

# SOCIAL MEDIA PROMOTION 101 FOR PROJECT LEADERS



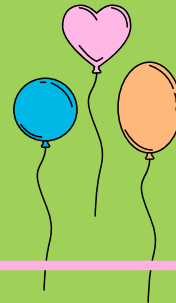
Find ways to engage your participants

**Before**

**During**

**and After**

any event you host



## Create an Event Page on Facebook



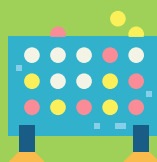
Event pages allow your participants to RSVP to your event and can serve as an easy to find resource for sharing updates before and during your event. Use this as a platform to help with planning and logistics as well as to get people excited for your event!

## Use Instagram Stories



Instagram stories can be used to share countdowns towards your event, as well as serve as a way to share highlights of your event in real time. You can also create a hashtag to have participants share their experiences during and after the event.

## Stay Connected!



Use your social media channels to grow your membership base and share more about your team activities even when you don't have any events coming up to increase engagement at future gatherings. Using #NSG or tagging @VancouverFoundation on Twitter, Instagram, and Facebook can help boost your event or group to the broader Vancouver Foundation community.