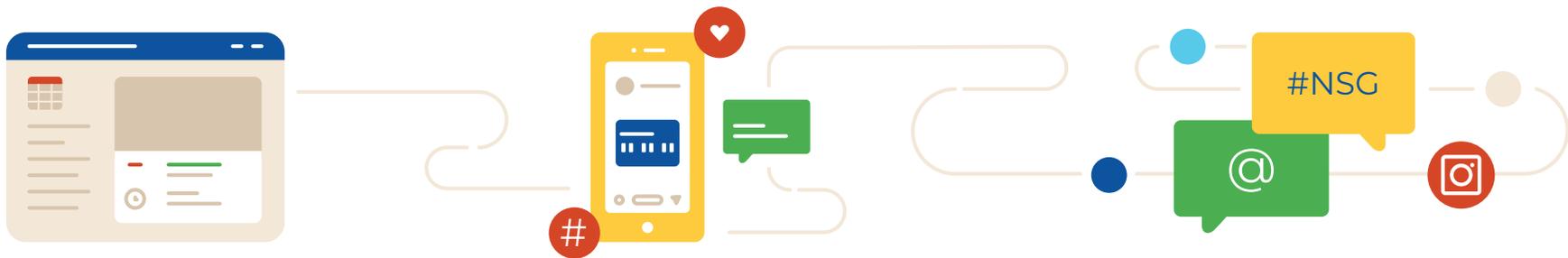


# Social Media Promotion 101

Find ways to engage your participants **before, during,** and **after** any event you host.

For Project Leaders



## 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 or your community organization on Twitter, Instagram, and Facebook can help boost your event or group to the broader community.

