

Communications

Publicising events on social media

Firstly, it is always worth learning from those running similar events, with good take-up and reputation.

One current example – search for “Stronger Network” on almost any major social media platform and it may well be there, courtesy their current webinars, ‘Stronger 2021’.

www.strongernetwork.com/stronger2021

Social media approaches are ‘attractive’, looking to catch and hold to hold someone’s attention long enough to see that they would be interested in what you offer.

Think of it like a tree: the trunk is what you offer, the branches are your ways to reach out, and leaves/ flowers/ fruit/ overall look are what will attract.

These latter can include pictures, designs, videos, shareable content, illustrated aphorisms, placed articles or ads, web stories, blogs, featured personalities, etc –

But it should all lead back to what you offer, and the ability to engage/ subscribe/ book/ pay.

Each way to attract attention has best practice visually, textually, and in terms of networking if you can spend some money on Facebook ads that would be a strong start.

Shareable content goes well, along with a standard ‘look’ so that with repeated viewings, people will become more interested, because they keep seeing it.

And if you have a Bishop that can do a short promo that you can then share across the board, so much the better!

www.strongernetwork.com

www.facebook.com/strongernetworkUK

www.instagram.com/strongernetwork

twitter.com/hashtag/stronger2021