



EVENT PROMOTION

Here are a bunch of tips to promote NEM events to help you increase the engagement with your audience and broaden the visibility of your event!

1. Start by leveraging existing networks: [NEM Ontario](#) Don't hesitate to reach out to like-missioned organizations to help you promote your event. (bonus! It's also great networking.)
2. Use pictures & videos from previous years. If this is your first year, [stock photos](#) are also totally ok.
3. Use/create social media accounts dedicated to your organization.
4. Use the #NEM2022 hashtag leading up to and during the event. Encourage attendees to use it often!
5. Use tags to target audiences
#Engineering #Technology
#Ethics #Lifelonglearning
#Equity #Diversity
#Inclusion #Technologist
6. Engage audiences before, during and after the event.
7. Have a dedicated social media person on event day who will post content, engage with replies or comments, answer questions and generate excitement.
8. Dedicate time to pre-event engagement. Share what people are excited about in sneak peaks and teasers!
9. Don't feel pressured to be amazing on every platform, choose one or two to focus on.
10. [TIPS for increasing social media engagement.](#)

Facebook

Who isn't on Facebook?!

- Create an [event page](#)! Include all the basics: location, who is hosting, time, what to expect, etc.
- Be thoughtful of the header and profile picture - make sure they're high quality and represent the event or organization well.
- Have a short and memorable event name - long titles are cut off on mobile.
- Add popular search tags (ie. equity, diversity, inclusion, technology, ethics, lifelong learning, engineering etc).
- Consider [Facebook Ads](#). They can be a helpful way of reaching target audiences.
- Post often and tag people!

Instagram

- If you don't already have an account, create one for your event/organization.
- Instagram's 'story' feature allows you to share short videos and pictures that build excitement for the event. You may choose to sneak-peek the venue, or provide a behind the scenes to the setup process - get creative! [More info on how to make a pro Insta story.](#)

Twitter

- If you don't already have an account for your organization, create an account for the event. Include all event details in your bio or pin a Tweet.
- Use geotagging, it works similar to hashtags and allows audiences to see Tweets from a specific location.
- Create a strategy and stick with it. ie; When and how many times are you going to tweet before the event? There's a theory that 12pm-1pm and 5-6pm are prime times. Post during hours your target audience is online.
- Use multimedia, GIF's and polls to engage audiences.
- Create buzz and excitement for challenges and competitions by bringing audiences behind the scenes.
- If you have speakers, encourage them to Tweet their excitement for the event and retweet it.
- Live Tweet during the event, make sure to capture all the excitement.
- Reply and retweet related Tweets!
- Tweet a thank you and create a [Twitter moment](#) after the event, capture other users Tweets as well.