

# SOCIAL MEDIA TIPS TO SELL MORE EVENT TICKETS

## 1. CREATE AN EVENT

Creating an "Event" from your club Facebook page allows people to see the details of your event such as date, time, location, description and cost. You can link Event Brite and other ticket management sites.

## 2. GET YOUR SPONSORS INVOLVED

Businesses love recognition. "Tag" them in your public posts to increase visibility to their followers. Ask them to share your posts. Consider giving your sponsors a special deal on tickets purchased through them.

## 3. CREATE A MEMORABLE HASHTAG

Hashtags (#ThisIsAHashtag) are an easy way to categorize posts in social media. Users can click on the hashtag and see all other posts containing the same hashtag, thus learning more about your event. Encourage event goers to use this hashtag when posting photos of the event on social media.



## 4. START A CONTEST

Contests are effective in promoting engagement. Here's a list of some effective social media contests to promote your event:

- Select a photo related to your event and have your followers "Caption The Photo"
- Word jumbles using phrases pertaining to your event
- Comment, tag-a-friend, and share this post for a chance to win

The prize can be tickets to the event or a prize.