



GRANT RECIPIENT RESOURCES

Marketing Tips for Promoting Your Program

In today's crowded landscape it is difficult to stand out. Follow these tips to help make your program a success.

1. IDENTIFY YOUR AUDIENCES.

List the people you wish to reach, try to be specific.

Example questions to think about:

- Are they local?
- What other interests do they have?
- Are there different age groups?

2. DETERMINE WHERE YOUR TARGET AUDIENCES ARE LOCATED.

Once you have identified your audience, think about where you can reach them.

Example questions to think about:

- Are they more likely to search for events on their mobile phone, desktop computer, or a local newspaper?
- Are they active social media users?
- Do they get information from word of mouth, mailed flyers and pamphlets, or community boards?

3. IDENTIFY THE TOOLS ALREADY AT YOUR DISPOSAL.

Take advantage of your organization's existing communication channels and tools to promote your program or event, such as:

- Website
- Social media channels
- Newsletter
- Membership network
- Flyers, banners, or signage in your space
- Existing handouts such as maps, brochures, and pamphlets

4. IDENTIFY CHANNELS OUTSIDE OF THE ORGANIZATION.

Based on the channels your target audience engages with, think about which ones you would like to reach out to about your program. These can include:

- Local media including newspapers, radio stations, and targeted newsletters
- Nearby organizations and community calendars that may be interested in your program
- Facebook groups that have overlapping topics related to your program
- Blogs, websites, or social media pages that may promote your event

5. CREATE A PROMOTIONAL PLAN.

Based on the tools you have and the channels outside of your organization, develop a plan to promote your program. Some examples include:

- **FACEBOOK EVENT:** Create a Facebook Event that people can put on their calendars.
- **SOCIAL MEDIA:** Post on social media leading up to the date to build excitement.
- **LOCAL MEDIA:** Reach local media by sending a press release and high-quality images.
- **INSERT:** Create an insert promoting your program to place in existing handouts.
- **ANNOUNCEMENTS:** Announce the upcoming program on your website, e-newsletter, or member network.
- **OUTREACH:** Reach out to organizations, Facebook groups, or blogs to spread the word.

Questions?

If you have questions
please contact our
Grant Program Director,
Meg Turville-Heitz
at meg.turvilleheitz@wisconsinhumanities.org.



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Social Media Tips for Promoting Your Program

Social media is a great way to promote your program to your followers, audience, and beyond. Whether you are using Facebook, Instagram, Twitter, YouTube, or LinkedIn, we gathered some tips to help you get started.

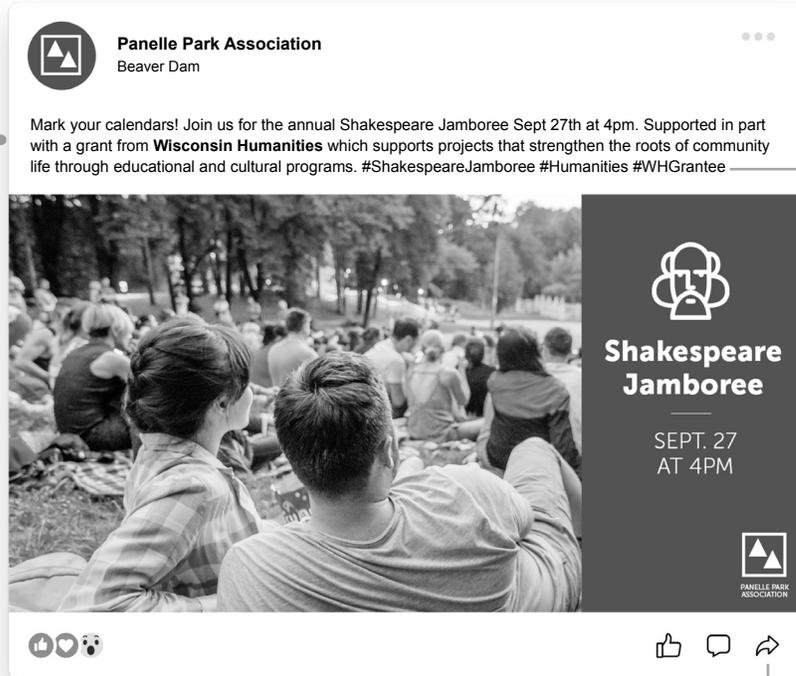
Questions?

If you have questions please contact our Grant Program Director, **Meg Turville-Heitz** at meg.turvilleheitz@wisconsinhumanities.org.

1. **WRITING:** When writing posts keep information concise, direct, and make sure you answer the immediate What, Who, Where, When questions in your text.
2. **CONTENT TYPE:** Try to post a diversity of content types to engage your audience in different manners. A healthy mix of images, videos, and linked articles will keep your audience interested and invested.
3. **USE IMAGERY:** Followers are more likely to interact with posts that contain images or videos vs. posts without imagery.
4. **HIGH QUALITY:** When using imagery, try to use crisp, high resolution images so as to avoid blurry posts. Keep text in images to a minimum. Very small or long text is often a barrier to accessibility.
5. **LOCATION:** For in-person events use location tags in your posts so viewers can locate where the event is taking place on a map. Your post will also pop up on that location's content feed which can help you reach users beyond your audience.
6. **HASHTAGS:** Use hashtags when posting on Instagram, Twitter, or LinkedIn. Try to use hashtags that people may search when looking for programs such as yours. Some examples are: #BookClubs, #PoetryReading, #WomenFilmMakers, #Humanities, and #History.
7. **PLAN YOUR POSTS:** Most social media posts are seen for less than 30 seconds. Posting about your program multiple times before the start date will ensure that more people will learn about it.
8. **INSPIRATION:** When in doubt, look to see how some of your favorite places are using social media. See how they use imagery, narrative, and tags to promote their brands or events. Think about which posts get the most positive feedback and how your organization can use similar techniques to build excitement.
9. **SHARE WIDELY:** Encourage staff and participants to share your content! They are your best program ambassadors to spread the word.

SEE SOME POST EXAMPLES:

FACEBOOK EVENT HEADER



1

CONCISE

WRITING:

use direct language and answer the 5 Ws.

6

HASHTAGS:
dont forget to tag us with #WHGrantee so we can feature you!

DON'T FORGET!

Remember to tag: @WisconsinHumanities in your post text and in the image.

INSTAGRAM POST



5

TAG LOCATION:

let people see where your event will be held.

9

SHARE WILDLY:
increase the chances of the appering first in people's feed peoples feeds.

3

USE IMAGERY:

your own real images are best but stock photos sometimes can work when necessary.