Social media and content for events

09 · Marketing & Promotion · about 10 minutes

Pre-event teasers, a hashtag that works, live coverage, and the post-event content that sells next year.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Plan a content calendar for an event

2. Brief a photographer for social

3. Reuse content after the event

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

A good event hashtag is

Post-event content is most valuable for

Answers are on the lesson page after you take the quiz.

One line to remember