



Before and After Event PR for Social Media

Having strong PR is an important component of success for any Chapter Event. There are specific ways that you can use social media before and after an event to promote what your Chapter is doing on or around campus. Here are some suggestions for making the most of your PR on social media:

BEFORE

Three weeks before the event

- Save the date - Include the details of the event including the date, time and location.

One week before the event

- Share the itinerary - Include a list of all the activities that will be included as part of the event with a brief description of each.

Week of the event

- Provide new information - Share background info to help your attendees feel informed. For a service event, this could look like fast facts about the issue you are trying to address through volunteering. For a fundraising event, it could include details about the charity to which profits will be donated.

Day of the event

- Remind attendees - Let your attendees know that today is the day. This could include resharing information from previous posts or giving them tips on where to find the event, what to bring, what to wear, etc.

AFTER

Day of the event

- Share photos - Include photos from the event in chronological order, which could include photos of set-up before the event, decorations, etc. and also action shots of attendees participating in activities.

Day after the event

- Give thanks - Take the time to thank those who assisted in the planning and execution of the event. This could include college/university administrators, other student organizations or community partners who contributed.

Week after the event

- Follow up - Share any follow-up tasks related to the event that would be relevant to attendees. For a service event where items were collected, this could include a photo of the items being dropped off at the charity.

Two weeks or more after the event

- #ThrowbackThursday - Reminisce about how awesome your event was by sharing your favorite photo.