

How to use social media to get your next event noticed



By [Catherine Milward-Bridges](#)

28 Aug 2014

Why not use social media to take some of the schlep out of [pulling off an event](#)? Use its "social" element to leverage relationships to ask for support, no matter how small your next event.

I recently hosted the first in a series of [Social Media Workshops](#) and used Facebook, Twitter and LinkedIn to get support for spreading the word. It felt a bit like crowdsourcing, without steroids.

Here's what I found worked:

1. Share your goal/dream

Sharing your plans with your online community demonstrates your genuine need for them to be a part of your journey.

I explained why their support was so important to me, and how it would help me achieve my goal.

People are generally quite willing to help, especially if they have context around what impact their involvement would have. When you've already built a relationship with a community by supporting *their* initiatives, the much-needed connection is already there.

2. Ask outright for support

We often overlook "asking" as a useful tool in business and in life, in general.

Social Media has made it really easy to elicit support by simply *asking* for it. What's the worst thing that could happen? They'll ignore you/they'll say NO.

Once you've given your online community context, minding your Ps and Qs while you're at it, there's no reason why they wouldn't support you.



Catherine Milward-Bridges

July 18 · 🌐

Hi FB!! "Ask and you shall receive". Well, I've decided to do just that 😊 My upcoming Social Media Workshop is a first, so I'm **EXCITED** and **NERVOUS** Excited that I have people who have already booked (tx for helping to spread the word); nervous because I'm wriggling out of my cocoon to share my knowledge/experience f-2-f. And my point is? I need your help to make this AWESOME. Please SHARE the attached invite on your page. Tx in advance!!



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🗨 4 Shares

Lara Narunsky Waters, Fred Bigley-Bertom, Beverly Kapueja and 2 others like this.



Bonita Petersen Good luck, Cath. I already shared. 😊

July 18 at 10:33am · Unlike · 📌 1

I asked for my Facebook friends' support to spread the word around my event

3. Show some vulnerability

Most people - including me - dread the vulnerability that comes with asking others for things. Allowing this unfounded fear to reign could hurt your progress.

I bared my insecurities as highlighted above [gulp]. It was then up to them whether to oblige, or not.

4. Share progress/victories

Once they've had a glimpse of your vulnerable side, most people are likely to warm to you.

Keep their attention by sharing your progress as you go. Who knows, this could empower someone who may be considering tackling a similar project.



Catherine Milward-Bridges

July 19

Advertised my upcoming Social Media Workshops on the radio this morning. Stepping out of your comfort zone can be REFRESHINGLY TERRIFYING. — 🤗 feeling excited.

Like · Comment · Promote · Share

Lee En Lilly, Corlia N'Dinga, Cherie Adele Josephs-Dramat and 10 others like this.



Anthony Bouwer I have been there cuz and know that feeling of comfort zone

July 19 at 10:36am · Unlike · 👍 1



Chris N Davina Daniel awesome stuff and well done....exciting times

July 19 at 2:30pm · Like · 👍 1

I shared progress/victories to keep the attention of my online community

5. Close the loop by giving feedback

When your audience has shown support, keep them in the loop (without spamming them) by sharing the outcome.

Share visuals/stats/delegate feedback - anything that will make the result a bit more tangible for them. This should add meaning to the support they've shown you.

After the event, I briefly shared the outcome of my début Social Media Workshop for SMEs, and quoted some of the delegate feedback. This was my way of allowing my online community to share in my success.



simplyput.co.za shared a link
Yesterday · Edited

First Social Media Workshop has surely set the tone! Inspiring. Interactive. Even had two delegates who attended on the strength of our Radio Ad! Some of their feedback:

"Learned a lot more than anticipated". - M. Gilbert

"Wasn't sure what to expect, but nicely surprised by practicality and depth of the content."- E. Kleine

Do help us spread the word for the next one on 28 August 2014:

www.simplyput.co.za/workshops



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Gloria King and Kate 'Katerina' Angelique Valasis like this.



Write a comment...



Chris N Davina Daniel welldone superstar

Like · Reply · 19 hours ago

33 people reached

Boost Post

**I liked sharing the outcome
of my event**

6. Say THANK YOU

Saying "thanks" goes a long way in cementing relationships.

I thanked my Facebook friends and LinkedIn connections for their part in spreading the word around my Workshop, and used the opportunity to invite them to the next one.

7. Objectivity-check

Manage your own expectations by understanding the dynamics of an online community.

- Don't get discouraged: You may not get the level of support that you'd anticipated. Chin up. Remember, yours is not the ONLY post that passes their congested Social Media newsfeed.
- No tit-for-tat: Avoid the temptation to get angry at the lack of reciprocation from those whom you may have supported online.
- Don't mind the hoverers: We all have them in our online communities. They're logged on, but hardly respond to direct

messages; they refrain from commenting on your posts; and simply don't oblige when asked for support. Let them be.

- Be gracious: Thank EVERYONE at the end of your project/event, rather than singling out anyone.

Social Media holds a lot of untapped opportunities to get your next event noticed. Seek them out and optimise them to the success of your event, and the advancement of your biz!

ABOUT CATHERINE MILWARD-BRIDGES

Catherine Milward-Bridges is a passionate communication specialist and founder of simplyput.co.za. Catherine guides her clients in taking their engagement efforts from good to great; and helps them optimise social media with strategic know-how.

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