SOCIAL MEDIA EVENT PROMOTION
Social @ Michigan State, Dec. 19
PLANNING
Get everyone together

- Gain additional insight about upcoming programs + events
- Provides important face-to-face time
- Gives social media a seat at the table
# IMPLEMENTATION

<table>
<thead>
<tr>
<th>Social Drafting</th>
<th>Exhibition Openings</th>
<th>Exhibition Closings</th>
<th>Events</th>
<th>Holidays</th>
<th>Hashtags</th>
<th>Facebook (1-2)</th>
<th>Art Lab Facebook (2)</th>
<th>Facebook Events</th>
<th>Twitter (%)</th>
<th>Instagram (1 or every other)</th>
<th>Instagram Stories</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, Jan 1</td>
<td>MUSEUM + ART LAB CLOSED</td>
<td>New Year’s Day</td>
<td>New Year, New You, New Exhibitions at the MSU/BSO: New Year’s Day</td>
<td>MUSEUM HOLIDAY HOURS: ART LAB CLOSED - Pinned</td>
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<td>Thursday, Jan 2</td>
<td>Studio InfoProcess: MUSEUM HOLIDAY HOURS: ART LAB CLOSED</td>
<td>New Year, New You, New Exhibitions at the MSU/BSO: New Year’s Day</td>
<td>Open Call: Schrödinger’s Cat is in Town, Embroidery Workshop</td>
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<td>Friday, Jan 3</td>
<td>MUSEUM HOLIDAY HOURS: ART LAB CLOSED</td>
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Editorial Calendar

- Excellent way to schedule posts
- Ensures a variety of posts
Social Drafting

● Helps diversify content

● Reminds you of your own best practices…

● ...while also looking at the big picture
Testing Strategies

● Which strategy fits you and your audience best?

● Follow the metrics

● Stay flexible
PAID PROMOTION
## Campaign

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>Traffic</td>
<td>Conversions</td>
</tr>
<tr>
<td>Reach</td>
<td>Engagement</td>
<td>Catalog sales</td>
</tr>
<tr>
<td></td>
<td>App installs</td>
<td>Store traffic</td>
</tr>
<tr>
<td></td>
<td>Video views</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lead generation</td>
<td></td>
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<td></td>
<td>Messages</td>
<td></td>
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</tbody>
</table>

We love using the engagement bid for event responses!
Ad set

Create New Audience

Use Saved Audience

Custom Audiences

Locations

United States

Michigan State University

Your audience location has been changed from United States to Michigan State University. Undo Change

Add Locations in Bulk

MSU BROAD
Hey Spartans! We missed you over the summer—wanna hang out? Stop by the MSU Broad and the Art Lab across the...See More

Gift boldly this season with a little help from the MSU Broad. Shop an eclectic mix of goods at our museum store this Sunday,...See More

Katrín Sigurðardóttir’s exhibition explores the way distance and time transform our memories of home, drawing together three...See More

In this era of hypermedia production, whose stories are considered newsworthy? And whose voices are represented? In...See More

WED. AUG 28
Celebrate Fall Welcome with the MSU Broad
181 people interested

11.25.18
25% off storewide

MSUMUSEUM.MSU.EDU
On view through Mar. 1, 2020

BROADMUSEUM.MSU.EDU
Katrín Sigurðardóttir
LEARN MORE

FRI, NOV 8
The Broadcast Exhibition Opening Preview
43 people interested · 10 going

MSU BROAD
FOLLOW-UP
The event happened—now what?

- Keep your audience engaged
- Post within the event
- Take advantage of likes
QUICK TIPS + TRICKS

- Share the ticket link in the event description, as well as in the designated ticket link location.

- Within each post about an event, be sure to tag the event as well as provide a direct link to either the event page or ticketing page.

- Posting inside the event is super important!

- Try to ensure that someone takes ownership of making the event if it is a partnership—it’s important to have only one central event that everyone shares. You can always add multiple hosts to have the event show up on everyone’s pages.

- Look at the pros and cons of who will host the event—is one page’s audience more likely to participate than another?

- Pay attention to the audiences you’re reaching with your paid promotions. You don’t want to compete with yourself by targeting the same group too many times within a date range.

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