SOCIAL MEDIA TIPS

MARKETING AN EVENT AT WVU

USE VISUALS WITH YOUR POSTS.

Make sure to include an image/infographic in your social media posts about events. It can provide additional information. More importantly, posts with visuals are viewed by five times the number of people who view a social media post without an image/ infographic.

TELL THEM WHY.

Posting the simple fact that an event is taking place is good to get the word out. But, to truly entice people to come to an event, you have to give details. Ask yourself: What will they gain from going to the event? Focus some social media posts around that.

CREATE A FACEBOOK EVENT.

Especially when your event is for the outside community, a Facebook event can help spread the word without doing any extra work. It'll be shared to friends of those attending and can give you an idea of a potential headcount. This may not be an efficient tactic, however, for current and prospective students.

DON'T USE A HASHTAG (UNLESS THERE'S ALREADY ONE)

A hashtag with little use can actually hurt the attendance and promotion of an event. So, unless the hashtag is well-established and frequently used, it isn't the best tactic.

POST FREQUENTLY

Within two weeks of your event, you should begin to post more frequently about it on social media. Post three times per week about it on Facebook, once per day on Twitter and at least once per week on your other social media platforms. Make sure, however, that the posts aren't just a copy-paste of one another. They should include different information.

PREP FOR DAY-OF-EVENT COVERAGE

You don't want to wait until the day of the event to decide how to show off the event on social media. You may want to create a Snapchat geofilter, shoot short video clips or edit a longer video together. You may want to live stream the event. Or live tweet it. Make those decisions weeks in advance and please contact University Relations if you need recommendations.

SOCIAL MEDIA ISN'T THE ONLY WAY.

While social media will do a good job of reaching current and prospective students for on-campus events, it isn't the only option. HTML emails, InfoStations, more traditional print advertising (posters, signs, etc.) and word-of-mouth is just as important when marketing an event.

West Virginia University®