

Eight content ideas for posting about your event on social media before, during, and after the event to keep your audience engaged

1. Teaser Content – Build Anticipation (Before the Event)



- **Idea:** Post behind-the-scenes glimpses, sneak peeks of the venue or event preparations, and team introductions. Create a countdown with daily posts leading up to the event.
- **Example:** "The countdown begins! Only 5 days until we kick off [Event Name]. Can't wait to show you what we've been working on behind the scenes!"

2. Event Announcement – Key Details (Before the Event)



- **Idea:** Announce your event date, location, and key speakers/performers or activities. Use visually appealing images or videos to grab attention.
- **Example:** "Join us on [Date] for an unforgettable experience at [Event Name]! We've got incredible speakers, live music, and more. Don't miss out!"

3. Spotlight on Key Participants feature VIPs, Sponsors (Before the Event)



- **Idea:** Create posts featuring interviews or quotes from VIPs, sponsors, or performers who will be at the event. This builds excitement and credibility.
- **Example:** "We're thrilled to welcome [Speaker Name] to [Event Name]! Here's what they're most excited to share with you!"

4. Live Event Updates – Real-Time Engagement (During the Event)



- **Idea:** Share real-time updates with event photos, short videos, and live streams. Use Stories for quick, fun updates and engage with attendees by asking questions.
- **Example:** "And we're LIVE from [Event Name]! Here's a look at our [Activity] happening right now. What are you most excited about?"



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5. Interactive Polls & Questions – Engaging Attendees (During the Event)



- **Idea:** Use polls, quizzes, and “Ask Me Anything” sessions to engage your audience in real time.
- **Example:** “Which speaker are you most excited to hear today? Cast your vote in our story!”

6. Behind-the-Scenes Fun – Show Off the Atmosphere (During the Event)



- **Idea:** Share photos or videos of the atmosphere, the venue, attendees enjoying the event, and the excitement behind the scenes.
- **Example:** “The energy here is amazing! Here’s a quick peek at the crowd at [Event Name]. Can you feel the excitement?”

7. Event Highlights & Thank You – Post-Event Content



- **Idea:** After the event, post highlights, thank you messages to attendees, sponsors, and team members, and share your best event photos and videos.
- **Example:** “Thank you to everyone who joined us at [Event Name]! Check out the highlights from an unforgettable day and let us know your favourite part!”

8. Gather & Share Attendee Testimonials – Leverage Social Proof



- **Idea:** Ask attendees, speakers, or sponsors for feedback and share their testimonials on social media. User-generated content, such as tagged photos or posts from attendees.
- **Example:** “We loved hearing your thoughts on [Event Name]! Here’s what some of our attendees had to say. What was your favourite moment? Drop it in the comments! 🙌”

