Copy

- Think about how you are going to promote the selling point of attending your event. What makes it worth going?

- Plan ahead of your promotion. Decide how often you are going to promote and where. Promoting the day before the occasion may be cutting it too close. Same with registrations dates.
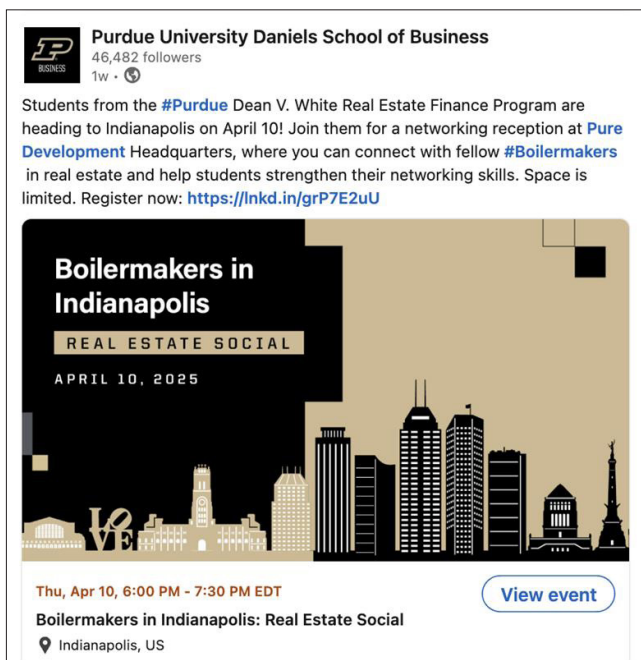

- Think about how you can create **FOMO** (freak out if you miss out). Show what they will be missing if they don't attend.

- Know how long your copy can and should be for each channel. The ideal caption/post length for each channel are:

    - X: between 70 and 100 characters
    - Facebook: 50 characters (or fewer)
    - Instagram: 1-50 characters
    - LinkedIn: 50-100 characters

- Find best practices for using hashtags here.
    - Fewer hashtags (between 1 and 10) tend to drive more interactions overall

- Avoid posting the link in the caption unless it's an easy-to-remember link. Even then, you lower your chances of capturing your audience by making them type the link themselves. (FYI: Copy/paste does not work in the Instagram app)

    - Use Linktree or "Link in Bio" (post the link in your Instagram bio).
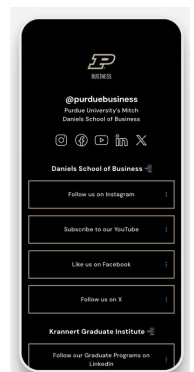
- For X, create a thread about the event. Make sure to make the first and last tweets include a link to the event, as these are the ones your followers will see first.

- Not all social media channels generate an automatic thumbnail of your website when pasting the link (AKA a card). Consider creating a graphic to use instead.

Visuals

- If you plan to promote frequently, plan on having several types of media so you don't overuse one graphic. Think about how you can use graphics, photos, videos, or GIFS.

- Do not post the link on the graphic. It is unlikely users will type the link into their search engine.

- Limit the amount of text on the image. Use your caption/copy for the smaller details.

- Have different sizes of your graphic/video ready to fit all channels. You can find size recommendations here.

- Add alt text to all of your images and captions to all of your videos where supported. Learn more about accessibility best practices here.
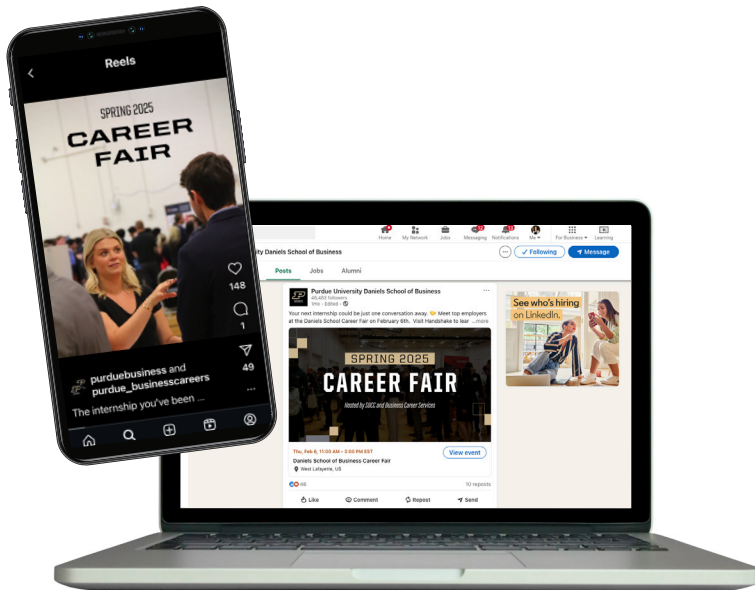
Tools for creating media

- Canva: Create social media graphics and infographics.

- GIPHY: Upload and create GIFs on your own channel. Always use tags/keywords that relate to your brand when uploading a GIF to make it searchable.

- Landscape: Image resizer for various social media channels.

- MixCaptions or Clipomatic: Add captions to your video on your phone.

- CapCut: Free, all-in-one video editing phone app to create high-quality social media