

# THE GUIDE

## SOCIAL MEDIA

1

**Ask for Help.** Running social media channels doesn't have to be a one-person job. Ask volunteers/committee members to support you. You can also **schedule posts** ahead of time when busy.

2

Keep posts **Short & Visual.** Use eye-catching photos, short video clips or your poster image. On Instagram especially, a striking image with a few words works better than long text.

3

Create a **Facebook Event** page giving people a clear date, time & place (people click "Interested" or "Going," which amplifies reach). Invite Live & Local as a co-host to reach a wider audience.

4

Most small villages have **Facebook Groups** for news or notices. Share your event there — these are often the most effective channels for reaching locals directly.

5

**Post at the Right Time.** Aim for when locals are online — early evening (7–9 pm) or Sunday afternoons often work best in smaller communities.

6

Encourage **Sharing** with a **Simple Ask** or "**call to action**" End posts with: "Tag a friend who'd love this!" or "Share this to spread the word!". A gentle nudge helps posts travel further.

7

**Don't just sell the show,** share how attending an event supports local culture, brings neighbours together and/or raises money for the hall/venue. This makes it personal.

8

Team up with the pub, shop or café — ask if you can **tag them** in posts or if they'll **share your event**. They benefit from more foot traffic and you reach their audience too.

9

**Take some time to see what works.** When things are quieter, look at your social media history and see what got the most engagement and what didn't quite work. Replicate what works!

10

**Speak to the Live & Local Team and the Artist**

We're here to help! Don't be afraid to ask for different content or advice and support.