

# HOW TO SERIES



## SOCIAL MEDIA Make it work for YOU!

### **Post a countdown on Instagram Stories**

The countdown sticker on Instagram Stories lets you set an end date and time.

Viewers can subscribe to receive a notification when the clock runs out, or add the countdown to their own Story. It's a great tool for driving ticket sales or reminding people about deadlines for registration, events etc.

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### **Create an event page on Facebook**

Make a Facebook event that includes all the details your guests will need. Tag the official pages of your s[ or special guests.

The discussion area of the event is a great space to post announcements or answer questions. You might want to get the word out about exclusive pre-sale codes or share the set times for a concert there.

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### **Post teasers with necessary details**

Share relevant details in the time leading up to the event. Teasers help build up the hype and can also provide your audience members with useful information.

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### **Host a giveaway**

Social media giveaway contests pump up your event and increase brand awareness!

Ask people to share a contest post from your account and use the hashtag to enter. Once they share, you'll have all the eyes of their followers on your brand as well.

If your event has any sponsors, consider asking them for giveaway items in exchange for some extra publicity.

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### **Run a post-event survey**

Create a post-event survey through a free platform like SurveyMonkey. You can also ask questions using poll stickers and emoji slider stickers in Instagram Stories.

Asking for feedback with social media polling features is more informal. It makes it easy for people to respond.

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## SOCIAL MEDIA Posts that work for YOU!

One click and you're done! Sharing on social media is as easy as clicking a single button.

But a little more effort gets you a lot better results. Especially in a super crowded space like social media, more time and attention on each social media post is the key to better engagement. Click the image below for an "easy read" about what to include in each post.

### Anatomy of the Perfect Social Media Post



The diagram illustrates the components of a social media post. A central image of a tweet is shown with red arrows pointing to various parts, which are labeled on the left and right sides:

- Headline best practices (benefit, number, emotion):** Points to the main text of the tweet: "Here are the 50 ways to drive traffic to your next post orbitmedia.com/blog/content-p... How many of these are on your checklist? ✓✓✓"
- Special characters/emoji:** Points to the three checkmarks at the end of the main text.
- Secondary headline:** Points to the sub-headline: "Where there's traffic, there's hope."
- Line Breaks:** Points to the line break between the sub-headline and the main text.
- Quotes:** Points to the sub-headline.
- Mentions:** Points to the mentions in the text: "@bestofjess and @missyC\_BB".
- Hashtags:** Points to the hashtag "#ContentMarketing".
- Visuals:** Points to the image of a hand holding a can with a straw.

## CONTENT IS KING!!!

Create multiple visuals for your post...

Visual content is more likely to get shares, likes, and comments than pure text messages.

Posts with relevant images gets 94 % more views than those without relevant images. Visuals will increase click-through-rates (CTR) about 47 %. Infographics grow 12 % more traffic, and 200% more shares than posts without images.

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## SOCIAL MEDIA Post Examples

It's that time of year again! Join us for @springcleaning day for the @xxxxxx club on xxxxx date.

Please sign up for a shift or two by clicking the link below. All @volunteers will receive a free burger and drink.

#communityname #karting #region name



#WeNeedYou to sign up for a shift or two at the annual @clubname Club Tidy Day on xxxx date.

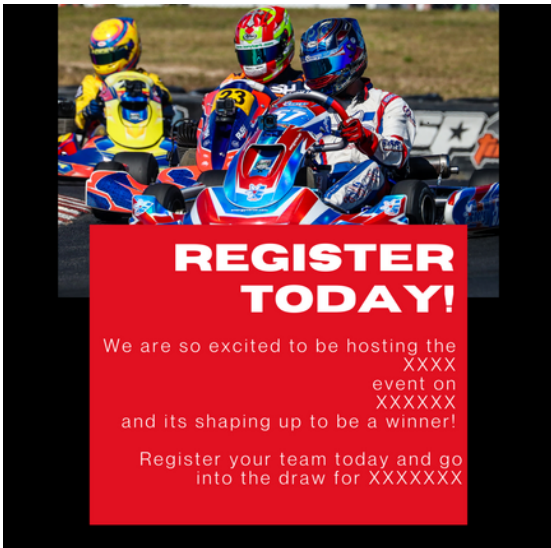
Click the link below to check out the available jobs and to register. Everyone who volunteers will go into the draw to win xxxx courtesy of @donationcompanyname.

#communityname #karting #region name



@EventName presented by @namingsponsor is only X Days Away! Don't miss out on the fun and register now for the #bestdayever. All the event details are listed in the link below.

#communityname #karting #region name @kartingaustralia #familyfun @sponsornames



A HUGE #thankyou to the amazing #volunteers who joined us for our annual #workingbee last weekend. We are so grateful for you all.

#communityname #karting @sponsornames

