

# Where to Share Your Event



*Need some ideas for outlets, channels, and platforms to share your event? Use these as suggestions to create your own process for promoting your event online.*

- Top of your website/announcement bar
- Link-in-bio landing page
- Email newsletter
- Likeminded communities and Facebook groups
- Share reels or stories from event partners & hosts
- Add to community calendars: The Pitch, KC Star, KSHB, etc.
- Post 3-5 times about content topics relating to event
- Note time-sensitive dates: when registration or early bird pricing ends and create post/story reminding folks
- Do you send a lot of emails? Add upcoming events to your email signature
- What are your favorite parts about being a part o/organizing these types of events? Share with your audience
- Partnering with another business for this event? Create a post thanking them

# Event Timeline

WANT TO KNOW HOW TO MIX UP YOUR CONTENT TO KEEP YOUR FOLLOWERS FROM FEELING FATIGUED?



HERE'S AN EXAMPLE POSTING SCHEDULE:

## SEED THE EVENT

DO YOU HAVE ANY NEW PRODUCTS OR COLLECTIONS? NEW PARTNERS OR COLLABORATORS? ANNOUNCE IT & THE EVENT

## BRAND STORY

DOES THIS EVENT CONNECT TO YOUR WHY OR BRAND VALUES? LET PEOPLE KNOW THAT. HELPING TO SHOW THE PERSON BEHIND THE BRAND BUILDS TRUST.

## BEHIND THE SCENES

SHARE SOME OF THE PROCESS BEHIND MAKING YOUR WORKS INCLUDING PREP, YOUR STUDIO SPACE, OR A TIME LAPSE VIDEO. THIS HELPS PEOPLE FEEL MORE CONNECTED TO YOUR WORK

## SENSE OF URGENCY

GIVE PEOPLE A NUDGE IF THERE ARE LIMITED TICKETS, EARLY BIRD PRICING, OR AS THE EVENT DATE GETS CLOSER. SOME PEOPLE PROCRASTINATE OR DIDN'T SEE EARLIER POSTS

# ✦ Content Planner ✦

BRAND STORY

WORKS IN PROGRESS/BEHIND THE SCENES

ANNOUNCEMENTS OF NEW WORK/COLLECTIONS

COLLABS & PARTNERSHIPS

TIME-SENSITIVE



# Event Calendar

**S**

**M**

**T**

**W**

**Th**

**F**

**S**
