



# Promote your event using digital media

WEBSITE | E-NEWSLETTER | SOCIAL MEDIA

# Start with the website

- Indicate:
  - Topic
  - Time
  - Place
  - Who should attend
  
- Be BRIEF and make it scannable!

## Welcome to the Montgomery County Office, Arkansas Cooperative Extension Service



We are part of the University of Arkansas Cooperative Extension Service's statewide network and the U of A System's Division of Agriculture. Our mission is to provide research-based information through non-formal education to help all Arkansans improve their economics well-being and the quality of lives. Whether it's agriculture, 4-H, family and consumer science, or community development, our Montgomery County office is at your service.

### Join us for the 4-H Color Splash Fun Run!

- When: Saturday August 26, 8 am - Noon
- Where: Montgomery County Courthouse, 105 Highway 270 E, Mount Ida
- Cost: Only \$10 for the race and \$25 for tie dyed shirt!

Kids, families and walkers are welcome! We'd love to have you join us!

[Download Race Registration Form](#)



# Start with the website



➤ Add a Call to Action button!



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# Will there be speakers?

- Add bios and pictures.  
“Meet the experts” page
- Show faces, list credentials



**Mary Shelman**

Harvard Business School Agribusiness Program

From her early years working in her father's farm equipment dealership to a board seat at a global agribusiness company to a decade of industry research, Mary Shelman's career spans multiple aspects of the agribusiness sector. As an advisor to the Agribusiness Program at Harvard Business School, her focus on the future of global agribusiness makes her a thought leader in how food, feed and fiber intersect with energy, health, the environment and the world's most pressing issues.



**Laura Vanderkam**

Author and time management expert

Laura Vanderkam is the author of several time management and productivity books, including "I Know How She Does It: How Successful Women Make the Most of Their Time," "What the Most Successful People Do Before Breakfast" and "168 Hours." She will provide key insight on how to balance farm, family and other responsibilities.



**Rebecca Crownover**

Farmer and author of "Texas Farm Girl"

A single parent to her 8-year-old daughter, farmer by profession and best-selling author, Rebecca Crownover uses her life experiences to inspire children through her writing. From tragedy to triumph, Rebecca leads by example in turning lemons into lemonade.



# Choose a Great Event Image

- What image clearly defines your event?





# Event-Related Videos

- Use your phone to create event videos
- Facebook live!
- Got speakers?
  - Ask them for a soundbyte
- <https://argardenshow.org/>





# Add it to the calendar!

➤ ADD YOUR EVENT TO THE CALENDAR!!!

Start date: [today](#) | [upcoming](#)

2017-09-06

Search Extension Calendar 🔍

▼ ALL

- + Farm and Ranch
- + Yard and Garden
- + Business and Communities
- + Environment and Nature
- + Health and Living
- + 4-H and Youth

▼ LOCATIONS

- + Counties A to C
- + Counties D to J
- + Counties L to O
- + Counties P to Y
- + Districts
- Delta
- Little Rock
- Research and Extension Centers/Stations
- Statewide
- Fayetteville Area

OPTIONS:

- [Download Calendars](#)
- [Manage Events](#)

« » Week of September 3, 2017
[Details](#) | [Export/Subscribe](#) 📄

**Tuesday, September 5, 2017**

4:00 PM - 9/9 »	<p><b>Marion County Fair</b></p> <p>Location: Marion County Fairgrounds-Community Building</p> <p>Topical Areas: Marion, Ozark, Master Gardeners, Animals and Forages, Food Safety, Local Events and Activities</p>	
Today - 9/9 »	<p><b>Hot Spring County Fair</b></p> <p>Location: Hot Spring County Fairgrounds</p> <p>Topical Areas: Ouachita, Animals and Forages, Master Gardeners, Extension Homemakers, Local Events and Activities</p>	
Today - 9/9 »	<p><b>Searcy County Fair and Livestock Show</b></p> <p>Location: Searcy County Fairgrounds</p> <p>Topical Areas: Searcy, Ozark, Local Events and Activities</p>	

**Wednesday, September 6, 2017**

9:00 AM - 10:00 AM	<p><b>Extension Get Fit class</b></p> <p>Location: Independence County Extension Office</p> <p>Topical Areas: Independence, Ozark, Health, Food and Nutrition</p>	
10:00 AM - 4:00 PM	<p><b>Marion County Fair Creative Arts and Horticulture Judging</b></p> <p>Location: Marion County Fairgrounds-Community Building</p> <p>Topical Areas: Marion, Master Gardeners, Project Activities, Local Events and Activities, Health, Food and Nutrition, Food Safety, Extension Homemakers</p>	
10:00 AM - 11:30 AM	<p><b>GetFit Class / Calico Rock</b></p> <p>Location: Calico Rock Community Center</p> <p>Topical Areas: Izard, Health, Food and Nutrition</p>	

**ONGOING**

**Searcy County Fair and Livestock Show**  
Ends September 9, 2017

**Hot Spring County Fair**  
Ends September 9, 2017

**Marion County Fair**  
Ends September 9, 2017

**Extension Get Fit**  
Ends September 6, 2017

**Year End Close Out Buys & Solicitation Types**  
Ends September 6, 2017

**Extension Get Fit class**  
Ends September 6, 2017

**Extension Get Fit Exercise Class**  
Ends September 6, 2017

**Senior Get Fit Exercise Class**  
Ends September 6, 2017

**Senior Get Fit Exercise Class**  
Ends September 6, 2017

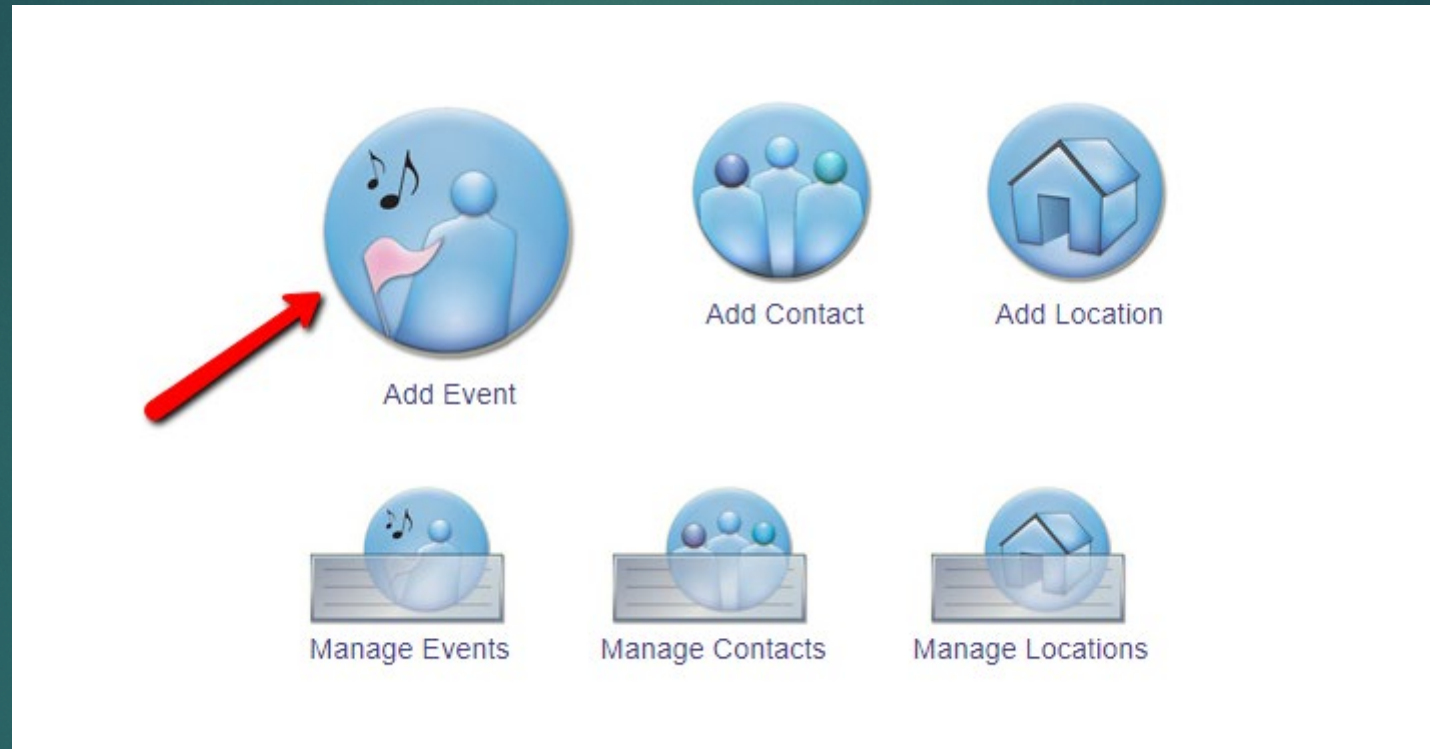
**Marion County Fair Creative Arts and Horticulture Judging**  
Ends September 6, 2017





# Add it to the calendar!

➤ Easy!







# Add it to the calendar!

➤ Easy!

**Event Information**

**Title:** Amy's Awesome Event

**Date & Time:**  all day

**Start:** Date 2017-09-06 3 00 pm US/Central

**End:**  Date  Duration 0 days 1 hours 0 minutes or  0 weeks  This event has no duration / end date

**Recurrence:**  event recurs  event does not recur

**Status:**  confirmed  tentative  canceled

**Description:** This event is FREE and open to the public! Limited seating is available!

500 characters max. 428 character(s) remaining.

**Cost:** optional: if any, and place to purchase tickets

**Event URL:** optional link to more information about the event

**Image:** *Image URL:* optional link to image for event description  
*Thumbnail URL:* optional link to thumbnail for event lists, 80px wide  
-or- Upload image:  No file chosen  Overwrite  
Uploads can be JPG, PNG, or GIF and will overwrite the image and thumbnail URLs.

**Location:** Select:  preferred  all

**Contact:** Select:  preferred  all

**Topical area:**  Locations

- Counties A to C
  - Arkansas
  - Ashley
  - Baxter
  - Benton





# CONVERSATIONS with Cartwright

UofA  
DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
University of Arkansas System



Join us for a live webinar broadcast, featuring the  
Director of Arkansas Extension Dr. Rick Cartwright.

[Connect With Us](#)

Call In: (646) 558-8656 or (408) 638-0968  
Meeting ID: 736 156 395



Today!  
10:00 am - 10:30 am

# E-Newsletter Marketing



# Pre-Event Email

- Use Constant Contact to reach out to clients and contacts

Include phrases like:

Time Sensitive

Register Now

Limited Seating

Claim Your Seat

Don't be Left Behind



From: Arkansas Cooperative Extension Service <jrobinson@uaex.edu>  
Subject: 2017 National Extension Accessibility Summit  
Preheader: Register NOW to Reserve Your Seat  
Reply: jrobinson@uaex.edu

**Accessibility**  
**SUMMIT** website, social  
media, videos,  
and electronic  
documents



**Don't be left behind . . .**

Let's make a difference for EVERYONE in our communities.

**July 10-14, 2017 - You can do this - ZOOM With US!**

Are you committed to accessibility for all the folks you serve?

Do you sometimes feel confused about what this actually means?

We're just like you.



# Pre-Event Email

- Subject line tips:
  - “Top 5 reasons to attend our field day!”
- Send during the weekend because:
  - Social mood
  - Less stressed
  - Less likely to delete



**5 REASONS TO FOLLOW OUR BLOG!**

- #1** Real-time information from three real farms.
- Discover the dirt on fall fruiting blackberries. **#2**
- #3** See how primocanes beat the heat
- Beat the odds and make a profit! **#4**
- #5** Watch research in REAL TIME & apply methods for YOUR farm



# Event Testimonials (social proof)



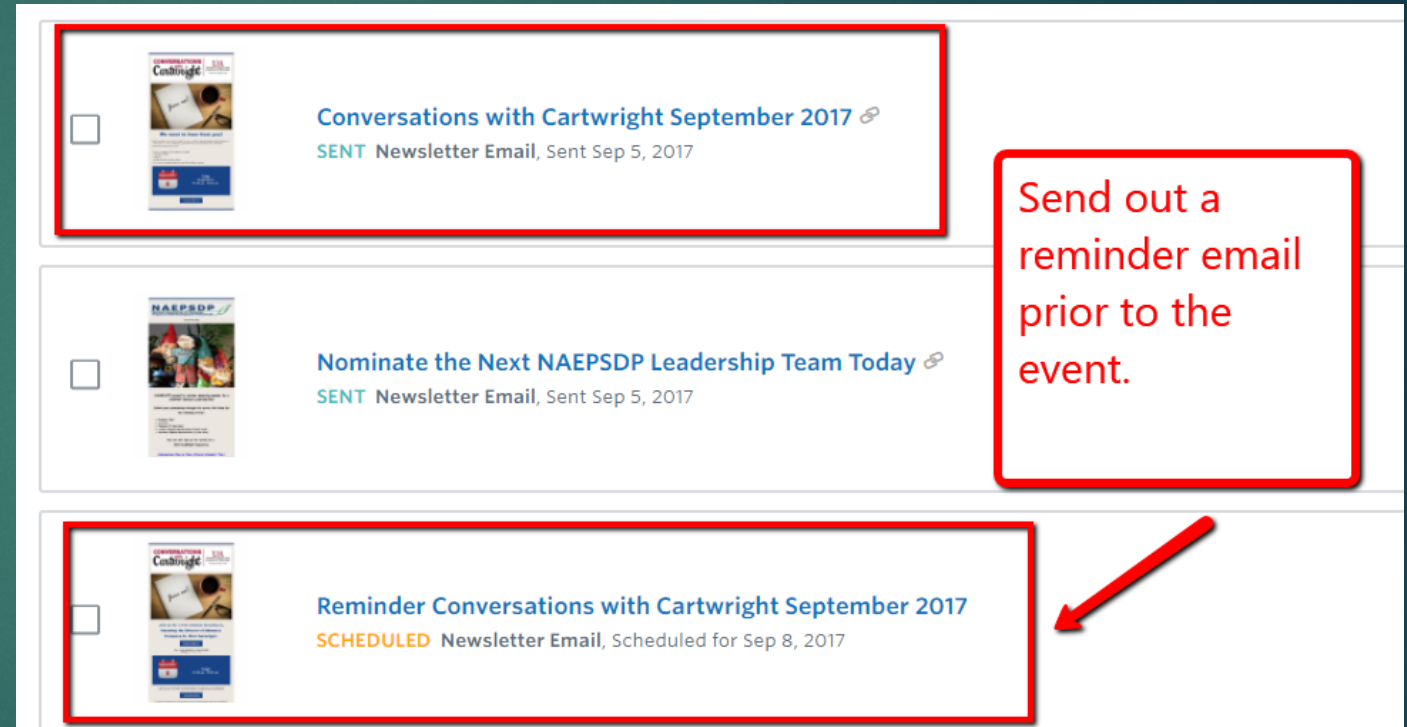
The aha moments alone are worth the price of admission.  
But you'll also get the tools to take action, which I still use  
all the time.




*Sara White*

*Content Strategist, Miller Coors*

# Pre-Event Email

- Send MULTIPLE emails
  - Large events: months in advance
  - Early bird registrations
  - Reminder emails to participants



<input type="checkbox"/>		<b>Conversations with Cartwright September 2017</b> <a href="#">↗</a> SENT Newsletter Email, Sent Sep 5, 2017
<input type="checkbox"/>		<b>Nominate the Next NAEPSDP Leadership Team Today</b> <a href="#">↗</a> SENT Newsletter Email, Sent Sep 5, 2017
<input type="checkbox"/>		<b>Reminder Conversations with Cartwright September 2017</b> SCHEDULED Newsletter Email, Scheduled for Sep 8, 2017

Send out a reminder email prior to the event.



# Event Landing Pages in Constant Contact

<http://events.r20.constantcontact.com/register/event?oeidk=a07eef6t4jo51e03dde&llr=l7cc7isab>



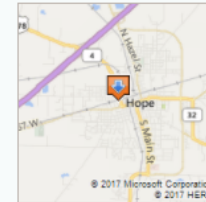
## WHEN

Tuesday, August 22, 2017 from 5:30 PM to 8:30 PM CDT

[Add to Calendar](#)

## WHERE

Hope Fair Grounds  
Hope, AR 71801



## CONTACT

Bethany Barney  
Cooperative Extension Service  
Hempstead County 4-H  
870-777-5771  
[bbarney@uaex.edu](mailto:bbarney@uaex.edu)

## 4-H Clean Up Day

**4-H County Fair  
Clean Up Day**

**August 22nd**

5:30 p.m. - Till its Done

**at Hempstead County Fair Grounds**

For More Information Contact  
Bethany Barney at (870) 777- 5771  
or [bbarney@uaex.edu](mailto:bbarney@uaex.edu)

Bring your shovels, brooms, and those wheelbarrows we have some *Cleaning* to do! August 22nd at 5:30 p.m., we will be cleaning out the Barns and Buildings at the Fair Grounds. Wear clothes & close toed shoes you can get dirty. Please bring Shoves, Rakes, Brooms, Dust Pans, and Wheelbarrows if you have them.

Click the Button below to Let us know that you coming. That way we have enough food for everyone.

[Register Now!](#)



# Create Short URLs

bit.ly/4h-cleanup



<http://events.r20.constantcontact.com/register/event?oeidk=a07eef6t4jo51e03dde&llr=l7cc7isab>



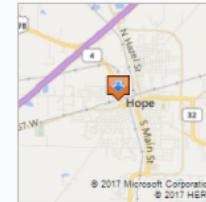
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[Register Now!](#)





# Social Media Event Marketing



Invite  
Everybody



# Why use FB Events?

550M

PEOPLE USE FACEBOOK  
EVENTS EACH MONTH

41%

OF FACEBOOK USERS IN THE  
U.S. ENGAGE WITH PUBLIC  
EVENTS EACH MONTH

47M

PUBLIC EVENTS WERE  
CREATED IN 2015

35M

PEOPLE VIEW A PUBLIC  
EVENT EACH DAY

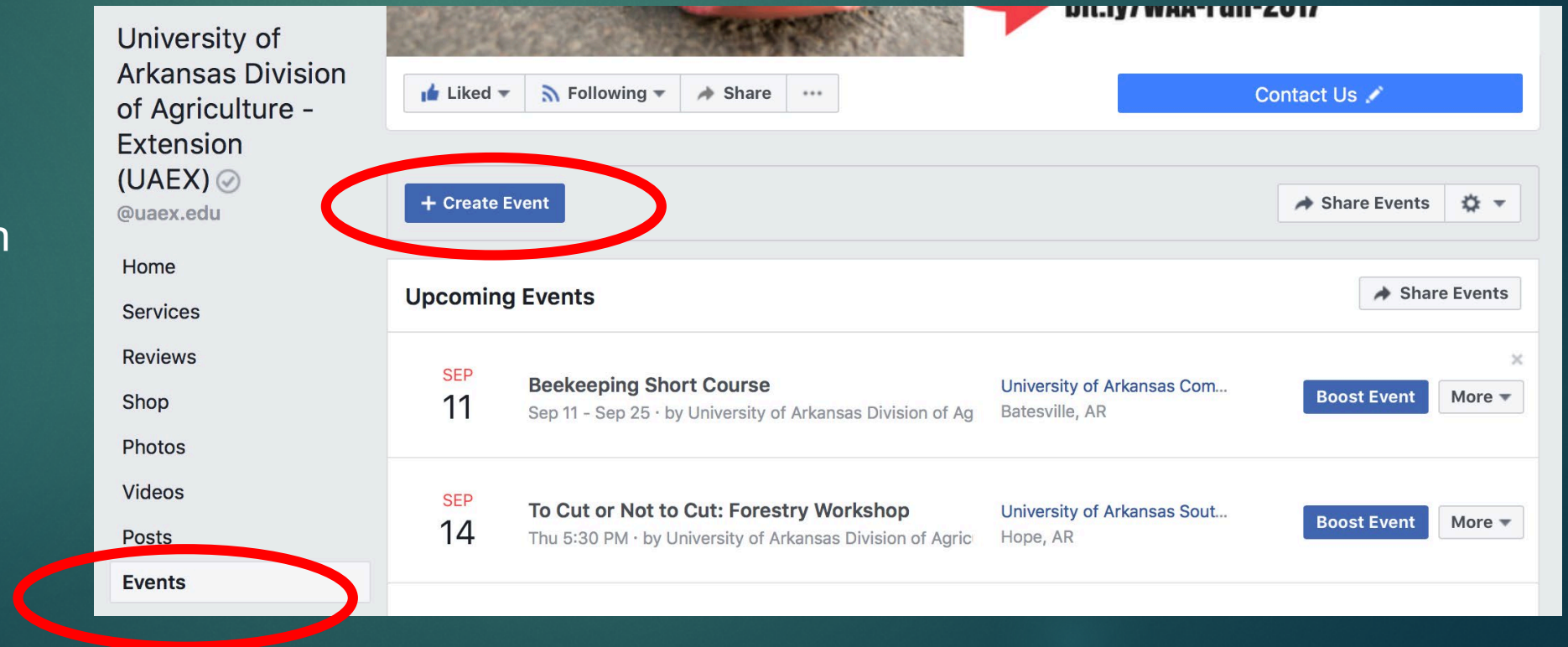
**ONE WORD: EXPOSURE!**



# Creating a Facebook Event

- Event vs. post
- Automatic visual interest

- Go to “Events” on left nav of FB page
- Create Event



The screenshot shows the Facebook page for the University of Arkansas Division of Agriculture - Extension (UAEX). The left navigation menu is visible, with the 'Events' tab highlighted in red. The main content area shows the 'Upcoming Events' section, which includes two events: 'Beekeeping Short Course' (Sep 11 - Sep 25) and 'To Cut or Not to Cut: Forestry Workshop' (Thu 5:30 PM). The '+ Create Event' button is circled in red.

Event Title	Date	Location	Action
Beekeeping Short Course	Sep 11 - Sep 25	University of Arkansas Com... Batesville, AR	Boost Event
To Cut or Not to Cut: Forestry Workshop	Thu 5:30 PM	University of Arkansas Sout... Hope, AR	Boost Event




# Facebook Event Photo

- Select a photo
- 20% text rule
- 1920 x 1080 px is recommended
- 16:9 ratio
- Video is an option also

New Event by University of Arkansas Divisio... ✕


**Basic Info**  
This info will also appear in News Feed and any ads created for this event

Event Photo or Video ?



Change Photo or Video

Event Name ? Add a short, clear name 0 / 64

Location ?  University of Arkansas Division of Agriculture - Extension (UAE)

Frequency ? Occurs Once ▼

Starts 9/10/2017 3:00PM CDT

Ends 9/10/2017 6:00PM CDT

Event Tips Website Boost Event Preview Draft Publish ▼


# It's all in the details





- Event name
- Location
- Frequency
- Category
- Write a concise and appealing description
- Keywords



**New Event by University of Arkansas Divisio...** ✕

**Event Name** ⓘ  0 / 4

**Location** ⓘ  University of Arkansas Division of Agriculture - Extension (UAE)

**Frequency** ⓘ **Occurs Once** ▼

**Starts**     CDT

**Ends**     CDT

---

**Details**  
Let people know what type of event you're hosting and what to expect

**Category**  ▼

**Description** ⓘ

**Keywords** ⓘ



# It's all in the details

- Ticket URL = Registration link
- Co-hosts can edit
- Posting preferences
- Preview it
- You're done, publish!
- It's in your followers' newsfeeds

**New Event by University of Arkansas Divisio...** [X]

**Keywords** ⓘ Type and select keywords from the list of results

Free Admission  Kid Friendly

---

**Tickets**  
Let people know where they can get tickets for your event

**Ticket URL** ⓘ Add a link to your ticketing website

---

**Options**  
Choose who can edit and post in your event

**Co-hosts** ⓘ Add Pages and friends

**Posting**

- Anyone can post (reported posts must be approved)
- Anyone can post (all posts must be approved)
- Only hosts can post

**Guest List** ⓘ  Display guest list

---


Event Tips Website    [v]

# Why Boost an Event?

- Reach more people; gain new followers
- Shows worth (if paying then this must be important)
- Maintain interest up until event concludes

University of Arkansas Division of Agriculture - Extension (UAEX) shared their event.  
Published by Kimberly Hurst Rowe [?] · August 10 at 2:20pm · 🌐

Runners, come set the pace in Mt. Ida and support Montgomery County 4-H. Kids can get in on the fun too, and everyone is guaranteed to have a colorful time!





**AUG 26** **4-H Color Splash Fun Run**  
Sat 8 AM · Montgomery County Courthouse (A...  
You like University of Arkansas Division of Agri... ★ Interested

464 people reached Boost Event

👍 Like    💬 Comment    ➦ Share

👍 Rose Kaye Dearin, Tran Loc and 7 others Chronological

 **Dovey Tweedy Dennis**  
Like · Reply · Message · 🌐 1 · August 10 at 2:36pm

 Write a comment... 😊 📷 GIF 🗨️



# Tips for Maximizing Reach

- Time to allow for multiple posts
- Let your organic reach happen first
- Create a unique target group
- Use an eye-catching photo
- Little or no text for boosted event photos
- Catchy description that is appealing to readers
- Use an event hashtag





# How to Boost a Facebook Event

- Objective
- Write a good marketing play!
- Image (check ratio), text
- Choose your audience
- Budget, duration, payment
- Preview on Desktop and Mobile
- Boost!

The screenshot shows the Facebook Boost Event interface. The left sidebar contains the configuration options, and the right pane shows a preview of the event post on a desktop news feed. Red boxes highlight key areas: the Objective section (with 'Reach More People' selected), the Ad Creative section (with the event text), the Audience section (with 'Create an audience for me' selected and a 'great!' confirmation), the Desktop News Feed tab, and the 'Boost' button at the bottom right.

**Boost Event**

**OBJECTIVE**

- Increase Ticket Sales  
Send people to your ticket website
- Reach More People  
Boost your event to increase awareness

**AD CREATIVE**

Text ⓘ

Runners, come set the pace in Mt. Ida and support Montgomery County 4-H. Kids can get in on the fun too, and everyone is guaranteed to have a colorful time!

Add an Image ⓘ Add a Video Instead

Upload Select Image Reposition Image

**AUDIENCE**

- Create an audience for me  
Automatically create an audience to reach people likely to interact with your event.

✓ Your audience selection is **great!**

Location - Living In: United States

**DESKTOP NEWS FEED** **MOBILE NEWS FEED**

University of Arkansas Division of Agriculture - Extension (UAEX) shared their event.  
Sponsored · 🌐

Runners, come set the pace in Mt. Ida and support Montgomery County 4-H. Kids can get in on the fun too, and everyone is guaranteed to have a colorful time!

**AUG 26** **4-H Color Splash Fun Run**  
Sat 8 AM · Montgomery County Courthouse (Ar...)  
2 people interested

★ Interested

Like Comment Share

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Cancel Boost



# Measuring Impact from Events


- Insights: Reach is indirect, Engagement is direct for AIMS purposes
- There's a Tech Tuesday for that
- <https://www.uaex.edu/support-units/information-technology/tech-tuesdays-blog/posts/analyticsinsocialmediaandaims.aspx>



## Recent Promotions on University of Arkansas Division of Agriculture - Extension

Ads activity is reported in the time zone of your ad account.

+ Create New Promotion

	<b>Event Promotion</b> Completed New Farm Bill Webinar Thursday, September 7, 2017, 10 AM - 11 AM Promoted by Kimberly Hurst Rowe on 08/30/2...	<b>7,441</b> People Reached	<b>62</b> Event Responses	<b>\$99.76</b> Spent of \$100.00	<a href="#">View Results</a>
	<b>Event Promotion</b> Completed 4-H Color Splash Fun Run	<b>767</b> People Reached	<b>4</b> Event Responses	<b>\$15.00</b> Spent of \$15.00	

INSIGHTS SINCE 08/10/2017

**1.4K Reached**  
+0 this week

**108 Viewed**  
+0 this week

**9 Responded**  
+0 this week



AUG 26 **4-H Color Splash Fun Run**

EVENT TIPS

Create New Event



Have another event by University of Arkansas Division of Agriculture coming up? Create an event to let people know about it.

Create

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More  
Facebook © 2017



# Promoting Instagram Posts

- Complement to your FB event
- Post your photo
- Promote button
- Goal (website visit or make contact)





# Promoting Instagram Posts

- Action button
- Audience (automatic or create your own)
- Budget and duration, payment info
- Review and promote

4:34 PM

**Action Button**

SELECT BUTTON TEXT

- Learn More
- Watch More
- Shop Now
- Book Now
- Sign Up
- Contact Us

The text option you select here will appear as a button on your promotion.

**AUDIENCE**

- Automatic**  
Let Instagram automatically create an audience based on people who might be interested in your business.
- Create your own... >

Audience determines who you want to see your promotions. You can let Instagram find an audience, or you can create your own.



4:34 PM

**Promote** Next

Audience determines who you want to see your promotions. You can let Instagram find an audience, or you can create your own.

**TOTAL BUDGET**

- \$15
- \$30
- \$10 Est. Reach 1.6K - 4.4K

Budget helps determine how many Instagram accounts see your post. You control how much you spend.

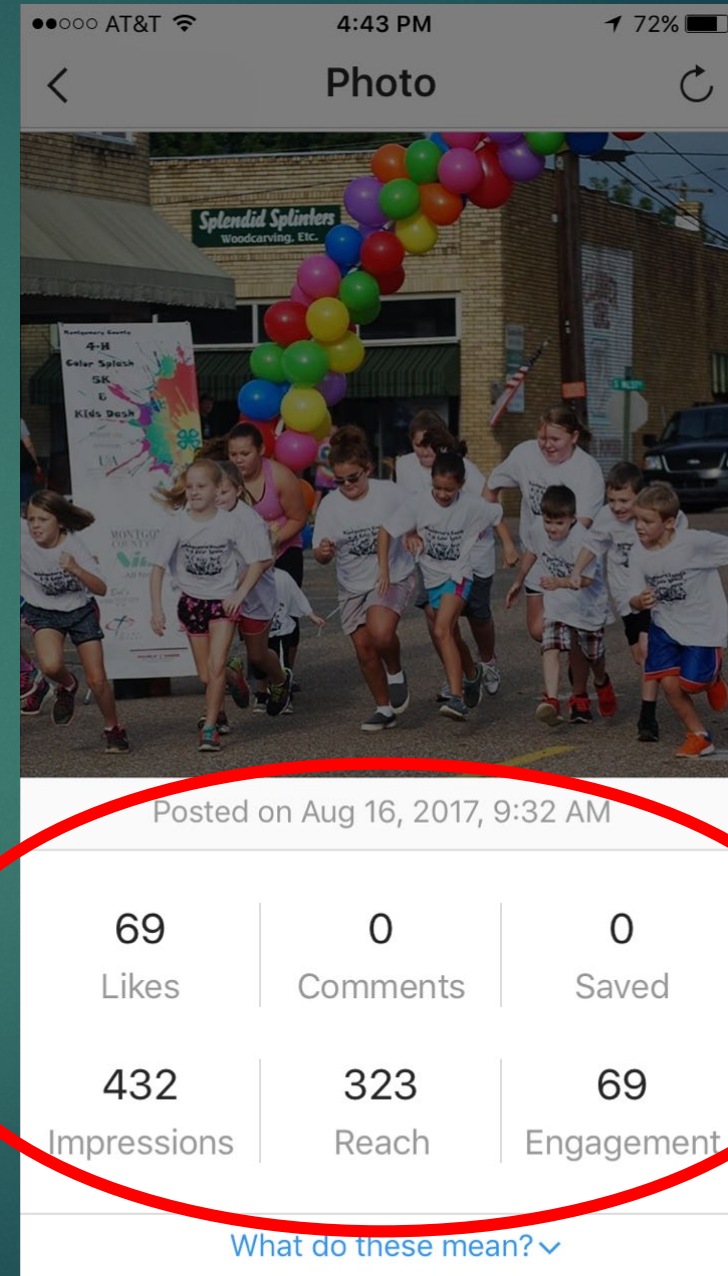
**DURATION**

1 day	\$10/day
7 days	\$1.43/day
Set your own...	

Duration sets how long your promotion will run. You can pause it anytime.

# Instagram Insights

- View Insights
- Likes
- Impressions – total times post was seen
- Reach – number of unique accounts who saw post
- Engagement – likes, comments, or saves





# Additional Resources

- Event Tips Website on FB Events page
- FB Events Webinar Short Course: Sign up on event tips website
- Tech Tuesday past recordings
- Contact Kim Rowe or Amy Cole in IT!

[krowe@uaex.edu](mailto:krowe@uaex.edu) or  
[accole@uaex.edu](mailto:accole@uaex.edu)

