

9 Tips for Promoting Events on Social Media

1. Choose your platforms carefully

In today's digital age, harnessing the power of social media to promote your event is essential. With billions of active users on various platforms, social media provides a fantastic opportunity to reach, engage and grow both existing and new audiences.

Depending on the industry and target audience of your event, some social platforms may be more effective for you to use than others. Every platform is unique, and you will reach different audiences on each.

When deciding on which channels to use, it's useful to take learnings from other events, festivals or brands social accounts. Study what works well for them, which type of assets they use, their tone of voice and test those learnings for your own. If time and resource is limited, it's more effective to do one platform well than to do them all poorly.

Here are a few of the benefits of each channel when promoting an event:

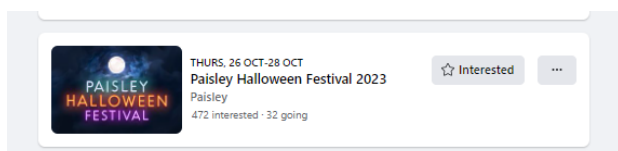
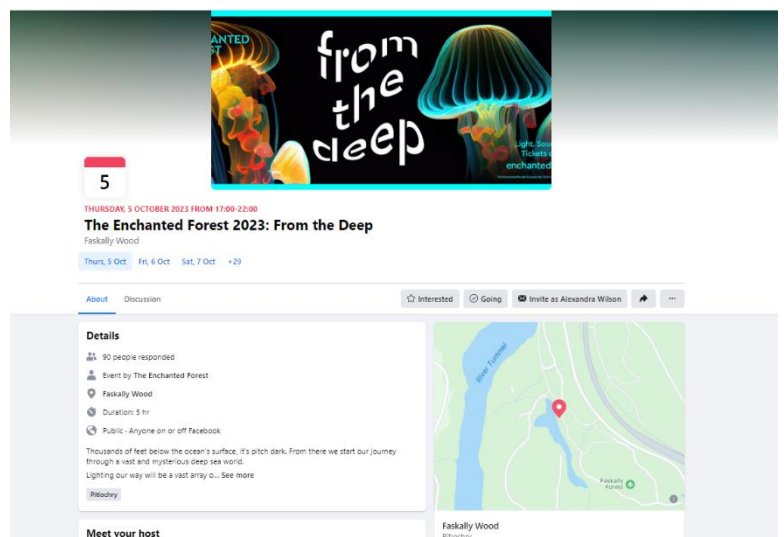
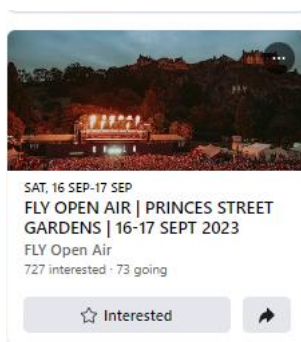
Facebook

Users can create a Facebook 'event' page and use this to create awareness, sell tickets, share updates, and generate engagement for your upcoming event. These can be for both in-person and online events:

[How to create an 'event' on Facebook](#)

[How to create an event ad on Facebook](#)

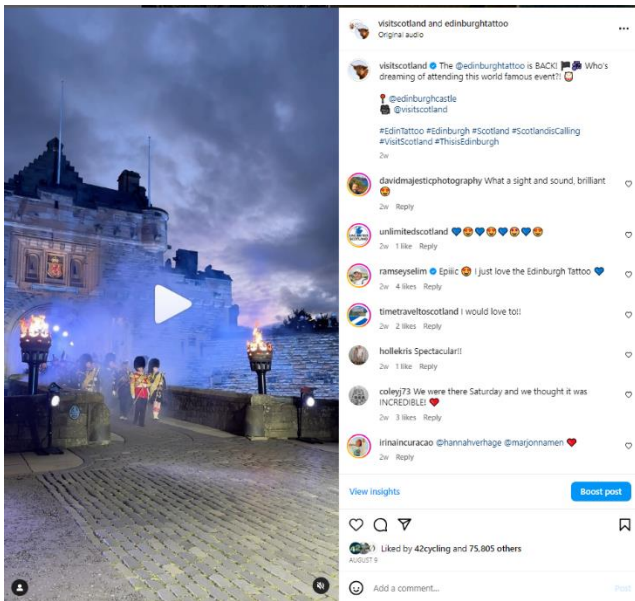
The link to this 'event' can be used in Facebook ads, posted in Facebook groups and in email communications.



Instagram

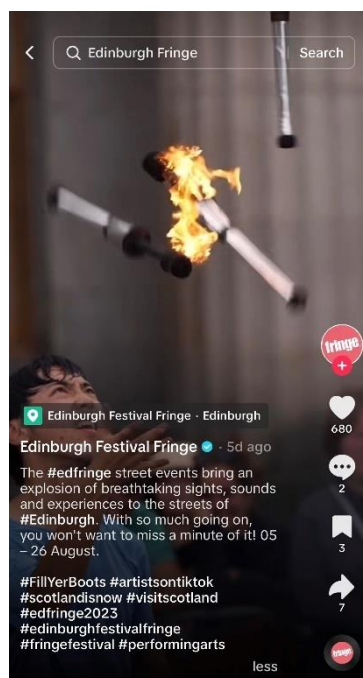
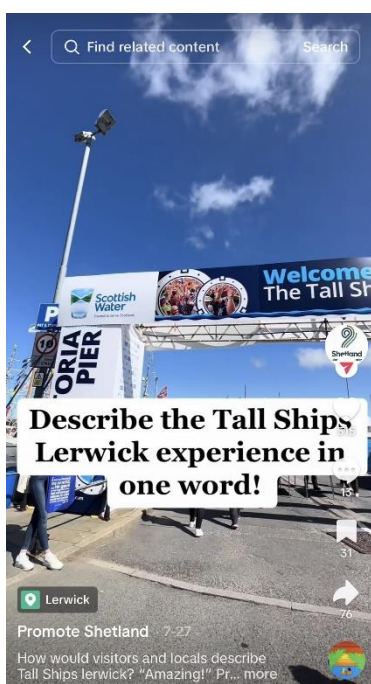
Extremely visual platform and is ideal for sharing image and video content before, during and after your event. There is an option to create interactive Instagram stories with features such as Polls, Q&As, Countdowns, and Quizzes, as well as 'collaborate' on content with other business accounts and

influencers. Event hashtags can be applied to posts and stories to expand reach and create a consistent message across your content.



TikTok

Primarily focused on short-form video content. Users can create, share, and discover videos that are typically 15 to 60 seconds long. TikTok is known for its engaging and creative content, which often includes music, dance, challenges, humour, and various trends. This is one of the fastest growing social media platforms which has a greater chance of reaching new and varied audiences through its unique algorithm and the 'For You' feed, therefore key words, and hashtag play an important role in getting your content seen on this channel.



X/Twitter

Less visual content than other platforms and can be used to quickly engage with your audience through conversations, polls and short & snappy messaging. Use and promote event hashtags on content, as well as repost content from fans, event partners or key acts/speakers/participants - as well as them repost yours!

[Engaging with your audience through event Tweeting](#)

Great platform to post on during live events to increase engagement and connect with new communities.

[Why Live Tweeting is Important](#)



2. Create an Event #Hashtag

This can be a powerful tool for your event promotion, community building, engagement tracking e.g. how many times a hashtag has been used, and branding. It extends your event's reach to a wider audience on social media, both during and after the event.

Things to remember when creating an event hashtag:

- Creating a unique hashtag enables all content related to your event to be found in one place
- The best hashtags for events are short, simple to spell and easy to remember
- Don't use a hashtag that has previously had a lot of usage as you do not want your content getting muddled in between irrelevant posts.
- Consistently use the hashtag before, during and even after the event - as well as on marketing collateral and printed materials.
- It's encouraged for industry partners and event stakeholders to use hashtags in all relevant social posts to increase visibility and raise awareness in the run up to the event and during the event itself.

- For accessibility remember to use title caps e.g. #PerfectStage and not #perfectstage
- Consider opportunities to leverage trending or popular hashtags (as and when appropriate and where relevant to your event) to potentially expand your reach. For example #IWD2023 (International Women's Day) #WorldMusicDay #ScienceDay

Top tip: Adding your event hashtag to your channel biography increases visibility for your audience and will encourage them to use it.

3. Visual Storytelling - Organising your assets & identifying content gaps

To maximise promotion and engagement for your event, we recommend including a media element which conveys your event values/ brand to your social posts. This could range from, a Gif, image, video, or link. It's important to remember that a consistent number of high quality of posts is much more beneficial than post quantity.

Video Content

When posting video content, it is highly recommended to upload directly to the platform you're intending to post on, as this gives you additional options to optimise your video as much as possible. If your video has audio, make sure to add captions, this enables your video to still be understood with sound off, and makes it more accessible. We strongly advise against posting videos in the form of YouTube links. Not only are these favoured less in the algorithm, ultimately reducing your posts reach and engagement, but also limits your analytics.

Participating in video trends can hugely increase your content's reach and engagement. Viral videos have the potential to reach millions of viewers rapidly, especially on TikTok. Stay current with trending challenges and content themes and add these into your event promotion videos to tap into the platform's viral nature. Although not every trend will work for you or resonate with your target audience, it's greatly beneficial to your channel to test different content styles and be flexible to what your audience responds to.

The best dimensions for videos on social media can vary depending on the platform you're using. Different social media platforms have different recommended video dimensions to ensure your videos look their best. It's important to bear these in mind when creating and briefing in video edits:

- **Facebook:**
Recommended Video Dimensions: 1080 x 1920 (9:16 aspect ratio) OR Square (1:1 aspect ratio)
- **Instagram:**
Recommended Video Dimensions: 1080 x 1920 (9:16 aspect ratio)
- **X/Twitter:**
Recommended video Dimensions: 720 x 1280 (portrait), 720 x 720 (square)
- **TikTok:**
Recommended Video Dimensions: 1080 x 1920 (9:16 aspect ratio)

Image Content

We have found content in portrait orientation outperforms landscape -this simply takes up more space on mobile screen and increases your chance to be seen. Inspiring and authentic imagery is key to the promotion of any event, your audience want to see the REAL thing. We would advise against the overuse of infographics, text overlays, publicity-styled commercial posts, or heavily branded or digitally altered photos. Remember to also use the ALT features on the platform to provide a description of the image/asset for accessibility.

It's important to have a wide variety of visual assets available to catch your audience's attention at all stages of the event cycle. Identifying the assets you currently have available and others you are planning to create prior to starting your event promotion, will reduce the risk of running out of content. Overusing content on social posts or sacrificing post quality in the run up to your event should be avoided.

Image assets can be used in multiple different placements, across various channels. Here are a few ideas on the type of image assets you could use and create:

These could include:

- Images/videos of highlights from previous events
- Behind the scenes/sneak peek footage in the run up to your event
- Venue updates- footage from around the location & surrounding area
- User Generated Content (UGC)- ALWAYS ask permission & credit photographer
- Key speaker/acts updates
- Twitter Polls
- Instagram Story Quizzes, Polls, Q&A sessions
- VisitScotland's Digital Media Toolkit

VisitScotland's Digital Media Toolkit

If you're looking for additional content, our Toolkit contains lots of assets including images, videos, and b-roll footage which you can use free of charge provided you comply with Terms of Use, individual asset license conditions and any usage instructions or brand guidelines. These assets can be used across your platforms to help enhance your own content but also by adding your images / videos to this site, this provides our Marketing and PR teams with easy access to potentially use these images for promotional purposes.

[Digital Media Toolkit](#) Link Content

This can be used to drive traffic to yours or key partners websites. When posting links, we recommend a short and concise copy - make your audience click to find out more instead of revealing all the info in the social post.

We have found great success in adding an eye-catching image to our link content to make it stand out, however always avoid clickbait by keeping it relevant to the content piece.

When posting links on Instagram, you can use the 'Link' feature within Instagram Stories. Please note that URLs do not work within the text of comments, reels or feed posts.

4. Finding the right Tone of Voice (TOV)

Creating engaging content is KEY to success when promoting your event on social media. Your post captions should also be consistent before, during and after the event. If the event is new or you're looking to trial a new approach to your social media, we suggest mixing up your messaging at the start of posting to find what works best. This could simply be small changes such as; use of emojis, post caption length or depending on the event, types of questions asked or simply a less/more formal style of writing.

For your social posts to appeal to as many consumers as possible, we recommend your event TOV on social media follows the below guidance:

- Fun, inspirational and clever
- Relatable and approachable
- Kept simple and authentic, allowing fans to see the genuine thing
- Limited corporate & industry focused wording/messaging (unless that's who your event is for!)

5. Engage with your followers & fans (pre/ during and post event)

To build momentum for your event on social media, it is essential to interact with your followers and seek conversation in the run up/ during and post event.

Here are 5 ways to build, maintain and grow engagement on your social channels:

- Like, comment and reply to as many posts as possible relating to your event. Comments could simply be something short to acknowledge the post, or you could reply with a question relating to the event to encourage more conversation. Always remember to respond promptly to any questions/ comments that need answered.
- Use questions in your post captions to encourage replies and engage with the responses where possible.
- Repost content from fans or event partners (always get permission if you are re-uploading their content for your channels)
- Monitor use of hashtag and engage with users.
- Consider how you can use countdowns/ reminders leading up to your event and share highlights to keep the memories of your event alive. Are there opportunities for cross-promotion with local businesses/ artists/ other festivals to tap into each others audiences?
- X/Twitter polls and Instagram Stories stickers; Q&A, Polls or Quiz. These are also a fantastic way to gain insights into your followers' interests and preferences.

6. Run paid social activity

Due to the way in which algorithms on social media work, not everyone who follows your accounts will see your content- realistically it's only going to be a very small percentage. Consider if you can allocate any of your marketing budget for paid social media to target specific demographics or to wider your audience base. By using paid ads, this guarantees more eyes on your posts- ultimately meaning more awareness for your event and a greater chance of your tickets being sold.

We would always recommend keeping captions and content for ads as 'organic' as possible so that it's in keeping with the TOV on your organic posts.

For more info how to advertise on each channel:

[Paid ads on Facebook/Meta](#)

[Paid ads on X/Twitter](#)

[Paid ads on Instagram](#)

[Paid ads on TikTiok](#)

7. Collaborate with influencers

Using influencers who align with your event theme or target audience for event promotion in the run up to and during your event is a great way to access new audiences which you may not be able to reach via your own social media channels. Big or small, influencers who have a highly engaged audience and are well-known figures in your industry, can make a huge impact on your events promotion. Their position of authority can bring a substantial audience, along with an element of trust and integrity.

[VisitScotland: Why Working with Influencers is Good for Business](#)

8. Use platform 'live' features on the day-

Once your event has started, it's important to keep the buzz going on social media. Live video streams on platforms like Facebook Live, Instagram Live, TikTok Live and YouTube Live allow real-time interaction with your audience. You can answer questions, respond to comments, and receive immediate feedback.

Unless your event is online only, you do not need to live-stream the whole thing. By posting short clips or exciting glimpses throughout the event, it can encourage those who do not have tickets this time around to attend future events.

[Tips for Facebook Live](#)

[Tips for Instagram Live](#)

[Tips of TikTok Live](#)

[Tips for YouTube Live](#)

9. Review & repeat

To capitalise on your social media platforms as much as possible throughout your event promotion, it's important to quickly identify what type of posts are working and what isn't, then revising your content plan accordingly. Each social platform has their own built-in analytics and insights to help track and measure performance for free- however it is essential to have a business profile to view these.

[Insights on Facebook](#)

[Insights on Instagram](#)

[Insights on X/Twitter](#)

[Insights on TikTok](#)

When reviewing the performance of your organic content, it's crucial to develop your content plan based on insights rather than continuing to post content that isn't being engaged with as this will only have a detrimental effect on how the platform algorithm chooses to serve your posts.

5 factors that could be affecting your post-performance:

- Inconsistency of posting: a similar amount of posts scheduled at similar times each day, are more likely to be favoured by the algorithms.
- Post timings: find out when your audience is most active and utilise it. Posts perform best when more of your audience are online.
- Hashtags: are you using too many/ not enough? Quality over quantity is highly advised
- Post copy: if your posts aren't resonating with your target audience, mix it up.
- Channel Optimised: don't underestimate how important optimising your content per channel is. Each channel reaches a different audience, its essential content is optimised for each.