

## **Resource: Mindful Promotion and Communication**

Use the guide below to approach event promotion and communication with mindfulness.

**Planning Stage:** This is the perfect time to assign someone to be the point person for promoting your event so your messaging has a clear and consistent voice. Behind the scenes photos at meetings or on the grounds are a great place to start. It will get your flock excited about something in the works.

**Save the Date:** Create a Save the Date image for your event. Canva is a free app you can use to create professional grade graphics on your phone, laptop, or desktop. Share your save the date on your church or newsletter and social media channels.

**Writing up Your News:** Refer to our *Writing and Submitting News* guidelines for tips to strengthen your writing and apply the same practices for your church or organization newsletter. Once you've written up your news for the event, you can use that same text to repurpose to fit a variety of social media posts.

**Call for Action:** Don't forget to ask for help (volunteers) or registrations. Always include a link and a clear path for people to reply and act.

**Countdown Posts:** On social channels create a feed of intermittent posts leading up to the event. Share photos of preparation. If you lack photos, go to Canva and create text or quotes on colorful backgrounds to convey and share your message.

**During the Event:** After spending so much time promoting your event don't forget to CELEBRATE it and use it to CONNECT your attendees with you and with each other. Create a "welcome sign" (to fit in an 8x10 or 5x7 frame) that includes a way to sign up for your news, follow you on social media, and a reminder to check in at your event/location. Create and share a hashtag to aggregate photos and posts from your attendees and connect them with each other. Ask someone who takes good pictures to take photos throughout your event and post them to your social media (live if possible).

**Wrap Up Summary:** Write up a summary of the event in retrospect. Share photos that weren't shared live. Thank your attendees and volunteers. Report the accomplishments of the event (awards given or received, goals met or exceeded, etc).