Social Media Checklist

THE BASICS
- Event/Program/Exhibit Title
- Date and Time
- Fee and Registration Info
- Contact
- 1-2 lines of content in a post

SECOND LEVEL
- Image(s) and emojis
- More details
- Tagging
- Hashtags
- Event—people can mark “interested, going, etc.”
- Relevant link for tickets and registration

THIRD LEVEL
- Sharing of post or event already created
- Update on registration numbers, if seats are filling up fast
- Invite people to like page after they react to post
- Scheduled reminders
- Conversation with people who have commented or reacted
- Using a scheduler

Getting Started
- Once a week
- 2-3 times a week
- 5 days a week
- Every day

More comfortable
- Whenever and wherever
- In the moment
- Sharing content from others
- Sharing links to websites, articles, blogs