**Marketing an Event**

**(Social Media and General Marketing)**

1. **Before the Event**

**Social Media**

Ensure that all information is available in bite size chunks (short sentences/bullet points) for adding to @salisburyrccg and Facebook presence.

* Date,  Time,  Location &  Subject
* Other people involved (Twitter names of charities, the venue, fellow attendees/participants etc very useful as we can help each other)
* Any other important information relevant to the event

It is important to post about the upcoming event several times within the weeks leading up to it, on twitter this can be the same post repeated over again but on Facebook try and vary the wording slightly.

It is also vital to encourage people within the community to ‘like’ the social media pages- it might be worth looking at who follows Salisbury Chamber and Salisbury Rotary as a starting point or people that #salisbury. #salisburyhour is a great way to publicise an upcoming event to other businesses within Salisbury as is #wiltshirehour.

Also do we have any photographs or information from a previous event to refer people to? Can we link any tweets/posts to the Chamber and/or Rotary websites using a short url? This will give an idea of what is coming.

*IMPORTANT* – This will be mentioned again as very important! Check that the location has wi-fi, decent phone coverage (3G) and that a camera will be available (video if required)

**General Marketing**

Send items to news teams such as:

* Spire FM & other relevant radio stations - advising re the forthcoming event, who you are raising money for and see if they will (1) interview you and (2) attend on the day. You can also go to the Spire Fm website <http://www.spirefm.co.uk/contribute/whats-on/add.php> and add the event to their ‘Whats On’ section of the site.
* Salisbury Journal - as an editorial advising re the forthcoming event, who you are raising money for , etc and see if they will (1) print the article (2) come and take photos on the day
* Parish Magazines – as an editorial advising re the forthcoming event, who you are raising money for , etc and see if they will print the article

Depending on the event, producing a flyer for companies to display in their windows or to email across to Parish Magazines would be a good idea- it doesn’t need to be anything overly professional but if it can be produced in a pdf format you can use the same document for a variety of uses.

Also, send a short article to the Parish magazines. Because this is for charity, many will carry the article.

NB Please remember to try and drum up support for (attendance at) the event if we are pushing tickets!!

1. **During the Event**

**Social Media**

Prior to the event, think about what should make good photos of the day and make some notes on what you might want to be posting/tweeting during the event.

* Tweeting (Check that the location either has wi-fi or good mobile phone signal (3G a minimum if tweeting images)
* Photographs (Camera phone should be the minimum) Phones can be convenient for tweeting images but when a gallery is required a decent compact or SLR is also necessary.

Consider taking a photo at the start (e.g. during a briefing) and then several individual/group photos during the event (as appropriate). Action photos are always good!

**General Marketing**

Ensure the photographer turns up and takes pictures of the main players, including a representative from the Community Group. Ensure that they know this is a Salisbury RCCG event!!!!!!!!!!!

1. **After the Event**

**Social Media**

Information to be supplied for social media.

This will be:

* Summary details of what happened at the event (very useful if tweeting during was not possible)
* Testimonials from participants/charities/the venue
* Photos (high quality) of event for Gallery (This will be used for the following year or similar event) with the names of those involved
* Photos of cheque presentation to the charities
* Write a short editorial (no more than 300 words) and post to website.
* Send across the editorial and photos (for them to use in either their E-Newsletters or post on their websites) to:
  + Brett for Salisbury RCCG;
  + Salisbury Chamber; and
  + Salisbury Rotary.

1. **Useful Media Info**

**Social Media**

Community Group Twitter: @salisburyrccg     Twitter Password: comm2013!

Community Group Website: [www.salisburyrccg.co.uk](http://www.salisburyrccg.co.uk)

Salisbury Chamber Twitter: @salisburybcci

Chamber Website: [www.salisburychamber.co.uk](http://www.salisburychamber.co.uk)

Salisbury Rotary: @salisburyrotary

Rotary Website: [www.salisburyrotary.org.uk](http://www.salisburyrotary.org.uk)

#salisburyhour, #wiltshirehour.

Charity details, other organisations and people will need to be added to this list before each event.

**General Media Contacts**

Please note that the lead time for Parish magazines (both publication and distribution) can range significantly, therefore you need to plan to send anything which is time dependent to them approx. 2 months in advance to be sure!!

For Spire and the Journal, one to two weeks’ notice is usually fine.

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| **Parish Mags** | **Contact Name** | **Email** | **Telephone** |
| Arrowhead | Sally Franklin | [arrowheadmagazine@hotmail.com](mailto:arrowheadmagazine@hotmail.com) | 01980 621066 |
| Netheravon Newsletter | Maggie Butler | [elizadavies@aol.com](mailto:elizadavies@aol.com) | 01980 670122 |
| Sp4 Mag | Debbie Sterling | [enquires@redfoxpublishing.co.uk](mailto:enquires@redfoxpublishing.co.uk) | 01725 511098 |
| Alderholt Parish News | Brian | [hillbury32@hotmail.com](mailto:hillbury32@hotmail.com) |  |
| The Gate | Mrs Stanford |  | 01425 652133 |
| Focus Mag | Jackie Howchin | [info@focus-magazines.co.uk](mailto:info@focus-magazines.co.uk) | 07706 373014 |
| Sp5 Magazine | Debbie Sterling | [enquires@redfoxpublishing.co.uk](mailto:enquires@redfoxpublishing.co.uk) | 01725 511098 |
| Winterslow | Mrs Sam Woodwood | [getrudewoodwood@btinternet.com](mailto:getrudewoodwood@btinternet.com) | 01980 862943 |
| The Messenger | Jackie Williams | [williamswylye@aol.com](mailto:williamswylye@aol.com) | 01985 248438 |
| Valley News | David Parker | [yourvalleynews@aol.com](mailto:yourvalleynews@aol.com) | 01722 716268 |
| Harnham Magazine | Ian Davidson | [harnhammagazine@btopenworld.com](mailto:harnhammagazine@btopenworld.com) | 01722 421882 |
| Laverstock, etc Mag | Steve Hannath | [stevehannath@talktalk.net](mailto:stevehannath@talktalk.net) | 01722 326714 |
| Dun Valley News | Tim Hawkes | [pmhtjg@btopenworld.com](mailto:pmhtjg@btopenworld.com) | 01722 712577 |
| St Lawrence's Church, Stratford Sub Castle Magazine | David Todd | [treasurer@agkemp.co.uk](mailto:treasurer@agkemp.co.uk) | 01722 414514 |
| St Thomas Parish Link | Dermon Hill | [link.advertising@stthomassalisbury.co.uk](mailto:link.advertising@stthomassalisbury.co.uk) | 01722 332078 |
| News and Notes | Adrian Taylor | [editor@newandnotes.co.uk](mailto:editor@newandnotes.co.uk) | 01722 325862 |
| Village Link | Jenny Head | [villagelink@live.co.uk](mailto:villagelink@live.co.uk) | 01980 611668 |
| Salisbury Life | Hilary Thompson | [hilary.thompson@mediaclash.co.uk](mailto:hilary.thompson@mediaclash.co.uk) | 01225 475800 |
| Wiltshire Life | Claire Waring | [claire.waring@markallengroup.com](mailto:claire.waring@markallengroup.com) | 01722 717030 |
|  |  |  |  |
| **Miscellaneous** |  |  |  |
| Salisbury Journal | Ann Perkes | [anne.perks@salisburyjournal.co.uk; newsdesk@salisburyjournal.co.uk](mailto:anne.perks@salisburyjournal.co.uk) | 01722 426511 |
| SpireFM |  | [news@spirefm.co.uk](mailto:news@spirefm.co.uk) | 01722 416644 |
| Clearview Printing \* | Mark Appleby | [Jackie@clearviewdigitalprint.co.uk](mailto:Jackie@clearviewdigitalprint.co.uk) | 01722 416114 |
| Graphic Design \* | James Kirby | [james@promotionmedia.com](mailto:james@promotionmedia.com) | 07711 462471 |

*\*Friend of Rotary*