

Promotion Checklist for Physical Events

✓	Activity	Details
<input type="checkbox"/>	Finalize title, description, date, rain/snow date, time and location	Ensure all stakeholders who must review have approved everything before starting the promotion
<input type="checkbox"/>	Choose photo	Use the same photo for the event in all channels (e.g., on Facebook, in flyer, on Nature Groupie)
<input type="checkbox"/>	Confirm venue	Ensure it's been booked for both day/time as well as snow/rain date/time. Ask location coordinator for projector, HDMI cable, at least one table for handouts and at least 15 seats (preferably 30+). If the venue has a computer, ask the speaker to bring the presentation on a thumb drive.
<input type="checkbox"/>	Send calendar invitation (or "save the date" email)	<ul style="list-style-type: none"> • Speaker, co-host, moderator • Conservation Commission members • Other stakeholders as appropriate
<input type="checkbox"/>	Create Flyer	Send final content, including photo, to host (e.g., library, garden club) and ask them to create flyer. Review/proofread/approve flyer. Ask them to share physically and online. Save flyer pdf for online promotion.
<input type="checkbox"/>	Pick up flyer copies and post	Post flyer at town hall, library, post office and top local places (community bulletin boards, coffee shops)
<input type="checkbox"/>	Create event on Facebook.	Determine who will create Facebook event, and ensure all host/partner organizations are listed as co-hosts (so they can share with their audience).
<input type="checkbox"/>	Share on all social media platforms.	Facebook, Twitter, Instagram, LinkedIn.
<input type="checkbox"/>	Share flyer pdf and Facebook event link.	Ask them to share and post in their communities <ul style="list-style-type: none"> • Speaker • Host and any co-hosts • Partners and like-minded organizations (e.g., local land trust)
<input type="checkbox"/>	Ask others to share on Facebook via direct message (Facebook Messenger)	In Facebook, direct message like-minded organizations (e.g., other town CCs, land trust, UNH Extension groups like Natural Resources Stewards). Introduce yourself, provide the direct event link, invite them personally and ask them if they'd mind sharing the event with their audience. IMPORTANT: When they share on Facebook, THANK THEM in the same direct message chat box for sharing your content. They are more likely to do it again in the future if they know you saw it and appreciated their effort!
<input type="checkbox"/>	Share locally	Put in town newsletter, email announcement and/or town webpage
<input type="checkbox"/>	Write news item	Email to editors at local papers; e.g., Carriage Towne News at elisha@carriagetownenews.com . Provide the photo. Your article may end up on the front page! It's also likely to be available online
<input type="checkbox"/>	Add to Nature Groupie calendar	Go to https://naturegroupie.org/ and select "Add" a program. Some info to have on hand before you start: <ul style="list-style-type: none"> • Full program details (title, description, location, date and time) • Decide if your program is training, volunteering or both • Hosting organization = Conservation Commission, garden club, etc. • URL = URL of the host (can be a Facebook page) • Contact = need contact at host organization, phone number and zip code. • Resize your photo to < 800KB (can be done in most photo editors) • Include the rain date in your description • Add your ConsComm and/or host standard blurb to the end of description.
<input type="checkbox"/>	Reminder post	On Facebook, post about the program one week and again the day before the program, to remind people of the upcoming event