



Headline Partner



LEICESTER CASTLE
BUSINESS SCHOOL
DE MONTFORT UNIVERSITY

Social Media Toolkit



#LBF2019





FESTIVAL DATES

This year the Leicester Business Festival will be taking place for two weeks, from **28th October to 8th November 2019**, with hundreds of business events taking place throughout the Leicester and Leicestershire region.

With so many events taking place across the city in a short space of time, it is critical that event hosts are promoting their events effectively to reach as many people potentially interested as possible.

STEP 1

Find and follow the Festival on Social Media using our handles

-  **Twitter** - @LBFestival
-  **Facebook** - @LBFest
-  **LinkedIn** - Leicester Business Festival
-  **Instagram** - @leicesterbusinessfestival

STEP 2

Create an event invitation or social media graphic

We created a few variations of templates that event hosts can use to create event invitations for promotional use on social media. Just fill in the space provided with the event name, time, venue, details and more.

Link to templates:

<https://drive.google.com/drive/u/1/folders/1ep7CzlrUk-1fEOcV3wLeCL7RgjbE-edw>

STEP 3

Post the invite to social media and tag all relevant parties

Now you are ready to invite the local business people to sign up to your event!

WHERE?

Using the Big 4 social channels (Twitter, Facebook, LinkedIn and Instagram) you will gain maximum exposure from different areas, reaching different audiences. Be wary to change the content in the posts to match the platform, for example using shorter and abbreviated words on Twitter, but using proper language, grammar and punctuation on Linked In to be professional. Don't be shy to use emoji's and have some fun with your posts too, as you want to get people's attention and this is a great way to make social more interesting!

HASHTAG

It is useful to include the #LBF2019 hashtag so your post appears in the official Festival feed so other festival attendees can see.

To further promote and share your events, event hosts should consider using relevant hashtags about the topic of their event, so that more users can find these posts online, locally and socially. For example, if you're event is based on business networking for small businesses, you could use **#networking #collaborate #entrepreneur #localbusiness #SME #supportsmallbusinesses** and many more to increase engagement rates.

TAG

Tag and/or @mention the Festival in your event promotion using the correct account handle so we can share, retweet and repost to the wider Festival audience.

If you're working with other companies, be sure to tag and mention them too so the post appears on their page for their followers to see!



STEP 4

Keep posting!

Continue to repost and re-share the information about your event, so that you sell your tickets! Ask other friends and family to spread the message via reposts, re-Tweets and commenting on the posts.

STEP 5

Day of your event

Be prepared to keep your brand and business buzzing even after your event by ensuring you capture great content during it. Complete one of the following on the day of your event, keeping in mind you want to use this content post-event to engage with others:

- Take photos of event in action
- Make a short trailer or video
- Livestream the event
- Video-testimonials from attendees



STEP 6

Post-Event

Ensure none of your event attendees forget your brand and build on the long-term business partnerships and relationships created at the Festival by using social media to connect with others.

This is also a good way to ensure you get retain and gain more attendees at your next event!

Post the content you captured **using key social hashtags** such as [#MondayMotivation](#) [#ThrowbackThursday](#) [#SmallBusinessSaturday](#) (and others) to make it easier for a wider audience to find you.

Don't forget to **tag** anyone featured in the video or photo, so they can repost it too.



NEXT PAGE

- Social assets
- Key milestones

Social Assets

LBF 5 Year Anniversary Graphics

These can be incorporated into your event invite branding and social media graphics.

Link:

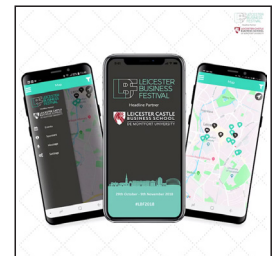
https://drive.google.com/drive/u/1/folders/1K16dZ7iRdH_pBoF_StxNI1ZYmbo8E4dZ

Generic LBF Social

Event hosts can also use LBF-owned graphics and 'book tickets' gif to encourage attendees to book tickets.

Link:

<https://drive.google.com/drive/u/1/folders/1RQlfuTJbmr2bDYq5Lr7U8hf--e2jCtwU>



Key Milestones

- September 23rd – Full programme of events are announced
- 3rd October – Brochure launch
- 28th October – Start of Festival, Opening Event
- 8th November – End of Festival, Closing Celebrations and Initial Stats