

SOCIAL MEDIA TIPS + SAMPLE POSTS:

BEFORE THE EVENT:

Twitter:

- Boast about it!
 - Sample tweets:
 - *Plans this weekend? Head to _____ Block Party to go #ALL_IN!*
 - *Hey, #City! Are you ready to go #ALL_IN? Join us: (link to website)*
 - *Join us for an ALL-IN Block Party on February 2 from 12 -4 PM. (link to website/graphic image)*
 - *Challenges, food, music and more! This is an event you don't want to miss: link/image*
- Encourage your partners to do the same.
 - Send over sample tweets, with graphics, links and information for your partner organizations to spread the word to their audience

Facebook:

- Sample posts:
 - Are you ready to take the challenge? Join us for an ALL-IN Block Party on February 2 from 12 -4 PM. (link to website/graphic image)
 - Hey, #City! Are you ready to go ALL_IN? Join us for an ALL-IN Block Party on February 2 from 12 -4 PM. Complete challenges, mingle with members of the community and sample great food! (link to website/graphic image)
- Tips:
 - Make sure to use images/links when posting on Facebook – it makes your post more interactive!

Instagram:

- Get creative!
 - We recommend featuring photos of planning committee meetings, set up, community partners, or perhaps even doing some sort of countdown photo countdown to the event!

DURING THE EVENT:

Twitter:

- Sample tweets:
 - We're ready to kick off our #ALL_INCity Block Party!
 - Tweet challenges, tweet at your partners, tweet images
 - Use challenge hashtags and @INHumanities will interact with you!
- Tips:
 - Make sure to have table tents with your #ALL_INCity hashtag and account information to encourage your participants to get involved online!

Facebook:

- We are having a great time at #ALL_INCity! Post a picture of your event.

Instagram:

- Get creative! We recommend featuring set-up pictures, planning meetings, community partners, or perhaps even doing some sort of countdown to your event!

AFTER THE EVENT:

Twitter:

- Thank your sponsors and partners!
 - “Special thanks to our incredible partners: @_____, @_____!”
- Thank your participants!
 - Thank you to all those who went ALL-IN at the ____ Block Party! #ALL_INCity
- Provide a link with more updates. For example – post a blog or a flickr feed of images.

Facebook:

- Thank you!
 - “Thank you to all those who attended #ALL_INCity yesterday. We had a wonderful time bringing our community together through some exciting and inspiring challenges. Stay tuned for more pictures from the event! Special thanks to our incredible partners: @_____, @_____!”

Instagram:

- Now, this is a great time to use this medium!
- Feature a few awesome pictures from your event the week after – thanking your participants and sponsors!

These tips/sample posts are just to get you thinking! If you have additional questions or are in need of more specific ideas, please do not hesitate to contact Jacqueline Cromleigh, communications manager and program associate, at jcromleigh@indianahumanities.org.