



Event Promo Template

[Your org] is working to **[your mission statement in a nutshell]**. On **[date of event]** we will **[brief purpose of event]**.

- Below you will find a few sample social media posts promoting the event along with sample graphics.
- We have also included posts for the day after the event to help utilize this moment to get people to engage with **[your org]** and our ongoing efforts.
- Please, tag the **[people associated with the event or targets of action]** and thank you in advance for making the event a success and helping to amplify **[your org]**
- We will share media **[or applicable materials]** after the event and live tweet during the event using **#[your campaign hashtag]**.

Twitter Handles

- **@[your org]**
- **@[people associated, like speakers, organizers, partner orgs like LCRF]**
- **@[targeted decision makers, influencers]**
- **@[traditional media outlets you want to cover your event]**

Facebook

- [https://www.facebook.com/\[your org\]](https://www.facebook.com/[your org])
- <https://www.facebook.com/louisianarepro>
- [https://www.facebook.com/\[ally\]](https://www.facebook.com/[ally])
- [https://www.facebook.com/\[target\]](https://www.facebook.com/[target])
- [https://www.facebook.com/\[media\]](https://www.facebook.com/[media])

Instagram

- <https://www.instagram.com/LouisianaRepro>
- [https://www.instagram.com/\[your org\]](https://www.instagram.com/[your org])
- [https://www.instagram.com/\[ally\]](https://www.instagram.com/[ally])
- [https://www.instagram.com/\[target\]](https://www.instagram.com/[target])
- [https://www.instagram.com/\[media\]](https://www.instagram.com/[media])

Hashtags: #[your campaign hashtag] #LouisianaRepro (and any issue tags when talking about specific policies)

Promotional social media posts – for posting leading up to event

POST ABOUT SPEAKER/ ORGANIZER/ EVENT CONTENT. Include the following: who is speaking? Why do we care? Use relevant hashtags. Give event registration link.

PERSUASIVE POST. JOIN US! Include @'s for all involved. Use language like “let’s get informed!” “Stop XYZ legislation!” Include event registration link.

BACKGROUND ON YOUR ORG. Here is an example for LCRF: Do you care about halting attacks on abortion access, ensuring people can afford diapers & protecting the rights of transgender young people? WE DO! Join @LouisianaRepro for a special #WomenonWednesday on 5/26: <http://bit.ly/WOWwithLCRF>. Use a hook like “if you like the things we said about our org, join our event at [TIME DATE].

DO NOT MISS POST. A few days out tease the event with all caps and pushier language. Include all relevant hashtags.

Day-of-event posting

ICYMI: Give a brief shoutout to all involved with @'s and praise for event.

FACTS: Share issue talking points and facts as if they were presented at the event.

There is work to do! Tie event to the bigger picture by reminding readers of broader fight for RJ.

JOIN US. Turn event energy into membership. Include a hard ask to join your mailing list, sign a petition, contact a lawmaker, or follow on social. Whatever your org needs!

GRAPHICS LINK Host all social share graphics on this page for easier navigation.

CONTACT INFO FOR YOUR ORG.

