

## Social Media Tips

### Tips for posting on Twitter:

- Use hashtags (#PlayDaysNL) so that you can track conversations on a topic and any pictures posted from your event
- Keep posts short and concise
- Attach pictures or images to each post to gain more engagement
- You can post more often, the lifespan of a Tweet is usually 1 hour

### Tips for posting on Facebook:

- Post a photo or video for more engagement from your followers
- Use Facebook polls to get your followers engaged (i.e. Ask your followers what activities they would like to see featured at your event.) Facebook can be used as a part of the planning process to gauge what the people in your area want but it is a great tool to promote your event as well.
- Don't post too often – 1 post per day is often enough

