

eventbrite

ESSEN TIAL GUIDE

Social media for events

Introduction

The only thing more important than organising 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. After all, how else can you reach millions of interested event-goers without paying thousands on ad campaigns?

However, to take advantage of the networks where you can drive the most ticket and registration sales you need a social media strategy. This might sound daunting - and time consuming - but with this guide, created by the experts at Buffer, you can quickly understand what you need to do.

Buffer is a social media management platform that 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:

- Prioritise 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

SECTION 1

Managing your social media marketing can become overwhelming, fast. There's an ever-growing number of social networks used globally, 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

To prioritise 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 2019 so far. In step 2, we'll explore who those users actually are, but start by familiarising yourself with the big guns.



Facebook
2.23 billion active users



YouTube
1.9 billion active users



Instagram
1 billion active users



Twitter
335 million active users



LinkedIn
303 million active users



Snapchat
291 million active users



Pinterest
250 million active users

Facebook is the clear leader, but some of the other data may surprise you. Did you know that LinkedIn is now nearly as popular a social network as Twitter? And that YouTube is the second largest search engine behind Google?

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:

- Tomorrowland Festival keeps the vibe going all year on its Facebook page, with flashback videos and early previews
- Brighton SEO uses Twitter to share industry news and promote its expertise, always using its own hashtag, of course
- Tough Mudder inspires motivation through the images and videos it posts on Instagram, while keeping things humorous
- IMEX Group uses LinkedIn to highlight all its exhibition news as well as seek speakers and feedback
- SXSW drip feeds sessions from its festival to its YouTube channel to gain a new audience for its content

STEP 2

When deciding where to invest social marketing resources, ask yourself these three questions:

1. Does this network make sense for the content I want to produce?

Consider the content you'll be producing and sharing. Will you be posting links to longer articles about topics at your conference? Instagram might not make much sense, given that it's 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? Can you make any assumptions about their education or 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 US adults use each social network below. Although these figures are from the US, they are widely reflective of the demographic in the UK.

Facebook

Most widely used across the board.

74% of women 62% of men

81% of 18-29 year olds 78% of 30-49 year olds 63% of 50-64 year olds

41% of 65+ year olds

60% high school or less 71% some college 77% college graduate

YouTube

Popular with all, but its use is ubiquitous among the younger generation.

75% of men 72% of women

91% of 18-29 year olds 85% of 30-49 year olds 68% 50-64 of year olds

40% of 65+ year olds

65% high school or less 74% some college 85% college graduate

Instagram

Most popular among Millennial women, with a high level of education.

39% of women 30% of men

64% of 18-29 year olds 40% of 30-49 year olds 21% 50-64 of year olds

10% of 65+ year olds

29% high school or less 36% some college 42% college graduate

Twitter

Popular among Millennials of both genders.

24% of women 23% of men

40% of 18-29 year olds 27% of 30-49 year olds 19% 50-64 of year olds 8% of 65+ year olds

18% high school or less 25% some college 32% college graduate

LinkedIn

The only professional networking platform. Most popular with well educated, slightly older users.

25% of women 25% of men

29% of 18-29 year olds 33% of 30-49 year olds 24% of 50-64 year olds 9% of 65+year olds

9% high school or less 22% some college 50% college graduate

Snapchat

Dominated by younger users with lower levels of education.

31% of women 23% of men

68% of 18-29 year olds 26% of 30-49 year olds 10% of 50-64 year olds 3% of 65+year olds

24% high school or less 31% some college 26% college graduate

Pinterest

Much more popular with women than with men. Used by well-educated women of all ages.

41% of women 16% of men

34% of 18-29 year olds 34% of 30-49 year olds 26% of 50-64 year olds 16% of 65+year olds

18% high school or less 32% some college 40% college graduate

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 organise professional events, you may want to stick to networks with more university graduates. If you're organising lifestyle activities, you probably want to focus on platforms with an aspirational audience. 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 organising, 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?

Absolutely. More than 3 in 5 UK online adults use Facebook every single day. If you're not on there, you're out of the loop. Consider, though, that with great popularity comes great competition. The News Feed is a crowded place for your event updates — organic reach has dropped significantly, meaning some paid post promotion will probably be necessary to make the most of this platform. The Eventbrite integration with Facebook Events is a major plus, meaning people can buy tickets to your event without leaving the platform. What's more, you can add a Facebook pixel to Eventbrite to capture data you can use for retargeting. [Read our guide to selling more tickets on Facebook.](#)

Should you be on YouTube?

Probably. Like Facebook, YouTube has massive usership, although it is not used quite as frequently (only a third of regular users in the UK actually use it daily). YouTube is tailored to one type of content - video, so whether you decide to focus on this platform depends on your capacity for production. It's also important to understand what users are looking for when they come to YouTube, which is largely "how to" type information. If you can create informative videos using your knowledge, and that of your event collaborators, you could clock up a lot of views.

Should you be on Instagram?

Yes, but only if you have enough great imagery. This is a photo-led site so content must be aesthetically pleasing, or at least visually interesting. You can also post short videos on Instagram and create Instagram Stories, an ephemeral reel of snaps that disappears after 24 hours. These images can be less polished, letting you show "behind the scenes" of your event. As we mentioned, Instagram doesn't support clickable links in the description of individual images, but you can put links and a ['Get Tickets' button](#) in your bio.

Should you be on Twitter?

Yes, if you have the time. Twitter's growth has plateaued but it still attracts a sizeable audience and is used by many key influencers such as journalists and celebrities. However, to make this platform to work effectively for you, it's necessary to really engage with the community. You'll need to join in conversations, share other people's content and make frequent topical and timely posts. If you can commit to this, you can build a loyal following.

Should you be on LinkedIn?

If your event appeals to businesses and career-driven attendees you should 100% be on LinkedIn. In the UK, LinkedIn has over 20 million users, with London being one of the most connected places in the world. What's more, statistics show that the more a person earns the more likely they are to have an account, so LinkedIn promotion is perfect for organisers looking to attract top professionals. You can gain recognition for thought-leadership by publishing to articles direct to the platform. [Get other tips for promoting your event from the LinkedIn team.](#)

Should you be on Snapchat?

If your attendees are in their teens and twenties you should probably be using Snapchat. As an event brand, there are two main ways you can use it. Firstly by adding pictures and video to your Snapchat Stories reel (much like Instagram Stories), and secondly by creating a geofilter for your event. A geofilter is an overlay that users can apply to their Snapchat photos when they're in a certain location i.e. at your event. You have to pay to create your bespoke geofilter but the cost can be very low. It's a great way to build awareness and excitement for your next event when users see their friends having a fun time.

Should you be on Pinterest?

Pinterest is for you if your event falls into a specific interest category such as cooking, crafting or interior design. You can create visually appealing mood boards around the topics your audience will be searching for, collating not only your own content but that of others, from across the web. A secondary way to benefit from this platform is simply by adding the Pinterest 'Save' button to your imagery published elsewhere on the web (like on your event website). This allows people to add your content to their own boards, providing promotion for you without taking up any of your 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 couple of ways to improve your social media profiles in just a few minutes.

1. Optimise 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
- 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.

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 optimising 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: 360×360 pixels

Facebook cover image: 828×465 pixels

Facebook Event cover photo: 1920x1080 pixels

YouTube channel icon: 800x800 pixels

YouTube channel art: 2560x1440 pixels

Instagram profile picture: 180×180 pixels

Twitter profile picture: 400×400 pixels

Twitter header image: 1500×500 pixels

LinkedIn profile picture: 400×400 pixels

LinkedIn cover image: 1584 x 396 pixels

Pinterest profile picture: 165x165 pixels

Pinterest board cover: 222x150 pixels



SECTION 2: How to engage potential attendees on your social networks

Once you've decided which social networks are worth investing your resources 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 (think of relevant content as content that's interesting and valuable to your audience, but isn't directly pushing ticket sales). 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 incentivise 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's content and features



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!
- Host a live Q&A session on a relevant topic
- 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.

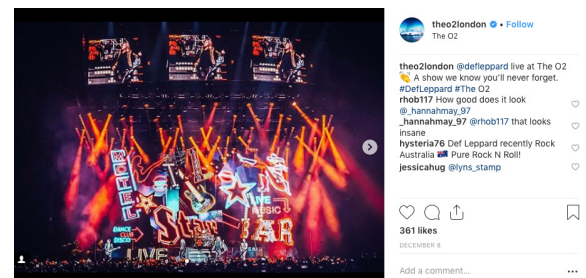
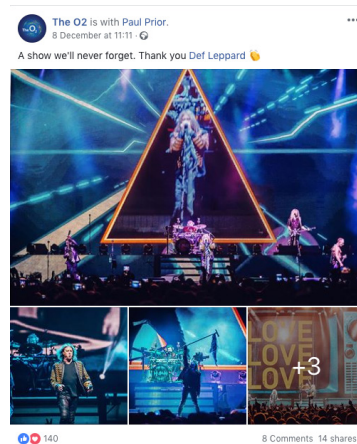
For promotional posts, include a link to your ticketing or registration page to make it as easy as possible for people to buy. You can set up [tracking links](#) within Eventbrite so you can see exactly how many sales are generated by each promotional activity.

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 customise 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 London venue O2 Arena shared content from a Def Leppard concert differently on Facebook and Instagram:



In the Facebook post on the previous page, O2 Arena shared an entire album of photos from the artist's performance. The slightly longer post appeals both to fans who couldn't make the show, and attendees who want to relive the experience. On Instagram, they kept the post short and to the point, chose one image, and used two related hashtags - one for their venue and one for the artist. Experiment to see what kinds of posts your audience responds best to on each social network. Buffer has learned that its Facebook audience tends to like a bit more context around a blog post, whereas its Instagram followers tend to engage with awesome visuals. 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:

Facebook

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]

Instagram

Drooling just looking at these bad boys? Get your tickets to #EBFest2019 & they can be yours this Saturday! (Check out our bio for the ticket link) [Beer image]

Twitter

Beers + Music + Food Trucks = the perfect Saturday. Don't miss #EBFest2019: [Link to ticket page] [Beer image]

LinkedIn

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]

YouTube

Learn how to brew your own beer in this tutorial by the London Brewers Association, partners of the Eventbrite Beer Fest [Link to ticketing page] [video tutorial]

Pinterest

Inspired by the Eventbrite Beer Fest this year? Learn how to brew your own beer with expert tips from the London Brewers Association: [Link to video tutorial on YouTube] [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 customising 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? What's the best time to publish my video to Facebook? While you'll need to conduct some experiments to find out exactly what works best for your audience, here's some guidance:

Ideal length of posts

The rule of thumb across social networks is to keep it short — very short. Based on average engagement rates, studies have found the following ideal lengths:



80 characters

Posts with 80 characters or less get 88% more engagement.



50 characters

Posts with 50 characters or less get the most engagement.



3 minutes

The optimal length of a YouTube video is just under 3 minutes.

Did you know?
The ideal number of hashtags for an instagram post is between 1 to 3.

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. There have been many studies around the optimal time to post to different social media platforms, but best practice in 2019 is to use data from your own audience.

Your audience is unique to you and the only way to know for sure when is the best time to reach them is by running a few experiments.

Here's how to find your own best time to post on social media:

1. Start with informed guesses

Think logically about when your audience might be online and interacting with your social media posts.

Here are some possibilities:

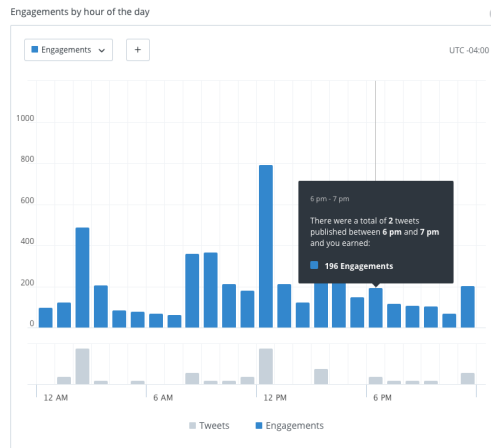
1. Mornings and evenings during commute time
2. Lunch and tea break
3. Weekdays for B2B brands and weekends for B2C brands

2. Set up a posting schedule

Once you have a handful of informed guesses, it's time to test them! To effectively test your guesses, you would want to post at those particular times on a number of occasions. With Buffer's [custom posting schedule](#), you can easily experiment with the times over a period of a few weeks (or more).

3. Study your analytics

Once you have a few weeks worth of data, you can start to analyse your results. Buffer's Posts Report shows you your top posts, enabling you to note down the times these were posted. Meanwhile, the more advanced Overview Report shows engagements by the hour of the day.



4. Experiment further

By now, you should have a good sense of the good and bad times. Go back to your posting schedule in your Buffer dashboard and update it. Keep the good posting times, delete the bad ones, add a few more experimental times and repeat all the steps!

If you don't have a Buffer account, use the data provided by social networks like Facebook and Instagram, that shows the days and times your followers are most active.

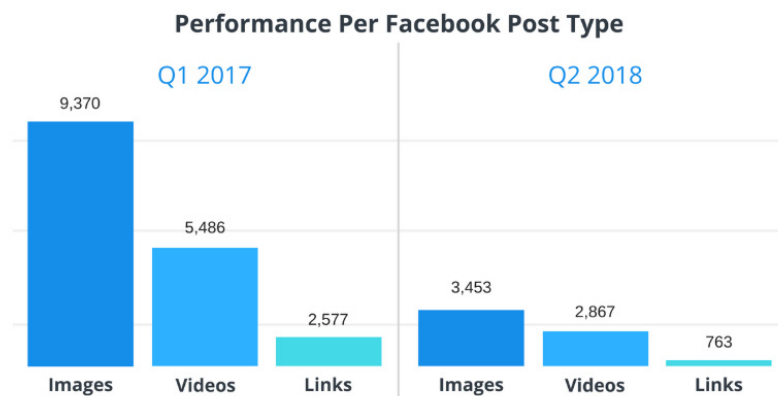
STEP 7:

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. Moving images perform best; posts with videos are six times more likely to be retweeted than tweets with photos, while GIFs are twice as likely to be retweeted as photos.

Interestingly though, we found that still images trump video on Facebook. While organic reach for all post types fell dramatically in 2018, average engagement per image is 3,454, versus 2867 per video and 765 per link.



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. Create engaging images with free online tools:

Adding text overlays to your images can earn 41% more interactions on Instagram posts. The good news is, with free online image editing tools like Pablo and Canva you don’t have to be a designer to create brilliant and engaging social media images.

2. Go live:

Most social platforms now offer you the opportunity to broadcast live. It means you don't have to worry about editing and uploading videos, you simply go raw and uncut! The bonus is that you can respond to your viewers' questions and comments in real-time.

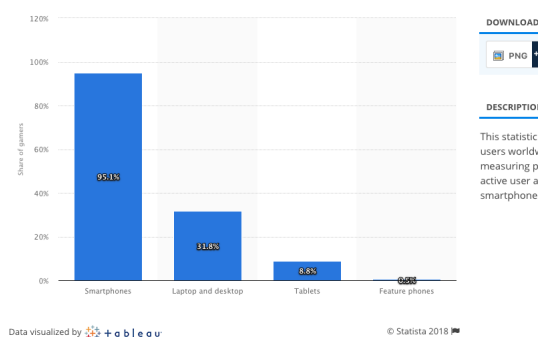
Optimise your posts and ticketing page for mobile users

Why do images and videos 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.

More than 1.15 billion Facebook users access the platform from a mobile device every day and mobile traffic continues to grow. This trend is playing out across all social networks. Twitter's traffic is 80% mobile, and Instagram's traffic is 100% mobile.

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-optimised 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-optimised site. Or, better yet — choose a partner like Eventbrite that lets people buy tickets and register through social media sites like Facebook.

Device usage of Facebook users worldwide as of January 2018



SECTION 3: How to measure your impact and drive more sales

STEP 8

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 having an impact, so you can improve the return on investment (ROI) of your efforts.

Measure and adjust your strategy to drive ticket and registration sales 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 real-time reports accessible online and via the Eventbrite Organiser mobile app. Using these reports, you can see your sales by the 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.) Your ticketing and registration provider should be able to automatically generate tracking links for you. Be aware that if you use a social media management platform to shorten links, it may overwrite your links with its own tracking, so be sure to turn off that setting.

One of the most important metrics for your event promotion is return on investment, or ROI. In most cases, ROI refers to the monetary 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 monetary 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 engagement 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 by [showcasing potential attendees' Facebook friends who have already bought tickets or registered.](#) 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 realise. Since many social platforms prioritise 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 and making it as easy as possible for them to share on social. Here are three methods:

Photo opportunities: Think about potential photo ops when selecting your event's decor and design - quirky artwork and bold sculptures and installations can become hotspots for taking selfies. Make sure snappers know what hashtag to use.

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 graphics that attendees can layer over the pictures they take at your event, offering excellent visual branding.

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: 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 finalising your hashtag, search it on [Hashtag.org](https://hashtag.org) to make sure it's not already in use. It's also good to check that nothing inappropriate or NSFW ("not safe for work") is associated with the hashtag.

Showcase a social media wall: These screens display all posts that contain your event's hashtag. Automatic moderation features help keep it clean!

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 without more effort by checking out the informative articles on the [Eventbrite blog](#).

Want to know more about our social media integrations? To speak with our event experts, call our team on 0800 652 4993 or [contact us here](#).

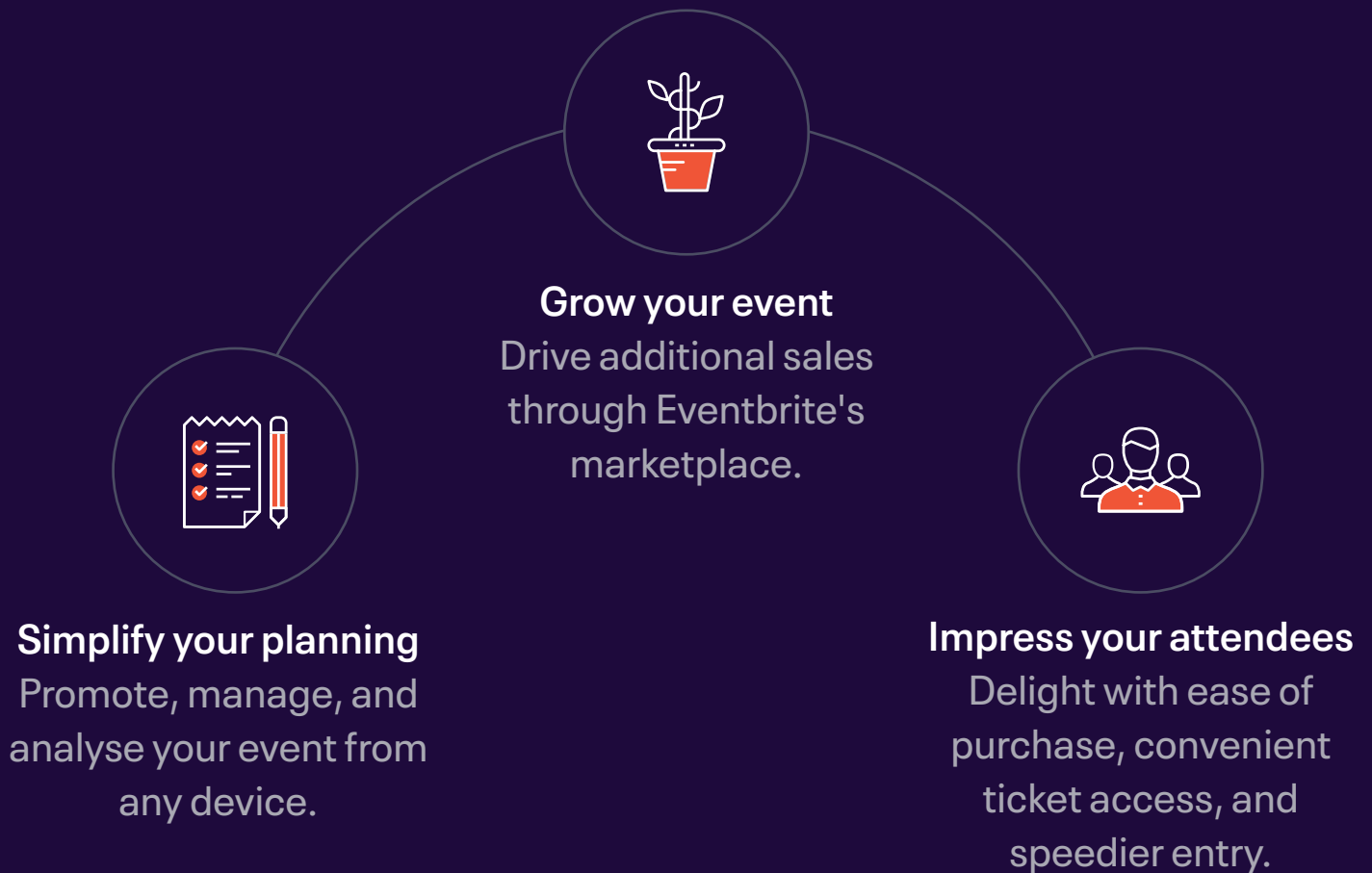


Powered three million events in 2017.

Hundreds of thousands of organisers use Eventbrite to drive ticket sales*, promote and manage events, handle on-site operations, and analyse results across multiple sales channels.

[Talk to an event expert](#)

[View on-demand demo](#)



*Based on more than 700,000 event creators in 2017