

PARTNER GUIDE

Promote your NOLS Wilderness Medicine Course on Social Media



Image by Kyle Wilson

This quick guide to promoting your course on social media will walk you through the basics of event marketing.

Key Results

- Build your course roster
- Create a robust wait list
- Increase your social media following
- Boost brand awareness

Action items

1. **Access our social media post templates**
NOLS Wilderness Medicine created two easy-to-use social media post templates with you in mind! Access them here with Google Slides (no sign in needed):

[Instagram Post](#)

[Facebook Post](#)

[Instagram Story](#)

- Make** a copy of the presentation. (File > Make a Copy)
2. **Edit the templates** with your course details: course type, date, location, and link. When you're done, download them to your laptop, computer, or phone as a jpg file.
3. **Post your ads on your social media channels** (think Facebook, Instagram, LinkedIn, etc) and tag NOLS.
4. **Post your ad in local community Facebook groups.**
5. **Collaborate with your local business partners and interest groups.** Tag your contacts in your post and ask them to repost your ad as a service to their community of followers or email them the ad file and ask them to promote the course for you.
6. **Repeat!** We recommend advertising for your course a handful of times while enrollment is open. Research shows it takes a minimum of 3 ads to entice a person to act on an advertisement!

Tips

Want to do a deep dive into event marketing? Here's an article with some great tips and tricks:

[Event Marketing: How To Promote an Event on Social Media](#) via Bizzabo