AMPLIFYING EVENTS WITH SOCIAL MEDIA

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LET’S BUILD RELATIONSHIPS

Every step of your promotion plan should work to develop relationships with your audience.
SOCIAL MEDIA ISN’T A SILVER BULLET
Facebook events - and your actual event - just one part of an overall outreach strategy

Meet people where they are - and where *they* want to read about it

Are you speaking to the right people?
YOUR AUDIENCES

**AVIDS**
You don’t need them *at* your event.
You need them to help draw new people to your event and find people to invite to your event.

**NEWBIES**
They’re looking for trusted sources of information and places to go.
Want trustworthy communities.

**MAYBES**
They need motivation to give hunting or fishing a try.
Often need someone they trust to teach them.
LET'S GO HUNTING
Build and strengthen relationships... before your event even begins.
FACEBOOK EVENTS 101

A screenshot of the Facebook Events section with a pop-up for creating a new event. The interface includes fields for Event Name, Location, Description, and Category, as well as a preview area for event photos or videos.
FACEBOOK EVENTS: BEST PRACTICES

Things to consider:
- Choosing your cover photo (BONUS POINTS: video)
- What to name your Facebook event
- Short, catchy, *inviting* event description
- Adding co-hosts
- Ticketing links (we’ll talk UTM codes later)
- Schedules and agendas
- Don’t neglect the discussion section!
NOW...
AMPLIFY!
GET THE WORD OUT

Partners, ambassadors and personal invitations

Organic conversations within the event

Paid advertising on Facebook
Encourage engagement

Iowa Department of Natural Resources
April 3, 2018

Just a few weeks until BOW...what are you looking forward to most?

233 People Reached
48 Engagements
Theresa Corrigan, Brenda Rose and 8 others
3 Comments 3 Shares

Iowa Department of Natural Resources created a poll.
February 6, 2018

Which classes are you most excited to do at BOW? (psst...sign up quick before they fill!)

- Kayaking basics
- Canning and preserving
- Overland camping
- Archery basics
- Wild game care and cooking

11 More Options...

1,907 People Reached
270 Engagements
Sue Marcus Wilbois, Erin Sullivan and 16 others
2 Comments 4 Shares
FACEBOOK EVENTS: BEST PRACTICES

Pay attention to the discussion portion of your event!

- People who have marked “interested” or “going” get notifications when you post in the event
- You’re building a relationship when you post and respond to others’ posts and questions
- Be: exciting, encouraging, engaging
- Links, polls, questions, photos, videos
- Gather pre- and post-event feedback
EVALUATE TO GROW
Keep building those relationships after the event.

- Ask for feedback, add follow-up polls in Facebook event
- Collect emails for future correspondence
- Post-event survey
  - Be sure to ask *how* they heard about the event
  - What inspired them to attend
  - How *they want* you to contact them in future
IF YOU BUILD IT
THEY WILL COME
UTM TRACKING

...but how did they get there?

UTM tracking lets you know if visitors convert.

And it’s a lot simpler than it sounds:


Follow up in Google Analytics:
Reports > Acquisition > Campaigns
When we did the first Facebook ad buy for spring BOW:

- 1,157 people “interested”
- 54 marked themselves as “going”
- 60 invites were sent user-to-user.
- 52,000+ saw the Facebook event post
- 309 clicked through on ticket link
Registration filled in 3 weeks - a full month before early registration closed.

Had to increase spots from 84 to 100.

First time the spring workshop had filled completely, let alone early.

But wait...

The total ad buy on Facebook was only $100, with another $20 spent on Pinterest. The cost to attend the workshop for participants is about $200 to $250.
Thank you for your attention.

Any questions?

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