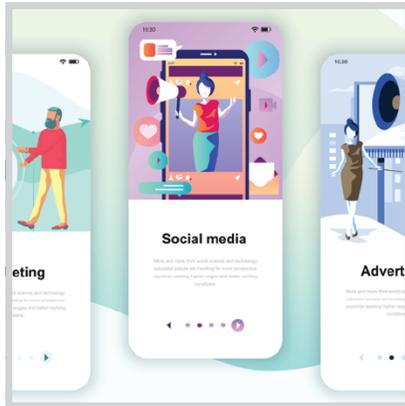


HOW TO: Use Social Media to Promote your Event



Social media is a great way to stay connected with family around the world, and it can also be a great tool to utilize in connecting with media in your community. Reporters are very active on social media – especially Twitter – and a simple direct message, comment or tweet could pique their interest in a story.

Follow Local Media

Step one in engaging media personalities and outlets is to follow them on social media. You can request a media list from the ACBL marketing department that will include the social media handles of local reporters, in addition to their email addresses and phone numbers. Complete the [media list request form](#), and you'll receive a complete list within three to five business days.

Engage with Media Personalities

Think of creative ways to engage with reporters and anchors on social media; you can even use some of your pitching tactics. Make your messages short and to-the-point and include information that would be of interest to the reporter. For instance, if the economic impact of the tournament is significant, be sure to mention that in messages to reporters who cover these topics in your social media outreach.

Don't be Afraid to use Hashtags

Most cities have hashtags – keywords or phrases preceded by a hash or pound (#) sign to help those who might be interested in your topic find your post by searching for a keyword or hashtag – created by community members or the local chamber of commerce. Using a hashtag will increase the odds of your social media post being seen, so do your research.

Find out what the popular hashtags are in your area and use them throughout your event promotion. Typically, these include the city's name. For Facebook and Twitter, we suggest no more than two to three hashtags per post, but Instagram allows up to 30 – so include as many as you want when posting on that platform. For examples, check out [ACBL's official Instagram](#).

You'll want to stay present in the reporter's mind but not overwhelm them. Do not send more than three direct messages and be sure to wait several days between messages before following up.

Social media is constantly changing, so if you need any assistance in setting up pages or need more guidance on connecting with media, please email pr@acbl.org.

