UNIVERSITY OF GEORGIA

How to Advertise an Event at UGA: Social Media

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Social Media

Facebook

- Even though most people think Facebook is the new Myspace, don't underestimate it's importance! College students definitely use Instagram more, but Facebook is still extremely relevant because students organizations use Facebook to create groups, and Instagram doesn't have an event function like Facebook does. There are a lot of different facets to advertising your event on Facebook:
    - Creating an Event
        - This is the most obvious way to advertise your event, and it is one of the most effective. Create your event through your organization's Facebook page (you can create it through your personal page if your organization doesn't have a Facebook), include the details, add a fancy event photo, and you are done! But not yet! You actually have to invite people and encourage others to invite people as well. Facebook events don't automatically show up on peoples' feeds; people have to be invited! I highly highly recommend you to force all members of your organization to invite at least 10 (hopefully more!) people to your event. Even if people don't end up going, they see the event or might just mark that they are interested, and that shows up on their personal page and spreads to all of their followers as well. Do not underestimate the power of Facebook; I have had over 10,000 people see an event before because we really made sure to invite everyone we knew!
        - Don't invite people who don't go to UGA; that just makes them very confused as to why they got the invitation and makes it look like you weren't paying attention.
        - Invite people on your computer rather than your phone because there is a cool function on the desktop where you can select all friends who have been in a group with you or gone to an event with you before. This is a very easy way to invite 300+ people at one time.
        - After you create the event, make sure that your page and your members are routinely sharing it and encouraging others to invite friends. Make sure your page is actively posting exciting things in the event and reminders because everyone invited will get notifications.
            - One fun thing to do is a "group share" where everyone in your club shares the Facebook event at the same time. This really only works when everyone is in the same meeting together and you can all press share at one time. Since you are friends, you probably have similar mutual friends so what ends up happening is that peoples' feeds get overwhelmed with posts promoting the event and hopefully they end up thinking about it more.
    - Changing Profile Pictures or Cover Photos
        - Another thing you can do on Facebook besides creating an event is to get all the members of your organization to change their profile pictures or

cover photos to a specific event-related photo. This aligns them to your organization and spreads awareness of the event to all of their friends. This is really easy now because Facebook has created a temporary profile picture option where your profile picture can go back to your old one after a specific amount of time.

- If people are changing their photos, make sure they link to your Facebook event or website in their description and say something meaningful/exciting about the event. It helps to provide your members with a blurb that they can use to change their photo with.

o Posting in Facebook Groups
- Another Facebook tip is to advertise in Facebook groups. There are so many groups for different hobbies, locations, clubs, etc., so the posts promoting your event are limitless! Again you can provide an image and a blurb for your members to post in all of their different Facebook Groups, and you can also assign specific members to post in specific groups such as UGA Class of 2018, UGA Free and For Sale, UGA Honors, etc. Again don't forget to link to your Facebook event and use a photo.

o Running a Campaign
- The last thing you can do on Facebook is the most obvious: post about the event from your organization's page. Instead of just making random posts here and there, try to be creative and run more of a campaign where the posts have a timeframe and an overarching theme. If you are advertising a trivia night, showcase all the different prizes the attendees could win. If you are hosting a fundraiser for the animal shelter, showcase the volunteers that work there or the animals that need to be adopted. Make sure the formatting of each post is consistent, that they include pictures, and that they link to your event on Facebook.

o Facebook Live
- Another feature of Facebook is Facebook Live where you can share a live video with your followers. You can do this at the event, but that won't really help promote it. I would recommend sharing set-up for the event a few hours before or the night before to get people excited.

o A few tips for Facebook in general:
- Always use the location and emotion function--that just makes your post more interesting.
- Posting in the afternoon is the most effective.
- After people like your post, you can click on the number of likes to see who specifically has liked the post and then invite those people to like your page if they haven't already.
- Get a few people to write honest 5 star reviews for your page so you look legit!

o One thing I forgot to mention is that you can boost/sponsor ads on Facebook for relatively cheap. This is not something we have ever done but it seems like it could be very effective.

GroupMe
- You might not think that you can help advertise for your event using GroupMe, but you can! The two main ways are to post about your event and to create an event in your groups.
- Posting about your event is pretty simple--just have everyone in your club share a little picture and description of the event in all the GroupMe messages they are a part of. This is really helpful because the biggest way people hear about events is through their friends! Don't underestimate the power of your social network!
- The other way to advertise an event is to create an event.
  - Go to GroupMe and the message you want to create the event in,
  - Click on the settings, and then click on calendar.
  - Click on the plus button on the top right to create your event!
  - Add all the necessary information, and don't forget to set reminders for the event which will notify everyone and help them remember!

Instagram
- I personally have not used Instagram very much either and would appreciate more knowledge, but I would recommend posting frequently and using relevant hashtags for your event. Instagram is much more visually focused than Facebook, so be sure to share aesthetically pleasing photos of graphics or prizes to giveaway. You can also [pay](#) to promote your posts to a wider audience.

Snapchat
- Snapchat is another great tool to keep your followers updated about your event, setting up for it, and getting them excited! We don't have that much experience with Snapchat either, but again you can get your [posts](#) sponsored to reach more people.
- I highly recommend creating a geofilter for the day of your event. This is a fun way to engage people at your event, but you can also set it to start a little beforehand (or the whole day!) so they help advertise for your event as people just use Snapchat in the area and look through the filters. [Here](#) is information on creating one, and you will see that the costs vary depending on the size and timeframe.

Twitter
- I personally have not used Twitter very much, but I would recommend to have an active Twitter and to make sure your organization is posting about the event. You can also change your Twitter profile's cover photo. You can also [pay](#) to promote your posts to a wider audience, just like on Facebook.