

SOCIAL MEDIA PLAN FOR EVENT

BUILD CURIOSITY AND EXCITEMENT

Date:

Location:

Time:

Hosted by:

Title:

Event description (90 characters or less):

How we will make it Contagious* (2-3)

Social Currency, Triggers, Emotion, Public, Practical Value, Stories

Social Media Posting Schedule

Create Facebook Event:

Weekly Posts (for 6 weeks prior):

Week of Posts (2-4):

Day Before:

Day of:

Follow-up Celebration and Thank you (1-3 days after):
