

Event Promotion & Social Media Involvement

1.) Intro

a. Types of Events & Sponsorships

- i. Community events
- ii. Charity organizations
- iii. Professional organizations
- iv. Firm events

b. Benefits of Event Sponsorship & Promotion

- i. Charity: Giving back gives staff a sense of wellbeing and charity.
- ii. Comradery: Providing opportunities for your employees to get involved strengthens employee relationships.
- iii. Branding: Being active in your community establishes your business as an involved, caring, and meaningful business.

c. Planning

- i. Decide how many and what kind of charity events that you want to participate in for the year. Create a list of possibilities and narrow it down to your firm's top choices. Be sure to ask your staff for input to see who is willing to get involved in which events. From there, begin scheduling your calendar of events for the year.
- ii. Event examples: run/walks; benefit concerts; hands-on volunteer days; toy, school supply, food, or winter coat drives; national campaigns; local charity efforts and community events; golf tournaments; event galas; luncheons; and much more.
- iii. Inform your staff about event times, locations, contact information, how and when to sign up to participate, and the name of the event coordinator for anyone who has questions.
- iv. National Observances Calendars:
 - [National Safety Council Safety Observances 2014](#)
 - [NHTSA Designated Safety Weeks & Conferences 2014](#)
 - [US Department of Health and Human Services National Health Observances 2014](#)

2.) Before

a. Social Media

- i. 2-3 weeks before the event takes place, begin to promote the event on social media. Provide information about the event and encourage people to attend and/or donate to the cause.

- ii. Tag the appropriate parties in your social media posts. Most businesses and charities have Facebook pages which you can tag in order to connect with them online.

b. PR

- i. Write a press release to send to local media outlets, submit to press release distribution site, and share on social media.
- ii. Pitch the story to local news media outlets and any media connections that you have.

c. Content

- i. Create a landing page on your website with information about the event
 1. Background on the organization you are supporting
 2. How your firm is supporting the event
 3. History of the event (how many years have you sponsored it)
 4. Details about the event date, location, and contact information

d. Link

- i. Contact the webmaster of the charity to ask for a link from their website on a sponsorship page if they have one
- ii. Tips: <http://www.fosterwebmarketing.com/blog/the-stupid-easy-backlink-strategy-you-d-be-crazy-to-ignore.cfm>

3.) During

a. Pictures & Video

- i. People respond and engage to pictures, whether they are on your website or on social media sites
- ii. Encourage everyone to take pictures and/or videos during the event
- iii. For pictures posted on social media, be sure to tag your business and the organization or event that you are supporting
- iv. Also use the event's hashtag in your posts, if there is one

b. Content

- i. Take notes during the events to help write a post-event blog post
- ii. Get quotes from event attendees and volunteers from your team

4.) After

a. Content

- i. Post the blog post you wrote about the event on your website and promote on your social media profiles
- ii. Include information like how much money was raised, pictures of the event, and quotes from your employees and/or attendees of the event

b. Social Media

- i. Wrap up social media efforts with final posts about how the event turned out, thanking attendees and supporters, posting remaining event photos, etc.

c. Review Data

- i. Was any of your content (blog, social media posts, or press release) picked up by other sites?
- ii. Have any clients or customers mentioned the event?
- iii. Did the blog, press release, or social media postings drive any traffic to your website?
- iv. Were you featured in any local news stories?
- v. Are you filled with a sense of wellbeing and charity?
- vi. Debrief your team: Did they enjoy participating in the event? Would they do it again?
- vii. Write an email to the event coordinator thanking him for his work making the event a success. If there was interest within your team, ask to participate again the next year.

5.) Examples

a. Social Media

i. 

The image shows a Facebook post from 'Kansas City Accident Injury Attorneys' dated August 29. The post is titled 'Throttle Fest 2014 (37 photos)' and includes the text: 'It was HOT weekend, but thousands of fans of motorcycles and music came out and had a great time.' Below the text is a collage of four photos from the event. The largest photo shows a man in an orange shirt standing at a booth for the 'ROWOLD FOUNDATION FOR WOUNDED CHILDREN'. A sign in the foreground says 'WIN AN iPad Mini!'. Other photos show a booth with a 'BIKER ROCKED' sign and another booth with a 'WIN AN iPad Mini!' sign. At the bottom of the post are the options 'Like Comment Share' and a '1' next to a thumbs-up icon.

Morgan & Weisbrod, LLP
September 26 · Edited

Morgan & Weisbrod sponsored their 2nd Annual Carter Bloodcare blood drive today. Here are pictures of a few of the donors! — at Morgan & Weisbrod, LLP. (5 photos)

Like · Comment · Share

ii.


Sk Schmidt Kramer, P.C.
August 5

Here's a picture of Chuck Schmidt teeing off at yesterday's event. Thanks to everyone who came out and participated for a great cause! #ucpgolf2014

Like · Comment · Share

7 people like this.

iii.

 Schmidt Kramer, P.C. shared a link.
August 1 · Edited

Have you RSVP'd to the annual UCP Charity Golf Tournament? The Tournament is on Monday, August 4th, and will benefit the UCP Central PA. Join us for some great golf on a great course for a great cause! <http://bit.ly/UCPSKCharityGolfTournament>



Golf Tournament
ucpfoundationcentralpa.donordrive.com
UCP/SchmidtKramer Golf...

Like · Comment · Share

iv.



 Schmidt Kramer, P.C.
Liked · September 22

This summer we sponsored a volleyball team, named 888-8888, in the 2014 Dauphin County Bar Association's summer volleyball league. Congrats to our volleyball team who finished 7-1 in the regular season and took second place overall — with Matthew Staub, Jessica Kurtz, Abbie Csovelak Trone, Pat Greene, Sarah Hyser, Dennis Kergick and Harlan Glasser.

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10 people like this.
Write a comment...

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Earn Rewards Faster
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v.



vi.

A Facebook post from Meldon Law. The post header shows the Meldon Law logo, the text "Meldon Law shared a link.", and "September 8 · 🌐". The main text reads: "Hey Meldon Law Friends! Check out our very first Scholar Athlete of the Week! Brandon Lovelace of Trenton, Florida H.S." followed by "Be sure to tune in to WCJB TV20 News every Thursday evening at 6pm EST for the weekly Scholar Athlete." and the URL "http://wcjb.com/sports-scholar-athlete/2014/09/jeffrey-meldon-tv20-scholar-athlete-trentons-brandon-lovelace". Below the text is a link preview for the article. The preview includes a small image of a news anchor and the text: "Jeffrey Meldon TV20 Scholar Athlete: Trenton's Brandon Lovelace | WCJB TV-20 www.wcjb.com". At the bottom of the post, it says "Like · Comment · Share" and "👍 3".

vii.