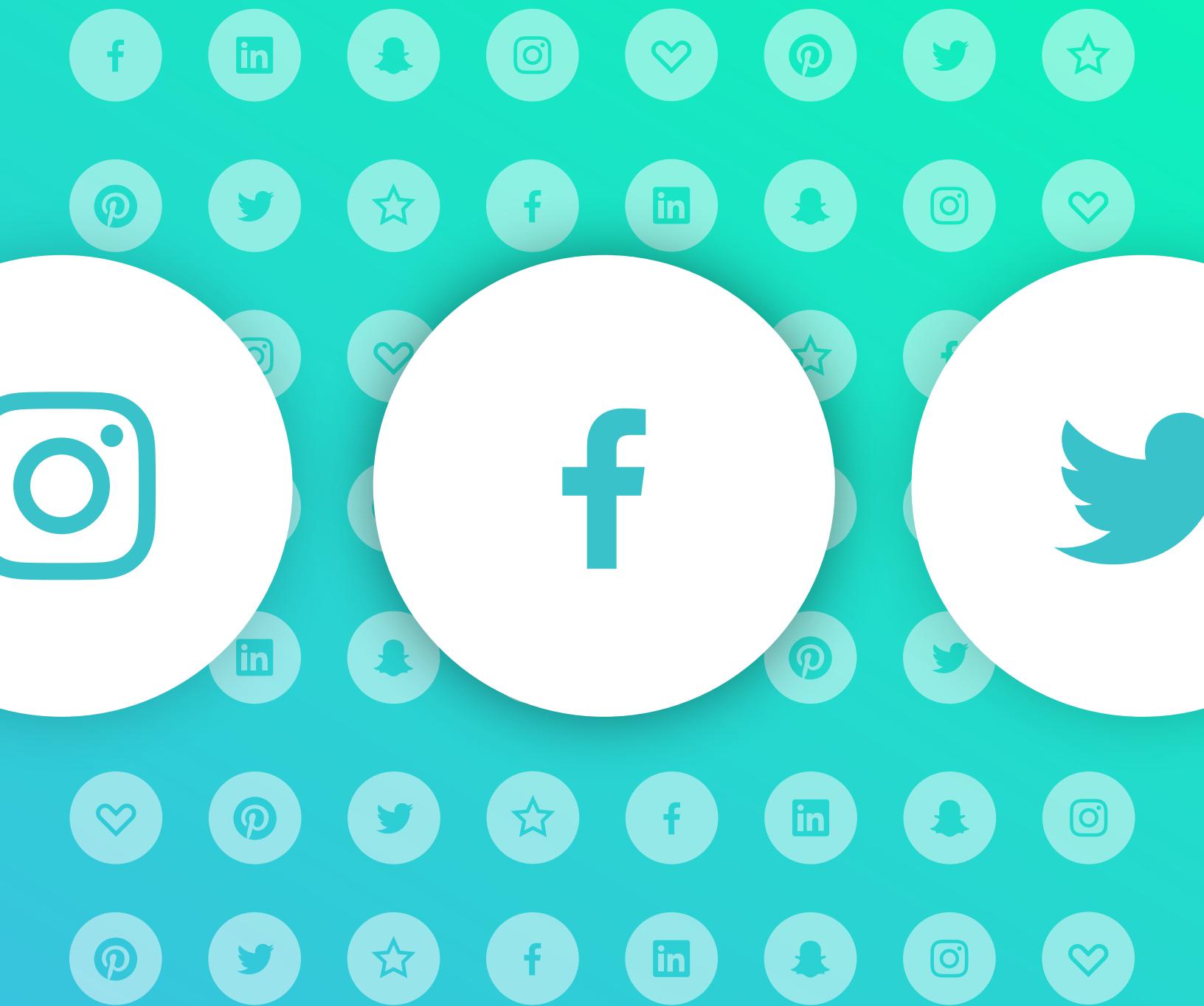


9 Simple Steps to Master Social Media for Events

The Definitive Guide to Social Media Event Marketing
from Buffer & Eventbrite



Introduction

The only thing more important than organizing a great event is marketing it. Imagine you've perfected every detail of your event — only to face an empty room on the big day.

When it comes to marketing your event, social media is your hidden superpower. Eventbrite has found that a fifth of traffic to ticketing and registration pages comes from social media — that's a quarter of your promotional power for your event. After all, how else can you reach millions of interested event-goers without paying thousands on ad campaigns?

New social media platforms are popping up every day, and it's increasingly difficult to stand out amongst the noise on Facebook and Twitter. That's why you need a social media strategy that takes advantage of the networks where you can drive the most ticket and registration sales. And because organizing an event is nothing if not time consuming, you need to make an impact in minutes, not hours.

To help you use social media to sell more tickets and registrations, we turned to the experts at Buffer, a social media management platform. The Buffer team helps more than three million customers drive traffic to their sites, increase engagement, and save time on social media. In this guide, you'll learn nine steps to help you develop and improve your social media event marketing strategy, including how to:

- Prioritize which networks to use, and how to use them
- Increase engagement on social media, during promotion and the event itself
- Measure results and see which of your efforts drove ticket sales or registrations

Meet the authors



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Section 1

How to choose the most impactful social networks for your event

Managing your social media marketing can become overwhelming, fast. According to Wikipedia, there are more than 189 social networks used globally, and new ones seem to emerge every week.¹ So how do you identify the optimal social media channels for your marketing strategy?

Sometimes, less is more when it comes to social media. In fact, if the time commitment is too great, or a particular network isn't the right fit for your attendees, you might decide to skip it. When you're choosing which social networks to use, it's okay to be picky.

So how do you know which social networks are right for your event?

Step 1

Get familiar with the most popular social networks

Chances are, by the time you've finished exploring all the available social networks, a new one will have popped up. To prioritize your time, focus on the channels with the widest possible reach.

According to Statistica, here are the social networks with the most monthly active users in 2016 so far.² In step 2, we'll explore who those users actually are, but start by familiarizing yourself with the big guns.



Facebook
1.59 billion
monthly active users



Snapchat
200 million
monthly active users



Instagram
400 million
monthly active users



LinkedIn
100 million
monthly active users



Twitter
320 million
monthly active users



Pinterest
100 million
monthly active users

Facebook is the clear leader, but some of the other data may surprise you. Did you know Instagram has more users than Twitter? And that Snapchat has approximately double the monthly users of LinkedIn?

To understand the potential of each network for your event, it's worth researching how other events like yours use the platforms to reach their audiences. Here are a few examples to get started:

- [Crescent City Classic uses Facebook](#) to inspire participants with training schedules and #MotivationMonday posts, and to promote registrations
- [San Francisco venue Ruby Skye uses Twitter](#) to engage with music fans and promote ticket sales
- [BottleRock Napa uses Instagram](#) to highlight photos and videos of their festival all year round
- [DIG SOUTH Interactive Conference uses LinkedIn](#) to highlight their sponsors and speakers
- [Wanderlust Festival uses Pinterest](#) to deliver inspirational content relating to yoga, wellness, and food to its audience



Step 2

Focus on where you can best reach potential attendees

[Tim Grahm at Out:Think](#) has a simple list of questions to ask when deciding where to invest social marketing resources. Adapted for events, they are:

1. Does this network make sense for the content I'm producing?

Consider the content you'll be producing and sharing. Will you be posting links to longer articles about speakers at your conference? Instagram might not make much sense, given that it's primarily used on mobile where people don't necessarily want to read longer articles (and you can't include clickable links in your captions). But if your promotion strategy is focused on pictures and videos from last year's music festival, Instagram could be the perfect fit.

2. Do your potential attendees spend time there?

To answer the second question, you need to understand your audience. What is the average age of your attendees? Do they skew to one gender? Based on your ticket or registration price, make an educated guess about their income level.

Once you understand your attendees, it's time to find the social network(s) where your audience spends the most time. Check out the Pew Research Center's demographics of how many online internet users use each social network below.³

Social network	Summary	Usage by gender	Usage by age	Usage by education/income
Facebook	Most widely used across the board.	77% of women 66% of men	87% of 18-29 year olds 73% of 30-49 year olds 63% of 50-64 year olds 56% of 65+ year olds	No significant distinction
Twitter	Most popular among high-income millennials.	21% of women 24% of men	37% of 18-29 year olds 25% of 30-49 year olds	30% of college grads 27% of those who make more than \$50k per year
Instagram	Most popular among millennial women, many of whom are college students.	29% of women 22% of men	53% of 18-29 year olds 25% of 30-49 year olds	31% of individuals with some college education
LinkedIn	Unique among the sites as the only professional networking platform. Most popular with educated, slightly older users with a higher income in urban/suburban areas.	28% of men 27% of women	23% of 18-29 year olds 31% of 30-49 year olds 30% of 50-64 year olds 21% of 65+ year olds	50% of college grads 44% of individuals making more than \$75k per year

Social network	Summary	Usage by gender	Usage by age	Usage by education/income
Pinterest	80% of Pinterest users are women. ⁴ Most popular among well-educated women of all ages with higher incomes; only network that skews toward rural usage.	42% of women 13% of men	34% of 18-29 year olds 28% of 30-49 year olds 27% of 50-64 year olds 17% of 65+ year olds	32% of college grads 30% of some college 34% of >\$75k 30% of >\$50k
Snapchat ⁵	Most popular with 18-24 year old women, often students.	70% of users are women	71% of users are under 25	62% of users make less than \$50k per year

So how do you apply this knowledge? Find the networks where your potential attendees and social media users overlap. Some of the overlap should feel intuitive: if you organize professional events, you may want to stick to networks with more college grads. If you're organizing more expensive leisure activities, you probably want to focus on platforms with an audience with a higher income level.

If you're not sure where the overlap is, dig into your [ticketing and registration reports](#) or consider sending [a survey to your previous attendees](#) to better understand their demographics. You can even add a custom question to your purchase flow about social media to find out where your most recent ticket buyers or registrants are active.

Whether in a survey or the purchase flow, including a question like “Which social networks have you used in the last week?” removes the guesswork from your selection. After all, if you’re not sure which social networks your audience uses, the easiest way to find out is to ask!

3. Does it make sense for me?

It’s the answer to this final question that could be the most telling argument for or against a social network. If you’ve done your research already and are still on the fence, it’s time to consider your personal bandwidth.

Ask yourself: Does it make sense for me? Is it something I can easily fit into my responsibilities? Do I have time to do it? After doing some research and observation, do I “get” how it works?

This last question can be particularly compelling. Many of us feel like we can learn a new network if given enough time. But in the hectic world of event organizing, when do we have enough time? If you’ve tried and still don’t think you can use the network authentically, it may be time to move onto another network that works better for you.

Need a gut check? Use this cheat sheet.

By now, you've likely judged the necessity of each social network to your event by looking at the stats and asking yourself important questions. But if you're still unsure, here are some quick answers.



Should you be on Facebook?

Yes, if you don't mind the competition. More than 70 percent of online adults actively use Facebook. It is far and away the most popular social network. Consider, though, that with great popularity comes great competition. Facebook is visited by 1.59 billion people around the world every day, including your potential attendees. But the News Feed is a crowded place for your event updates — making it more important than ever to share posts that stand out.

Facebook also has a popular Events feature that enables you to invite people, spread the word, and keep attendees up to date. For more on how to use Facebook Events to sell more tickets and registrations, check out this [on-demand webinar from the Facebook Events team](#).



Should you be on Twitter?

Quite likely, if your event draws a younger, tech-savvy crowd. Michelle Manafy of Inc. calls Twitter users "information junkies," referring to a wide variety of information: technology, news, sports, marketing, journalism, and so on.⁶

Topical and timely posts work great on Twitter. Be aware that a tweet reaches its peak after 18 minutes, so you'll want to post more frequently than on other networks.



Should you be on Instagram?

Yes, if your event is especially photogenic. Organizing an artsy festival, a swanky food and wine affair, or a beautiful dance performance? Instagram is a great way to use your photos for Throwback Thursdays (#tbt) all year round.

As we mentioned, Instagram doesn't support clickable links in the description of individual images, but you can put links in your bio. For that reason, it works great in a pairing with Facebook or Twitter. More and more users join every day, albeit young ones.



Should you be on LinkedIn?

Yes, if your event appeals to businesses and career-driven attendees. LinkedIn's audience is full of great insights on work productivity, networking, and job hunting. If you organize classes, conferences, trainings, or educational events, take a serious look at LinkedIn.



Should you be on Pinterest?

Yes, if you have visually appealing content. If your events cater to women or focus on categories like food or DIY, you'll likely find a demographic fit. That means it's a great place to promote craft fairs, pop-up dinners, or cooking or art classes.



Should you be on Snapchat?

Yes, if your attendees are in their teens and twenties. Snapchat is incredibly popular among the 16-30 demographic, but it has a bit of a learning curve. One easy way to use Snapchat to build a strong connection with your audience? Create a geofilter for your event.

Geofilters are illustrations or "filters" for Snapchat photos that can only be used within specific geographies. (You just need to submit an illustration [by following these instructions](#), and your filter will be reviewed within two business days.) For any photos taken using Snapchat at your event's location, users can layer your filter over their pictures. Snapchat pictures are either sent to friends or added to your attendee's "story" (a series of Snapchat images they've taken in the last 24 hours), so anyone who views their image will be exposed to your brand.

Since you'd likely only activate geofilters during your event, this effort wouldn't necessarily drive sales for your current event. But it's a great way to build awareness and excitement for your next event when users see their friends having a great time.

Step 3

Upgrade your social profiles with these quick wins

Your profile on each social network is an important — and often overlooked — part of your social presence. Here are a few ways to improve your social media profiles in just a few minutes.

1. Optimize your bio copy

The short snippet of copy featured in your bio or “about” section is one of the first things people will see in your social media profile. And because social networking sites are established and trusted by Google, it’s likely your social profile will show up high in search results for your event. What impression do you want to leave potential attendees with?

Your copy should reflect your event’s personality, while staying short and to the point. A well-crafted event bio should include:

- A short, one-sentence description of your event (you can even follow the BottleRock example below and do an equation!)
- The date of your next event
- Your event location
- Your ticketing or registration link

These elements answer potential attendees’ key questions about your event: what it’s about, when and where it is, and how they can buy tickets or register.

Examples of effective event bios on Twitter

BottleRock Napa

@BottleRockNapa

#BottleRock = Music + Food + Wine + Love. Follow here for live updates & exclusive pics + videos! May 27-29, 2016 bit.ly/20RUI8c #BottleRock

 Napa, CA

 bottlerocknapa.com

Anime Expo

@AnimeExpo

Bringing fans and industry members together for an annual celebration of Japanese pop culture. Join us for #AX2016, July 1st - 4th

 Los Angeles, CA

 <http://www.anime-expo.org>

DIG SOUTH

@DIG_SOUTH

The South's Interactive Conference. Digital tech, business, marketing, design, entertainment & culture. April 25-27, 2017. View: youtu.be/_9dW08r01

 Charleston, SC

 digsouth.com

2. Check your profile image sizes

Images are an essential part of social media marketing, and no picture is more prominent than your profile picture. You want your profile image to show off the experience potential attendees will have if they buy a ticket or register.

Most social media sites will crop or stretch an image to fit within the allotted window, since photos show up on so many different screen sizes. It's worth optimizing your images before you upload, so they show up beautifully on mobile as well as desktop.

Here are the suggested image sizes for major social networks:

- Facebook profile picture: 180×180 pixels
- Facebook cover photo: 851×315 pixels
- Twitter profile photo: 400×400 pixels
- Twitter header image: 1500×500 pixels
- Instagram profile picture: 180×180 pixels
- LinkedIn profile photo: 400×400 pixels
- LinkedIn logo: 400×400 pixels



Section 2

How to engage potential attendees on your social networks

Once you've decided which social networks are worth investing in, it's time to actually start posting. But how can you post content that will engage potential attendees — and motivate them to buy tickets or register?

Follow the next four steps to create buzz-worthy social content that sells.

Step 4

Brainstorm a variety of content for your posts

In a study of 25 million tweets about events, [Eventbrite found](#) that 40% of posts take place before the event happens. This anticipation creates a lot of excitement, and can drive ticket and registration sales. But while you want to promote sales, you also want to be careful not to annoy your audience.

The key is to strike the balance between promotional posts and conversational posts — and to post a wide variety to keep things interesting. One strategy to achieve balance is to follow the “4:1:1 rule” of social media: for every promotional post, you should retweet or share one relevant post, and post four pieces of relevant content written by others.⁷ (Think of relevant content as content that’s interesting and valuable to your audience, but isn’t related to your event.) The goal of this strategy is to create a relationship with your potential attendees by providing genuinely useful content that inspires them — not just pushes sales on them.

The balance for your account may vary week to week and month to month. For example, as the event gets closer you may share more promotional posts, but when tickets and registrations aren't on sale you might share only relevant posts to keep up the conversation.

In practice, you'll likely find some gray area between these two buckets. For example, you might incentivize sharing of your event in a post without directly promoting sales. However, thinking about posts in these buckets can be effective to get your creative juices flowing. For a little more inspiration, here are some examples:

Promotional posts:

- Countdown to the event or to on-sale dates
- Share creative reveals of lineups or special guests
- Use teaser videos and images to increase excitement
- “Humble brag” by posting media or influencer coverage of your event
- Use urgency to drive purchases when early bird ticket and registration sales end
- Offer discount codes to followers of your social media accounts
- Share articles about your event to generate PR

Relevant posts:

- Share relevant industry news to keep attendees and potential attendees up to date
- Use interactive content like questions or polls — these can even be used to decide components of the event!
- Make fans feel like insiders with a behind-the-scenes look at the event’s production
- Create social contests and giveaways, such as offering VIP access to select followers who share the post
- Respond to any questions, issues, or comments people send your way
- Create engaging images of the event that entice sharing
- Surface great “user-generated content” (UGC): Retweet or share posts, pictures, and video from attendees of the event

For promotional posts, include a link to your ticketing or registration page to make it as easy as possible for people to buy. You can use Buffer or a link shortener like Bit.ly to shorten the link, so it doesn’t take up much of your valuable character count. (It’s also worth setting up tracking on the link to see what’s driving sales, either via your social media management platform or with UTM codes — more on that on page 23.)

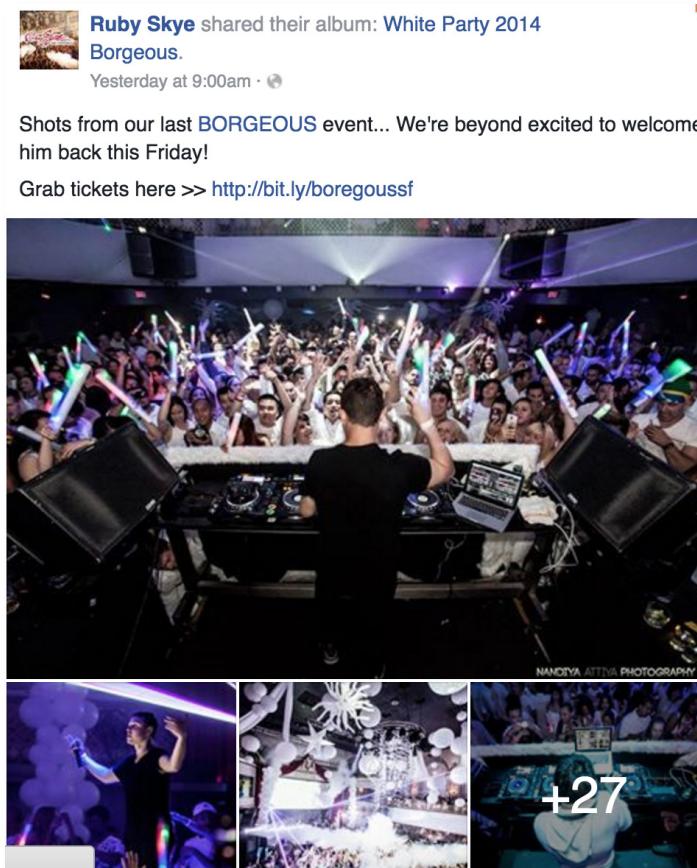
Step 5

Tailor your content to each social network

You've already learned some of the key differences between audiences on different social networks. So it should come as no surprise that these distinct audiences will engage with different types of content — and be convinced to buy tickets or register by different types of posts.

With all your responsibilities, creating a unique post for each social media channel can feel like a big investment of time. But there are surprisingly low-effort ways to customize your posts — with huge benefits. This will help to give your content a fresh feel no matter where your audience sees it, and show that you've put some thought into each update.

These tweaks don't have to be major, or take long. For example, look how San Francisco venue Ruby Skye promoted an upcoming show from DJ Borgeous differently on Facebook and Twitter:



In the Facebook post on the previous page, Ruby Skye promoted their upcoming show with an entire album of photos from the artist's previous performance. The slightly longer post appeals to both fans who couldn't make the last show, and attendees who want to relive the experience. On Twitter, they kept the post short and to the point, chose one image, and used a related hashtag for people looking for things to do in San Francisco. (For more on how to use visuals to bring posts to life, see page 20.)

Experiment to see what kinds of posts your audience responds best to on each social network. Buffer has learned that their Facebook audience tends to like a bit more context around a blog post, whereas their Twitter followers tend to engage with straightforward tweets that contain awesome visuals. (Not too different from this Ruby Skye example!)

Keep an open mind about the potential audience and what they might respond to before crafting a post. Here's how Buffer thinks about promoting content across social networks:

Network	What your audience wants	What to post
Facebook	Entertainment and value	Think "share" first. What will make your audience want to share your post? Aim to spark emotions and interest with captions and headlines.
Twitter	News, tips, Twitter best practices, how-to's, interesting articles, and what's trending	Quick, witty, and eye-catching updates are your best friend.
Instagram	Stunning visuals	Which portion of your content is the most visually pleasing? Share that! If there's none, try creating an image to share with Pablo or Canva .
LinkedIn	Professional advice and updates	How will your content add value to the professional lives of your audience? Try to express those professional benefits in your LinkedIn updates.
Pinterest	Creative ideas	Think beautiful images plus how-to's. As much content as you can clearly fit into a visual, the better – infographics are a perfect medium to accomplish this.

To help this come to life, here's how a beer festival might approach each channel:



Don't know about you, but the Eventbrite Beer Fest this weekend is the only thing getting us through Wednesday... [Link to ticketing page] [Image of beer on grass]



Beers + Music + Food Trucks = the perfect Saturday.
Don't miss #EBfest2016: [Link to ticket page] [Beer image]



Drooling just looking at these bad boys? Get your tickets to #EBFest2016 & they can be yours this Saturday! 🍻 (Check out our bio for the ticket link.)



Looking for a team-building activity people actually WANT to attend? Swing by the Eventbrite Beer Fest after work this Friday and raise a glass with your team!
[Link to ticketing page] [Image of beer bottles clinking]



Inspired by the Eventbrite Beer Fest this year? Learn how to brew your own beer with expert tips from the SF Brewer's Association: [Link to interview on your event website]
[Infographic about brewing beer]

Save time by planning posts in advance

Consistency is an essential ingredient of any social media strategy, but it's tough to produce high-quality content every day (or even multiple times per day) — especially when you're customizing the posts for each network.

One strategy for keeping your content fresh? Be open to inspiration. Whenever you see an article or take a picture that would be great to post, bookmark it. ([Pocket](#) is a great tool to save this content in one place.) If you're still running low on ideas, take a half hour with your team to write down every possible post idea that comes to mind. There are no bad ideas! An unfiltered "brain dump" like this can generate fresh ideas and keep your content rockin'.

Once you have your ideas built out, you don't need to wait until the perfect moment to post. You can schedule them ahead of time using a tool like [Buffer](#), which even allows you to publish posts on multiple social networks at once. After all, it's easy to forget to publish an update when you're in the middle of securing sponsors or negotiating with venues.

Step 6

Learn the best length and time for your posts

Now you may be asking questions like: how long should my tweet be? How many times per day should I post to Facebook?

It would be easy to just say “it depends,” but where’s the fun in that? Buffer developed suggestions for the ideal lengths of posts on different networks.

Solid research exists to show the value of writing, tweeting, and posting at certain times of day, and at certain lengths. (Note: most of the existing research has been done on Facebook and Twitter — but the insights are helpful for posts on all networks.)

Ideal length of posts

The rule of thumb across social networks is to keep it short — very short. Buffer reviewed numerous studies and found [the ideal lengths for posts for each platform](#), based on average engagement with posts:



Did you know? The ideal length of a hashtag is six characters. Don't use spaces or special characters, don't start with or only use numbers, and be careful with using slang.

Best times to post on each social network

To get your post in front of as many eyes as possible, you want to post when most of your audience is online. On some social networks like Facebook, you can find out specifically when your followers are logged in the most, and you can use social media analytics platforms to find out when your audience is most engaged. For platforms without that information — or if you're focused more on expanding your audience to gain followers and attendees — use the best practices below to time your posts on each platform.

Be sure to keep in mind time zones when you're planning posts as well. If your event is a destination adventure, or appeals to tourists and travellers, keep those hours in mind to stagger posts appropriately. Check your [ticket buyers and registrants by geography chart in your ticketing dashboard](#) to understand where the majority of your audience lives.

If you haven't yet found the times that work best for you, here are the hours that are generally best to post on each network.

Facebook:

Research has found that the optimal time to post on Facebook for maximum post engagement is 3:00 p.m. on Wednesday.⁸ Other good times include 12:00–1:00 p.m. on Saturdays and Sundays and 1:00–4:00 p.m. on Thursdays and Fridays.

Keep your attendees in mind when it comes to your content schedule. Data from CoSchedule suggests that B2B content (content by business for businesses) performs 16% better during business hours.⁹ So if you host an event around building business skills, such as industry conferences or professional development classes, you may see a similar trend. However, consumer content — content targeting individuals and their personal interests — performs 17% better on weekends. The majority of events (concerts, festivals, or 5ks, for instance) would fall in this bucket.

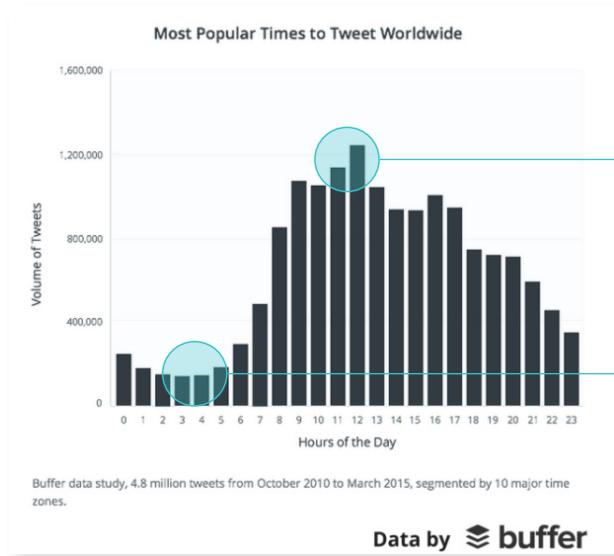
Instagram:

According to TrackMaven, the effectiveness of sharing photos on Instagram is the same any time of day.¹⁰ Videos tend to perform best any night of the week between 9pm and 8am, which could suggest that people are happy to engage with photo content during work hours, but not so much with video.

Think about where potential attendees are and what they might be doing at the time of your post. A fun event photo might do well late night on a Saturday to build excitement, but that might not be the best time to push ticket sales and registrations.

Twitter:

By analyzing the data from all tweets sent through its platform, Buffer found the most common times to post to Twitter. Looking at all tweets sent across all major time zones, here is an overview of the most popular times to tweet:



The most popular time to tweet
is between noon and 1pm local
time, for each time zone

The fewest tweets
are sent between 3am and 4am

So, what does this mean for your event's social media strategy?

Tweeting during the most popular time may make it more difficult for your tweet to stand out in someone's timeline. That suggests there could be value in tweeting at non-peak hours — in the early morning and late evening.

However, the most popular times to tweet could very well correlate to the times your potential attendees are on Twitter. It's worth testing to see when your posts get the most engagement. For a week, try posting once a day during prime time, and once during a less popular hour. Then, look back on your [tweet impressions](#) for each post, which you can find in [Twitter's free analytics](#). See which time period is getting your posts in front of the most eyes, and stick with that.

LinkedIn:

LinkedIn tends to be used by professionals during the work week. The Huffington Post explains that the best days to post on LinkedIn are Tuesday through Thursday during work hours. In addition, Tuesday 10 to 11am is known to get the most clicks and shares.

Again, think about where potential attendees are and what they're doing before you post. If you're hosting a conference that attendees may need their boss's approval to register for, it makes sense to push sales during work hours. But if you're hosting a weekly ceramics class, you might wait to push ticket sales and registrations until attendees are on the bus home rather than distracted in the office.

As you might expect, the worst time to post content on LinkedIn is between the hours of 10pm and 6am — when people would rather be sleeping than thinking about work!¹¹



Step 7

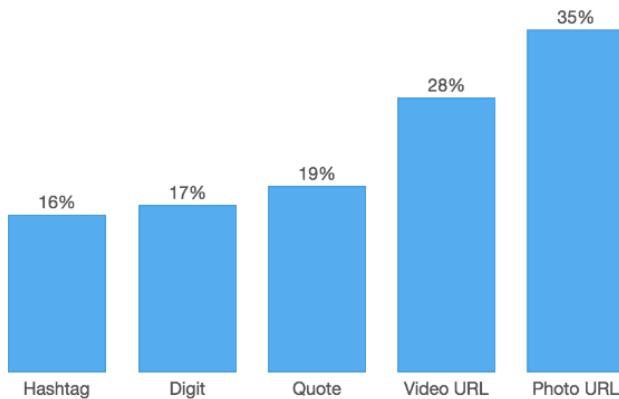
Incorporate images to catch your audience's attention

Adding images is one of the fastest ways to increase engagement, clicks, retweets, replies, and more with your posts.

Want proof? Twitter found that the most influential factor in getting retweeted is — you guessed it — whether you include a photo or video. In fact, posts with images are a third more likely to get retweeted than posts without. Similarly, Buzzsumo discovered that Facebook posts with images see 2.3X more engagement than those without images.¹²

The effect on retweets of...

% change in retweets. So photos give verified users a 35% bump in retweets, compared to what they would get anyway.



So, how can you incorporate images into your event's social media strategy? Here are two ways to make visuals that are easier than you may think:

1. Post to other social networks from Instagram: A Buzzsumo study of over 1 billion Facebook posts from 3 million brand pages found that images posted to Facebook via Instagram receive 23% more engagement than images published via Facebook itself. (Instagram also can post directly to your Twitter account, but this displays as a link rather than an image — so it's likely more effective to post the picture to Twitter separately.)

2. Create engaging images with free online tools: You no longer have to be a designer to create brilliant and engaging social media images. Free online image editing tools like [Pablo](#) enable everyone — even non-designers — to create beautiful images to help increase online engagement.

Optimize your posts and ticketing page for mobile users

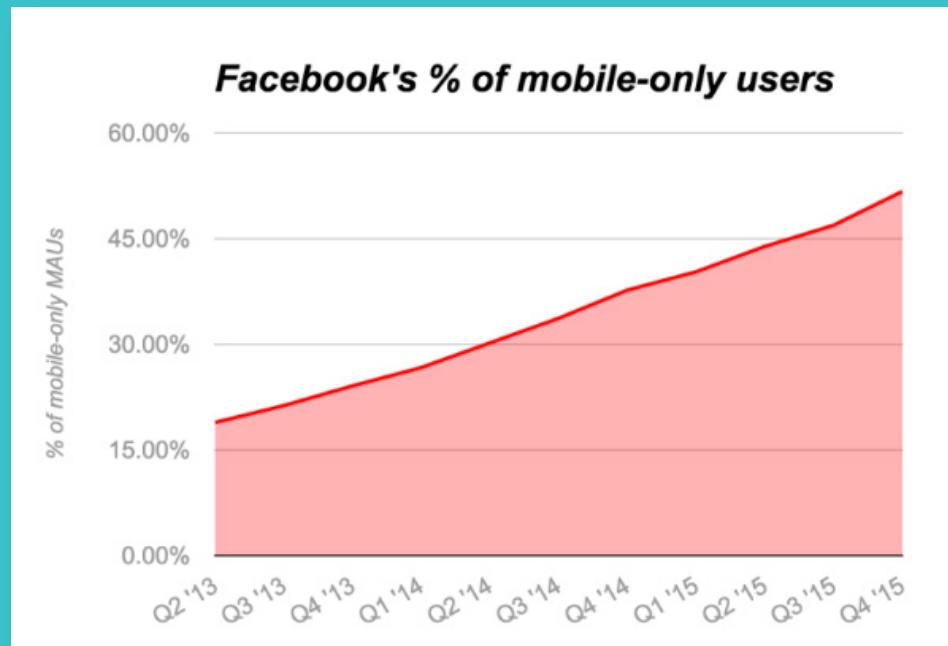
Why do images perform so well on social media? For one, because they're easily digestible on mobile phones and tablets — which is where the majority of users are interacting on these networks. When it comes to social media, think with a mobile-first mindset.

Think about how your content will be displayed within news feeds. How can you grab attention as people scroll through? Of Facebook's 1.5 billion active users, nearly half (46%) only use Facebook on mobile devices. (88% are active on mobile.)¹³

This trend is growing across all social networks. According to AdWeek, Pinterest's traffic is 80% mobile, and Instagram's traffic is 100% mobile.¹⁴

With so many of your potential attendees reading your social promotion on mobile, it's vital your event ticketing or registration page looks seamless on phones and tablets. Studies have shown a 160% lift in conversions for mobile-optimized purchase flows, so this can have a huge impact on your ability to drive ticket sales and registrations from social promotion.

Be sure to choose a ticketing or registration partner that has a 100% mobile-optimized site. Or, better yet — choose a partner like Eventbrite that lets people buy tickets and register through social media sites like Facebook.



Section 3

How to measure your impact and drive more sales

If your primary objective on social media is to drive ticket sales and registrations, you need to measure your results. Tracking performance is the only way to know if your likes and shares are actually driving results, so you can improve the return on investment (ROI) of your efforts.

Step 8

Measure and adjust your strategy to drive ticket and registration sales

Each social network offers insight into engagement with your posts. Views, likes, and shares are standard across platforms, and some platforms may also offer you insight into link clicks or profile clicks. If you use a social media management platform like Buffer, you can find engagement analytics across your social networks aggregated and easy to view.

But if you're using social media primarily for event marketing, the most important number isn't views or likes — it's usually registrations or ticket sales. Here are a few strategies to track the impact of your posts on ticket sales:

- **Using your ticketing or registration partner's built-in reporting:** If you use a partner like Eventbrite, your ticket and registration sales are automatically tracked in [24/7 online reports](#) accessible online and via the [Eventbrite Organizer mobile app](#). Using these reports, you can see your sales by hour at a glance, and compare spikes to the times you posted.

Use these reports to get clear insights into how many of your sales are driven by social media, and what times you're selling the most tickets or registrations. If you see sales spike right after a certain type of post, or at a certain time each day, you can plan for more posts like those to sell even more tickets or registrations.

- **Set up tracking links for your posts:** Tracking links are the best way to see which specific networks or posts are driving the most sales. (A [tracking link](#) is a unique URL for each promotion you do for your event.)

You can generate these links using UTM codes (little snippets of code at the end of a URL to understand how many people click on each link), or your ticketing or registration provider's [tracking link generator](#) to build them automatically. If you use a social media management platform to shorten links, be aware that they may overwrite your links with their own tracking, so be sure to turn off that setting if you're relying on your own UTM or ticketing or registration platform's system.

Use one link for all your posts on a network to measure the ROI of the platform as a whole. (Don't forget to track your links on your profile as well!) Or, use a different tracking link for every single post, to find out what time, copy, or images are most effective to drive sales. These specific insights will help you take your social media strategy to the next level.

One of the most important metrics for your event promotion is return on investment, or ROI. In most cases, ROI refers to the dollar value of tickets or registrations sold compared to the money used to fund advertisements. With free promotion like social media, you might consider ROI as the dollar value of tickets or registrations sold compared to the value of the time you put into posts.

Not familiar with calculating ROI? [Check out this article for Buffer's six steps to calculate your social media ROI.](#)

Highlight social engagement on your ticketing or registration page to drive sales

Another way to drive more sales? Highlight social media on your ticketing or registration page itself. [Facebook has found](#) that showing which friends are attending an event can increase engagement with the event by 25%.

If you use Eventbrite, extend the social engagement to your ticketing or registration page. Showcase potential attendees' Facebook friends who have already bought tickets or registered, or use [Social Stream](#) to highlight Twitter and Instagram posts with your event's hashtag. This social proof can help turn potential attendees into ticket buyers and registrants.

Step 9

Generate buzz during the event

One of the best ways to sell out your next event? Get attendees raving about their experience online. Imagine social media as a way to put their praise in front of a loudspeaker.

Every event marketer dreams of their event going viral — but it's not something you can do on your own. The good news is, your event trending online is more achievable than you may realize. Since many social platforms prioritize location and concentration of posts per hour in their news feeds, events have good chance of rising to the top of the noise.

The trick to your event's virality? Your attendees have to want to share their experiences. Here's advice on how to motivate them to achieve this holy grail of social media.

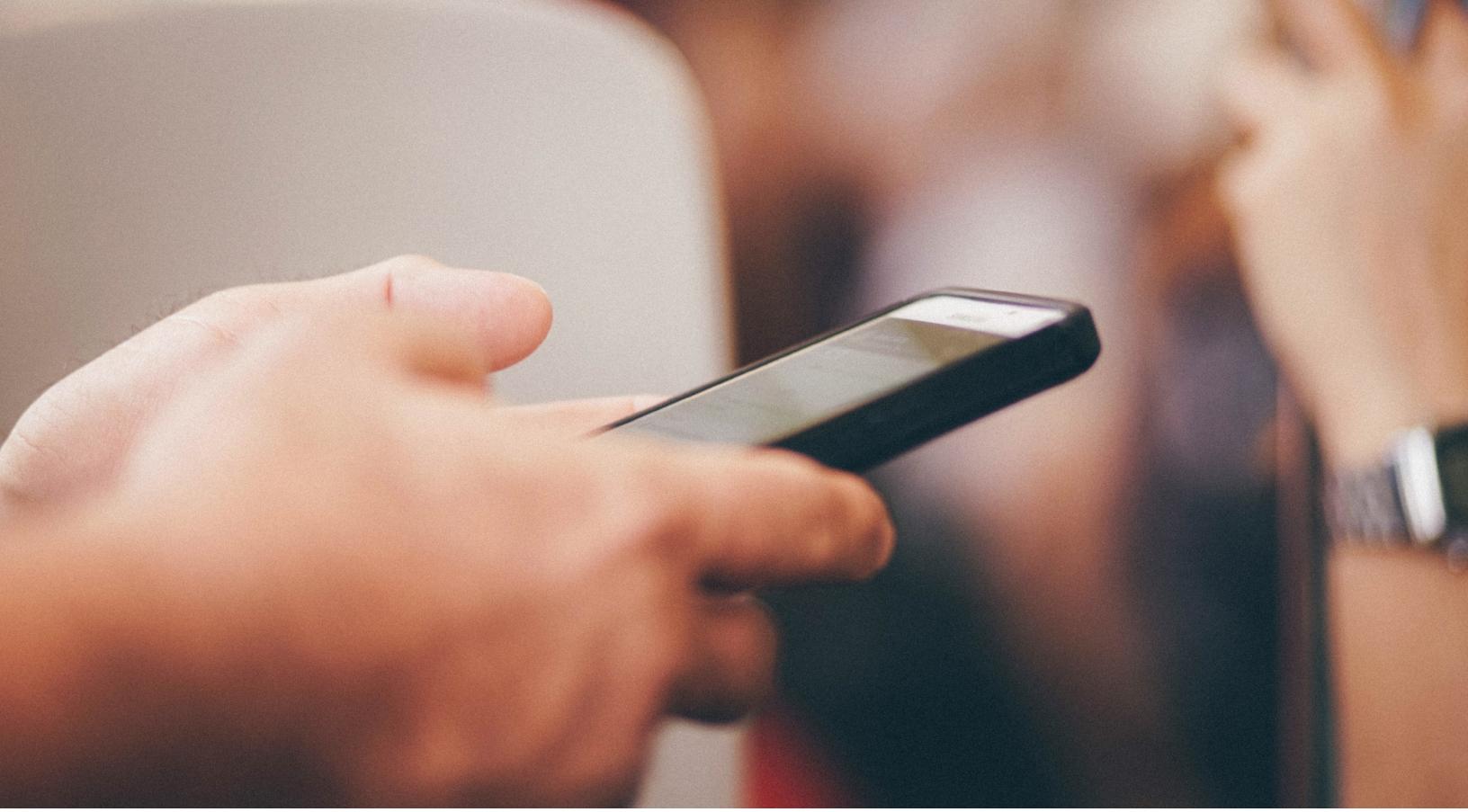
Set the scene for image sharing:

In a study of 25 million tweets about events, Eventbrite found that [42% of the buzz](#) took place during the event itself. And if you thought visual elements were only important before the event, think again: 36% of total buzz around events are posts sharing videos, pictures, and quotes during the event. (Photos are by far the most popular.) In fact, only 6% of the social media conversation that took place during the event didn't have a media element.

Take advantage of attendees' natural desire to take photos by providing the picture-perfect moment — that posts to social media automatically. Here are two methods that have become increasingly popular in recent years:

Instagram photo booths: These photo booths can work two ways: 1. A photo booth that prints out physical copies of any pictures published to Instagram using your event's (or sponsor's) hashtag or 2. By posting the picture taken in the booth to Instagram. Either way, your event gets publicity, and your attendees get to strike a pose.

Snapchat geofilters: As previously mentioned, geofilters are illustrations that attendees can layer over their pictures from your event. To [create a geofilter](#), you need to submit a design and the location and time of your event to Snapchat at least one business day in advance. Filters are surprisingly affordable, and an easy way to engage the younger crowd in promotion.



Encourage use of your hashtag:

Hashtags are one of the most effective ways to unify conversation about your event, get attendees to engage with your event and each other, and generate buzz to drive ticket sales and registrations for next time. But Eventbrite has found that [only 45% of tweets around events use hashtags](#). Here are four strategies to increase usage:

Keep your hashtag short: After all, many of these platforms have character limits, and an attendee may choose to cut your hashtag from their post before their own commentary.

Make the hashtag memorable: Consider simply using your event name, its acronym, or even including a hashtag in the official name of your event. At the event, showcase this hashtag in as many places as possible — on the agenda, on table settings, on the big screen, and more.

Double-check that the hashtag isn't already being used: Before finalizing your hashtag, search it on social media to make sure it's not already in use for an event. It's also good to double-check that nothing inappropriate or NSFW ("not safe for work") is associated with the hashtag.

Showcase a social media or Twitter wall: These screens display tweets and images as they're posted — if they're tagged with your event's hashtag. People love to be in the spotlight, and your attendees are no exception. (If you use Eventbrite, you can motivate attendees to post with your hashtag before the event, by [including Social Stream on your ticketing or registration page.](#))

By mastering your marketing strategy on social, you can increase traffic to your ticketing or registration page, and turn more of those views into sales. Ready to invest in your efforts? Find out more ways event marketing managers can save time on social media by using [Buffer](#), and learn how to sell more tickets or registrations without more effort by using [Eventbrite](#).

- ¹ <http://timgrahl.com/how-to-choose-which-social-media-is-right-for-you/>
- ² <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- ³ <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>
- ⁴ <http://marketingland.com/report-92-percent-pinterest-pins-made-women-83394>
- ⁵ <https://twitter.com/BIIintelligence/status/452174966788608001>
- ⁶ <http://www.inc.com/michelle-manafy/how-to-choose-the-best-social-media-sites-to-market-your-business.html#ixzz3AyJiZYdZ>
- ⁷ <https://hireinfluence.com/blog/all/the-social-media-4-1-1-rule/>
- ⁸ http://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic#sm_000jtt7mwfl3ea811i529shncrlsu
- ⁹ <http://coschedule.com/blog/best-times-to-post-on-social-media/>
- ¹⁰ <http://trackmaven.com/blog/2014/07/best-times-to-post/>
- ¹¹ http://www.huffingtonpost.com/catriona-pollard/the-best-times-to-post-on_b_6990376.html
- ¹² <http://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/>
- ¹³ <http://venturebeat.com/2015/11/04/facebook-passes-1-55b-monthly-active-users-and-1-01-billion-daily-active-users/>
- ¹⁴ <http://www.adweek.com/socialtimes/instagram-and-pinterest-dominate-mobile-traffic/628724>

Eventbrite

Eventbrite brings the world together through live experiences. More than 700,000 organizers used Eventbrite in 2017 to drive ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels. To get in touch, go to eventbrite.com/blog/contact or call (866) 902-2531.



Buffer is one of the leading social media management tools; providing scheduling, insights and analytics for Twitter, Facebook, LinkedIn, Pinterest and Google +, to help our more than 3 million users connect with their audience every day. There are two other products under the Buffer umbrella: Pablo, which helps users create simple but stunning social media images in seconds; and Respond, a social-first customer service tool for listening and responding on social media.