



**FAIR TRADE  
TOWNS USA**

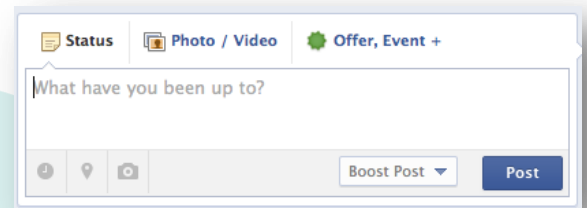
# EVENT PROMOTION

*USING SOCIAL/LOCAL MEDIA TO  
SPREAD THE WORD*

## *Creating & Using Facebook Event Page*

### *Step-by-step instructions:*

1. On your timeline, where you go to create a new post, click “Offer, Event,” then “Event”
2. Enter the appropriate information and click “Create,” then select the guests you’d like to invite.



### *Tips on creating a great event page:*

- **Use a cover photo** (851 pixels x 315 pixels). For example, a picture of the farmer or artisan with the Fair Trade logo on top, to show people visually what the event is about. Make sure the image is clear and exciting.
- **Keep your event description short and sweet.** You want it to be informative (what is the event?), engaging (why should people come?), and fun (get them excited about what you have to offer attendees).

### **How to promote your Facebook event:**

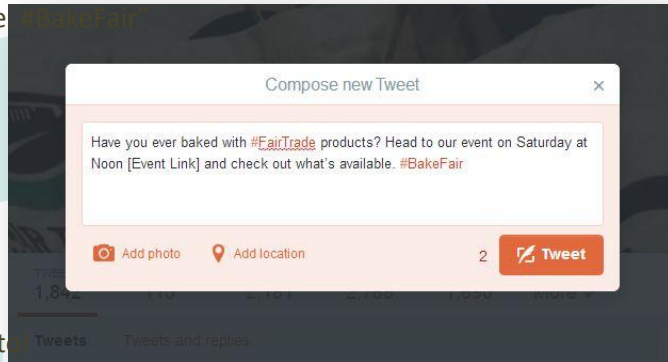
- **Don't just invite everyone you know.** Send an invitation to the people you think will be interested: college students, town leaders, people you know to be very involved in the local community, and so on. In your event description, make it clear to these people that they can share this event with their friends.
- **Keep your event reminders to a minimum:** message your “attending” list no more than once or twice to remind them to come.
  - Instead, **create a post** highlighting the event to invite/remind people to come. This will go to people’s newsfeeds, not their inboxes, so they won’t think it’s spam.
- **Contact the administrators of other relevant pages** (either via Facebook message, email, or some other platform) to ask them to share your event. You have to do this from your personal account. Try social justice groups, local community pages, etc.
- **Tag Fair Trade Campaigns in your posts.** You do this by typing @Fair Trade Campaigns.
- **Make sure you are active on your event page.** Respond when people ask questions or comment about your event and see who is talking about your event.
- **Don't just post the event details.** As you continue to share information about your event leading up to the big day, use calls to action, quotes, pictures, and sharable content to excite your followers.
- **During the event:** Post pictures to your town/university page as it’s happening. This is a way for people who aren’t there to virtually attend the event.
- **After the event:** Make a photo album with photos from the event. Thank all your guests and anybody who helped make the event successful.



## Using Twitter

Incorporate event promotion into your regular Twitter content. Don't flood your followers with the same request to attend your event, just mention it sporadically (between your other posts), until the big day.

- **Tweeting 1-2 times/day** is a safe bet.
- **Twitter is conversational**, so ask questions and have fun. Sample tweets could be: "World #FairTrade Day is 4 days away! Hit up our event on Saturday for free #chocolate, #coffee and baked goods. [Event Link] #BakeFair" or "Have you ever baked with #FairTrade products? Head to our event on Saturday at Noon [Event Link] and check out what's available [Event Link]"
- **Live tweet your event.** Tweet fun facts, photos, and conversations people are having so that others who couldn't attend can follow along.
- **Use our Hashtags.** Hashtags are a way to track conversations on Twitter. If you click on a hashtag, you can see the tweets of everyone else using that hashtag.
  - We want to know what you're up to! Use our hashtags, too: #FTCampaigns and #BakeFair
  - **Let everyone in attendance know what your hashtags are** so they can live tweet and be part of the conversation too. If there's a chalkboard around, just write it there!



## Local Media Outreach

Get your local press and influential community members involved.

- **Local Newspapers:** Make sure to include weekly and issue based publications, plus Newsletters and calendars in your outreach. Have information (when, where, why) about the event available when you first make contact and use our sample Press Releases.
- **Bloggers:** try search terms like "[Insert town name] local food blog", "[ ] social justice blog", and so on. **Send a brief email** explaining what the event is, why it's worth attending, and how much you would value the attendance of the given blogger or media outlet. Offer them a gift bag, free attendance and/or a shout out.
- **Community Boards:** Many communities share information about important events through online boards and bulletin boards around town, make sure you get on their radar!
- **Partner with Local Non-Profits & Clubs:** If a group can't help out financially then ask how they can help publicize the event with their members and through their own communication channels. Sponsorship does not always have to be in the form of products and money.
- **Incentives:** Have giveaway materials such as t-shirts, stickers, fair trade chocolate, etc. Offer to give them (especially the bloggers) some to share with their readers and fans.



## Resources:

- [World Fair Trade Day Template Press Release](#)