hashtags and geotags
- ☐ Tag vendors, sponsors, partners
- ☐ Use interactive Story stickers (polls, questions, sliders)
- ☐ Ask for reposts and mentions from the crowd

 Use Stories + Reels as your real-time journal of the day.



Content Roles & Planning

Avoid chaos with a simple plan:

- Assign a content lead (one person to manage and post live)
- Prep 3–5 branded templates for Stories or posts
- Use a shot list: entry, crowd, signage, products, happy faces
- Carry a portable charger and have WiFi access if possible

 Tip: If you're solo, batch short clips and post during quieter moments.



Encourage UGC in the Moment

How to get attendees creating content for you:

- Set up a photo moment / branded backdrop
- Create a competition (“Best Story wins a prize!”)
- Use signs that say: “Tag us @YourHandle”
- Offer a branded filter or frame (Meta Spark / Canva)

 Real-time UGC gives you content and reach.



Post-Event Social Media Strategy

Post-Event Social Media Strategy

Keep the energy going — even after the lights go down.

- Don't go quiet. The days after your event are prime for visibility.
- Repurpose your best content and tap into audience excitement.
- Lay the groundwork for future attendance or brand loyalty.



What to Post After the Event

Content Type	Example
Thank You post	"A huge thank you to everyone who came along..."
Highlights Reel / Video	Recap the vibe: music, movement, smiling faces
Best-of carousel	Top 5 photos, crowd favourites, stalls, quotes
UGC reshares	Tag people who shared content and repost them
Quote graphics / reviews	"The best day out in Belfast!" – Instagram comment

 Tip: Post once a day for 3–5 days to stay visible without overwhelming your audience.



Testimonials & Feedback

Why it matters:

- Builds social proof for future events
- Encourages trust and repeat attendance
- Gives you insight into what to improve

Ways to use them:

- Reshare kind DMs, Google reviews, or comments
- Create quote graphics in Canva
- Add to your Highlights (“Reviews”)
- Use snippets in future promo or emails

 Ask in your follow-up email: “What was your favourite part of the day?”



Repurposing Content for the Long Term

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Stretch your event content further:

- Break highlight video into Instagram Reels
- Turn FAQs into a carousel for future events
- Use speaker/vendor shoutouts to build future partnerships
- Compile a “10 things we learned” LinkedIn post

📌 Think in content formats: video, Stories, testimonials, blog snippets



Measure Success & Plan Ahead

Key Metrics to Track:

- Impressions & reach (Stories, Reels, Posts)
- Saves, shares, link clicks
- UGC mentions & hashtag uses
- Website traffic spikes from social
- Follower growth post-event

Tools:

- Meta Insights
- LinkedIn Analytics
- Google Analytics (UTM links from socials)

 Use this data to pitch your next event — or refine your strategy.



Closing Momentum Tips

- ☐ Create a “Look back at...” post one week later
- ☐ Tease your next event (“Back again this December?”)
- ☐ Continue engaging with tagged attendees or creators
- ☐ Add your highlight content to your pinned posts or profile grid
- ☐ Celebrate the wins – number of attendees, media coverage, buzz

 Post-event strategy builds community, not just clicks.

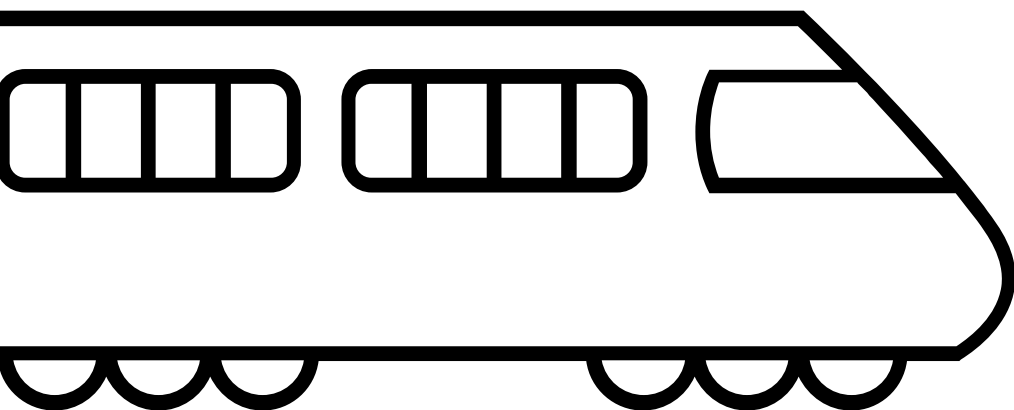


Get on the two-week train.

There are many different ways of analysing the Instagram algorithm and a host of different factors that go into the machine learning that determines what's relevant to each individual. Possibly the best explanation and way of looking at the algorithm is through the two-week train.

Every time you grow your channel and get a new person following your page, **you have two weeks to generate an engagement with that user** before you start to fall off their feed.

The Instagram algorithm takes more than 100,000 factors into account to determine whether something's likely to appear in your top news' stream. Let's have a look at a few of them.



So, how does one get on the two-week train?

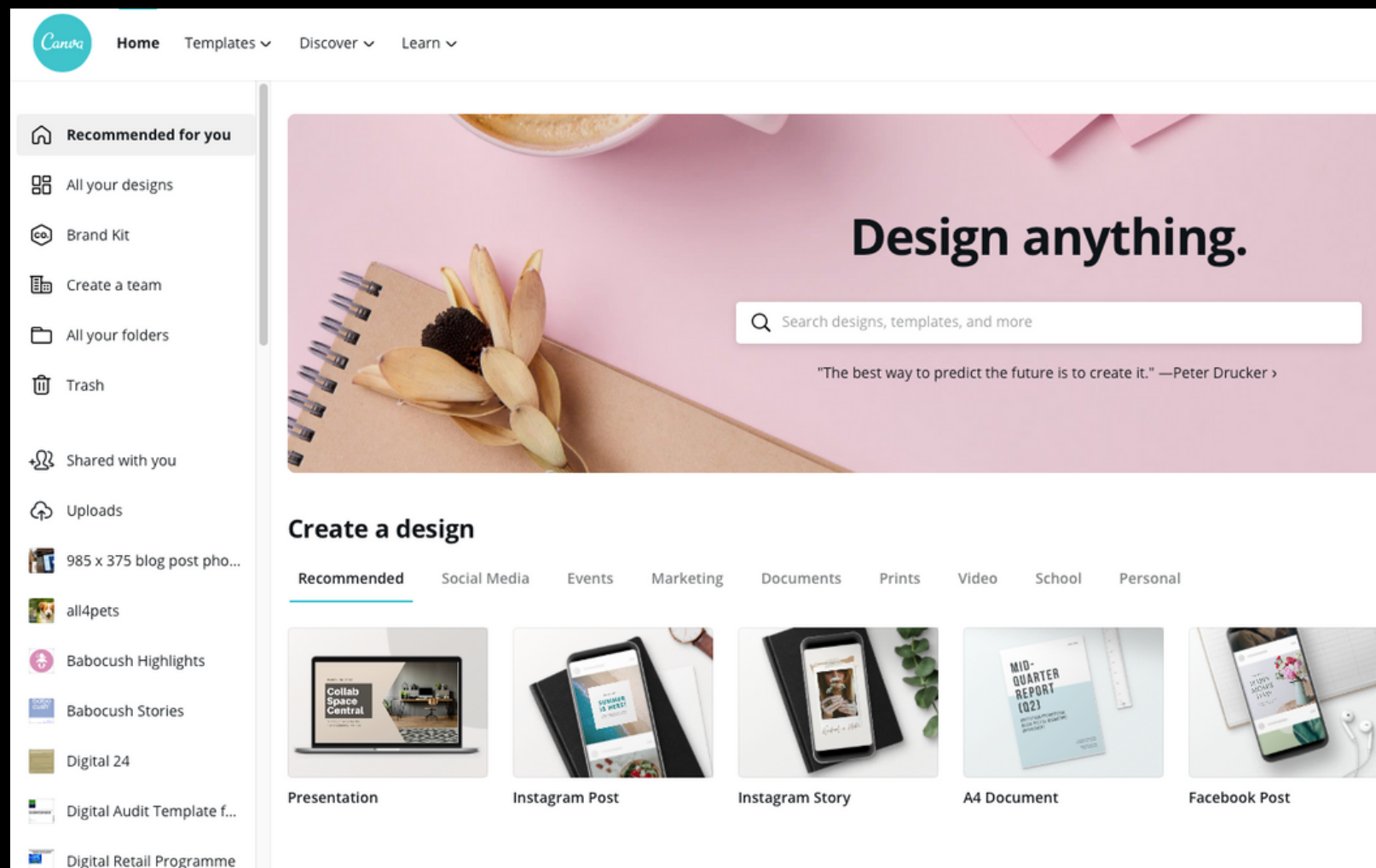
So, let's just get our heads around that.

- Simply stopping their scroll
- Liking, commenting on or sharing your content
- Giving any emoji as a reaction to your content
- Clicking 'read more' on a caption
- viewing one of your videos (and watch time)
- DM'ing your content to a friend
- Saving a post
- Searching for your account

Basically, almost any interaction.



Apps for content creation



Canva

Create amazing graphic design for free.

Design anything. Publish anywhere.

Available on desktop and as a mobile app.



Editing software

InShot:

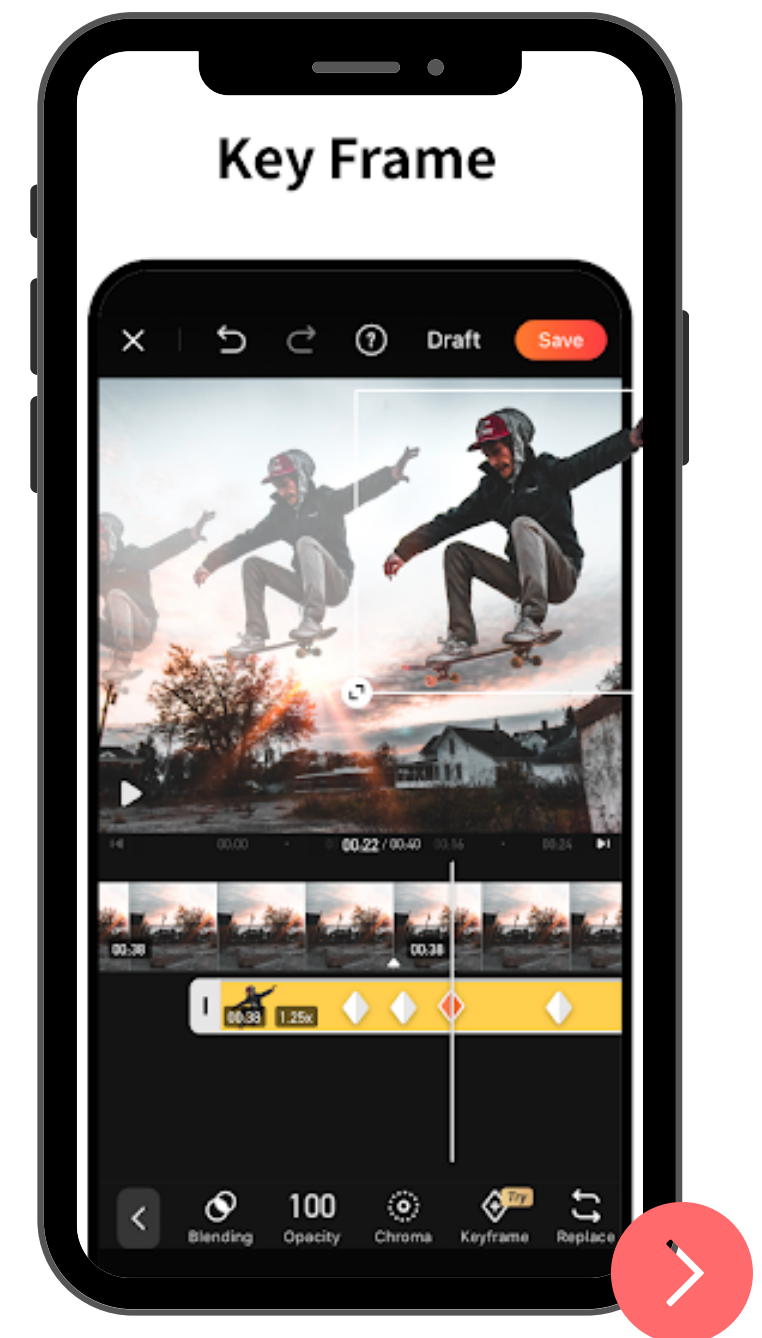
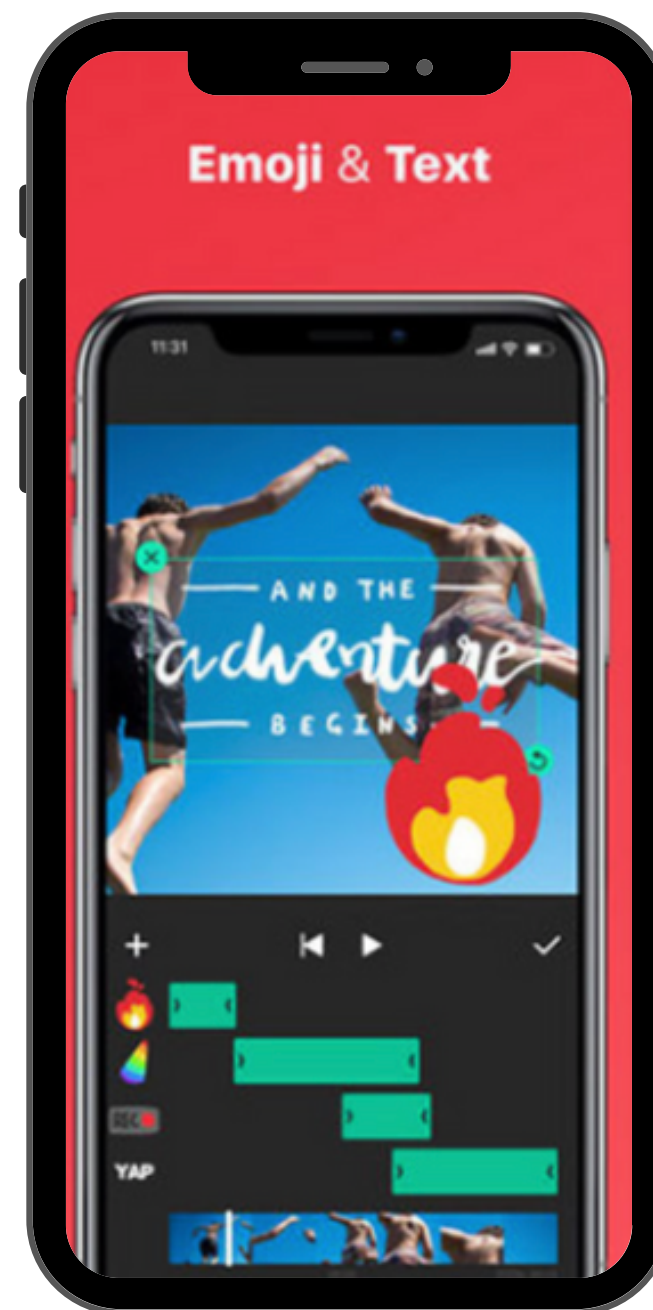
- Available on iOS and Android
- Great for beginners

Splice:

- Available for iOS only
- More advanced

Capcut:

- Available on iOS and Android
- Great for TikTok Trends



Social Media Checklist

D24

Before the Event

- Set clear goals and audience targeting
- Build a 2–4 week content calendar
- Design visuals in Canva (countdowns, carousels, templates)
- Launch supporting email campaigns
- Create a Facebook Event + update Google Business Profile
- Plan your Meta and/or Google Ads campaigns

On the Day

- Share real-time content (Stories, Reels, Lives)
- Tag vendors/partners and use branded hashtags
- Encourage attendee content and repost UGC
- Stick to your shot list and use branded templates
- Save Stories to Highlights for rewatch value

After the Event

- Post a thank you message and highlight reel
- Share UGC and testimonials
- Repurpose event content into future posts
- Track results (reach, saves, link clicks, UGC)
- Tease the next event or open waitlist

Bonus Tips

- Reuse Canva templates across channels
- Align visual identity across all platforms
- Don't go quiet — keep showing up, even after the event ends





Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí

Thank you