PROMOTE AN EVENT

SOCIAL GROUPS POSTING INSTRUCTIONS

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WANT TO PROMOTE YOUR EVENT?

Colorado Startups boasts a crowd of 10,000+ startup members ("Startupers") across the three social groups (Facebook, LinkedIn, and Slack). All of whom are excited to meet one another and share their passions. Event organizers can post their events, for free, in the social groups to gain broader visibility.

INSTRUCTIONS

1. Posting guidelines for events vary by social group (Facebook, LinkedIn, and Slack). Please use the guidelines below for posting in each group.
2. Event posts need to be from the main organizer (not an assistant, PR specialist, or marketer). The purpose of the social groups is to connect founders and entrepreneurs and the greater startup community. The highest engagement comes when Founders/Executives post directly.
3. If you need to update information on an event, please edit the original post in the group instead of posting a new one. Editing a single post prevents duplicates. You can make edits to your post as often as necessary to update the information.
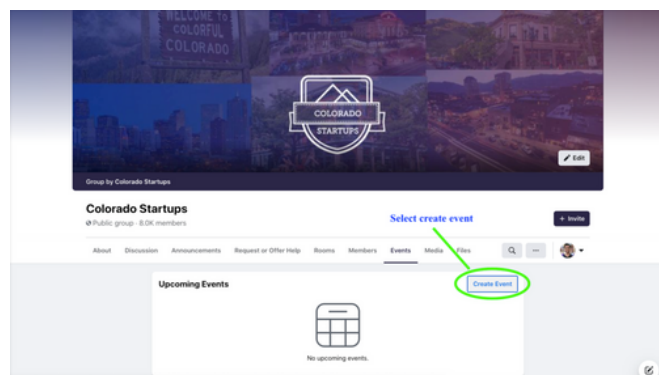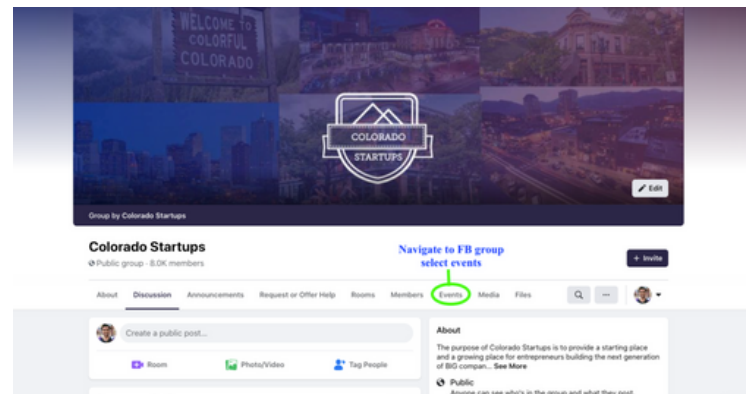
FACEBOOK GUIDELINES

CREATE EVENT

1. Select Events Tab

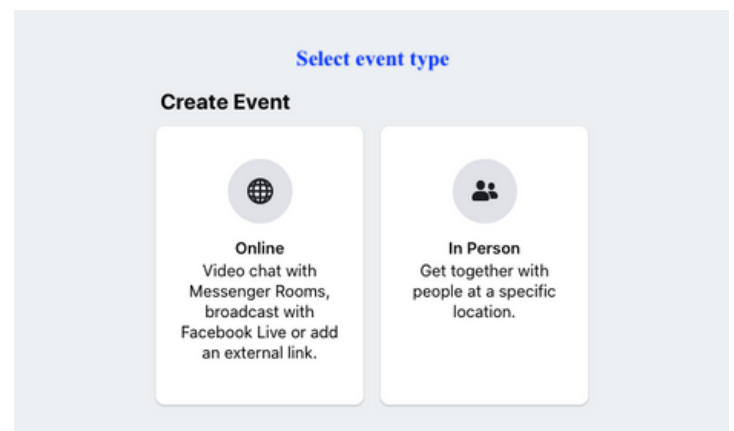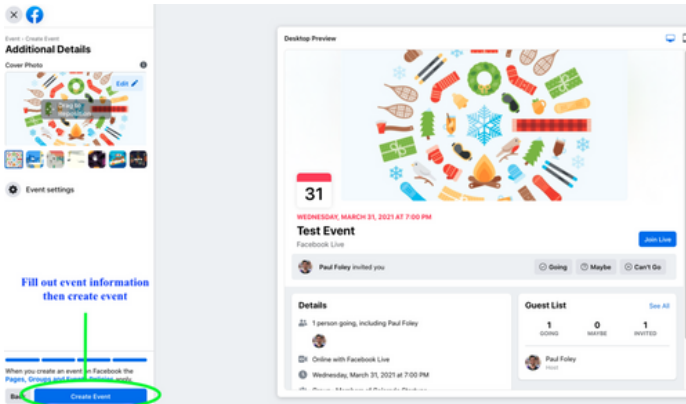Navigate to the Colorado Startups Facebook Group. From there, select "Events" in the menu tab.

2. Create Event

Click "Create Event" in the "Upcoming Events" panel.

3. Select Event Type

Choose "Online" or "In-Person" accordingly.

4. Add Details

On the left-hand side, add details about your event. As you work, your changes will appear on the right-hand side of the page. Once finished, select "Create Event." The system will send the event to the moderators for approval.

TAG EVENT

1. Navigate to the Facebook Group

If the event has already been created on Facebook, outside of the Colorado Startups Facebook group, in that case, you can tag it to a post. Navigate to the "Discussion" tab in the Facebook Group and click on "Write something..." to get started.
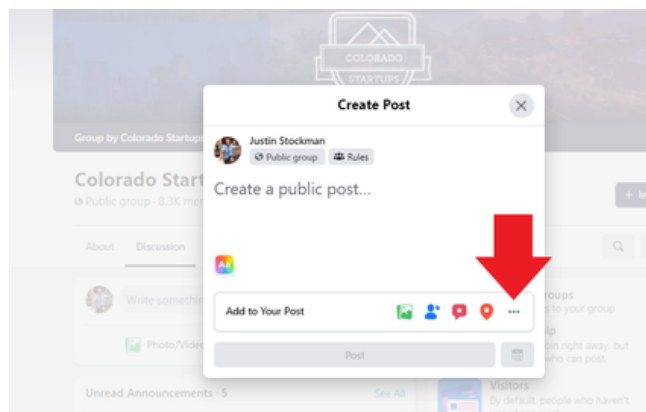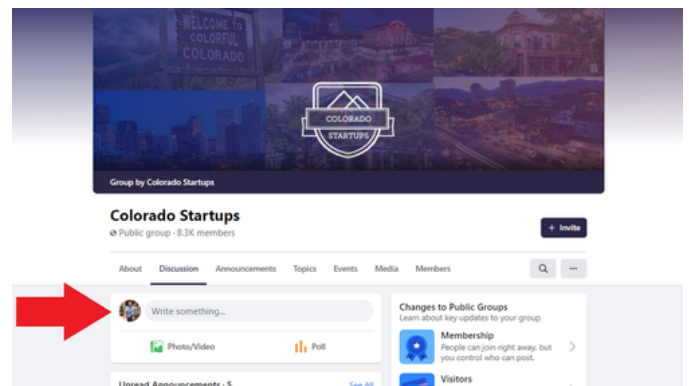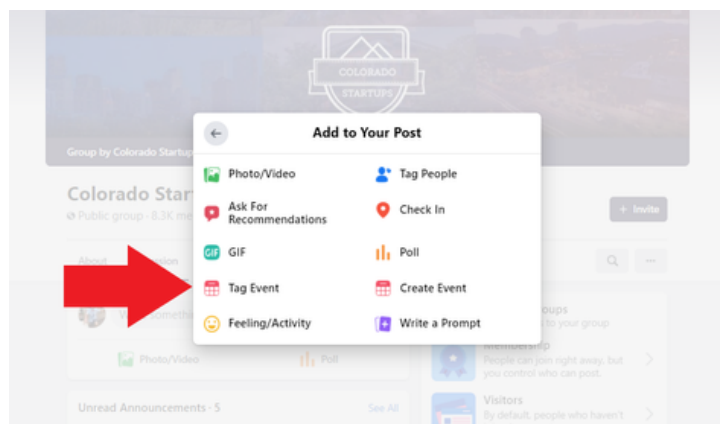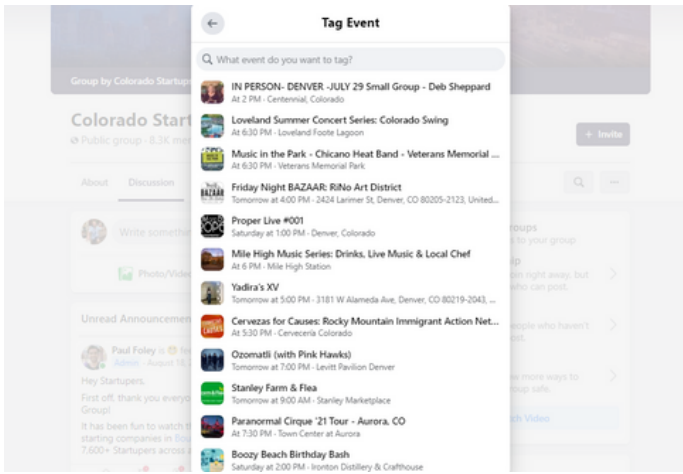

2. Select "More Options"

Open the "more options" menu by clicking the three dots in the bottom right corner.
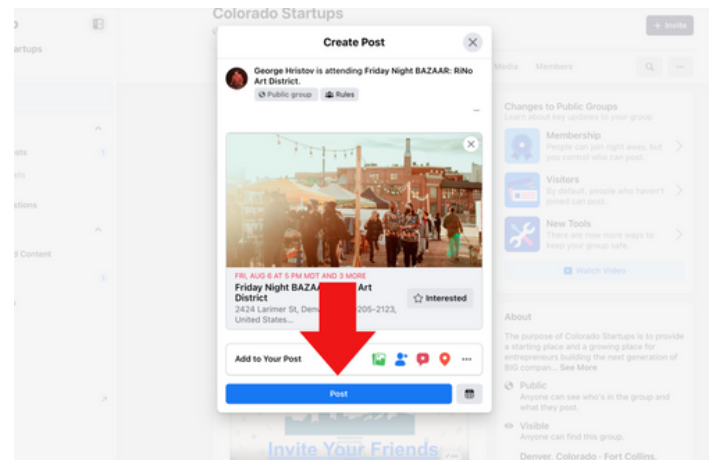

3. Tag Event

From the widget, select "Tag Event."

4. Find Your Event

Use the search feature to find your event and click on it to tag.

5. Publish

Write any other context for the event in the post. Once reviewed and ready, click the "Post" button at the bottom of the screen to post the event.
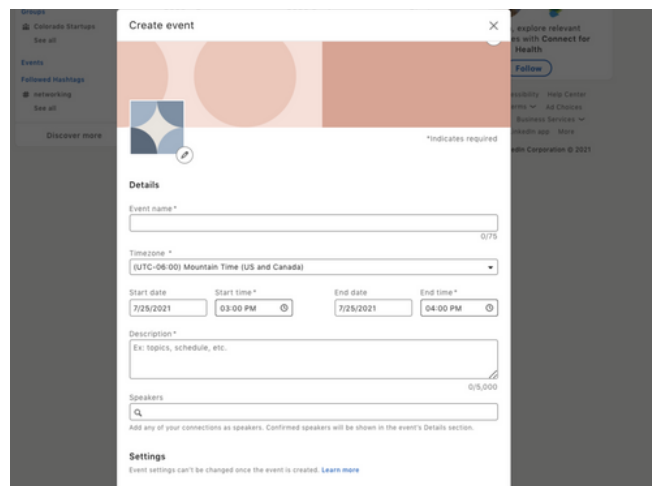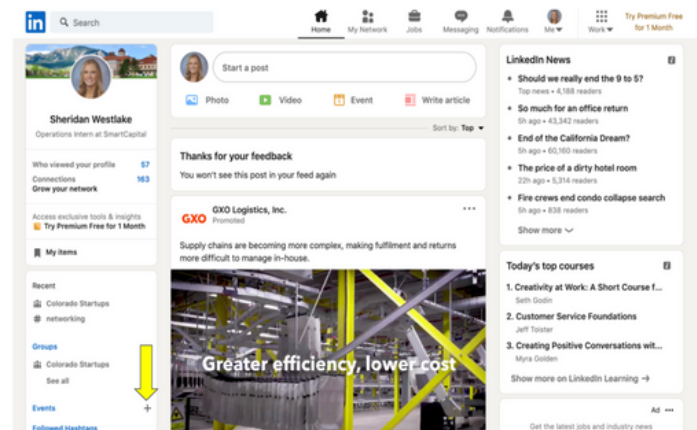
LINKEDIN POSTING INSTRUCTIONS

CREATE & POST A LINKEDIN EVENT

1. Create Event

Navigate to your LinkedIn Homepage and Click the plus sign (+) next to the "Events" button on the lower left-hand side.


2. Complete Information

Add pictures of the logo and theme. Enter a brief description of your event. Input the names of the speakers (they will be auto-invited to the event, and they must be a LinkedIn connection to use this field). Decide on event visibility (either Public or Private, which the system cannot change after publishing). Indicate your location, and this must be in Colorado.

3. Registration Links

Event registration links must be to Facebook, Meetup, or Eventbrite. Add the link to the third-party website in the Registration link field.
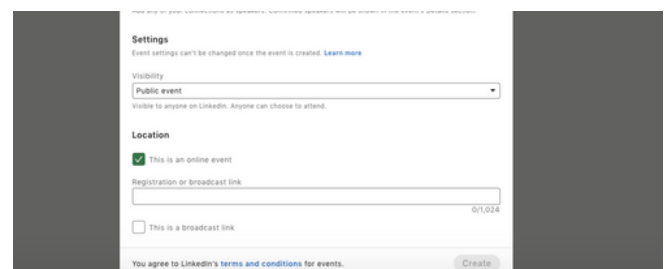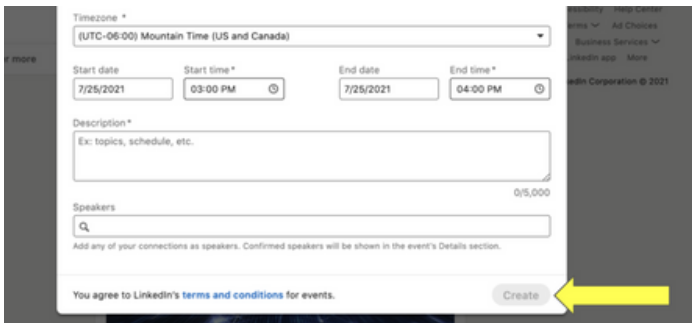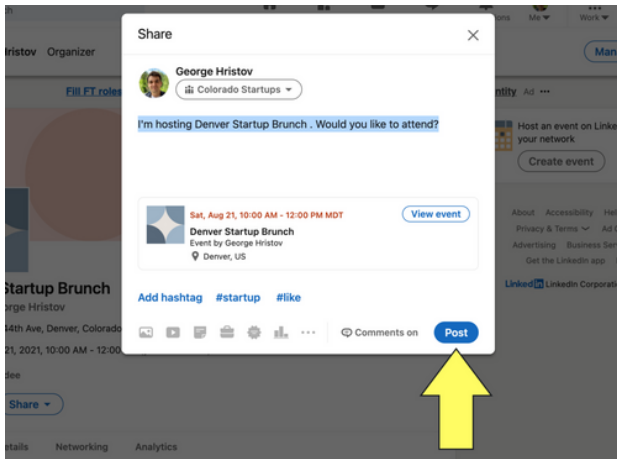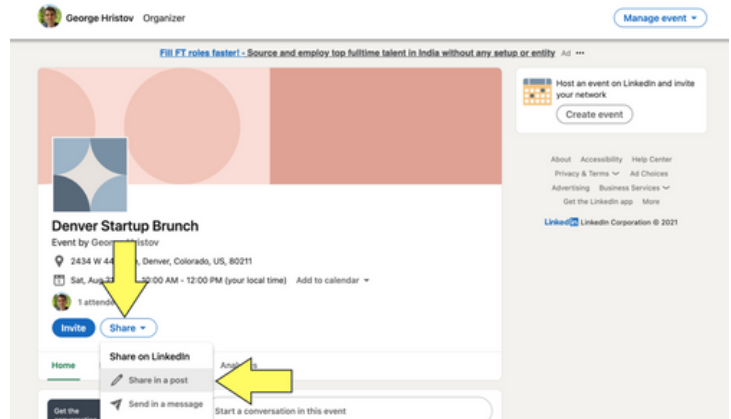
4. Publish Event

When done filling out the information, review and click "Create" on the bottom right-hand corner to create your event.

5. Share Event to Group

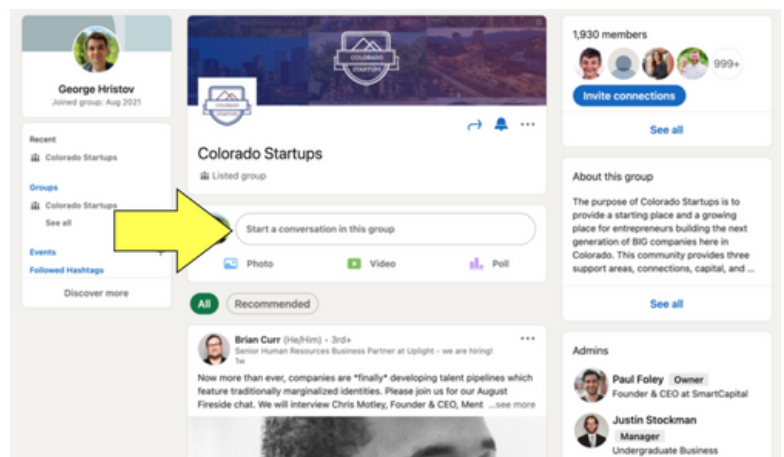Once your event is created, click the "Share" button, and then click "Share in a post."

6. Fill out and Publish

Create a post with the details of the event. Once finished, click "Post" to submit it to the group.
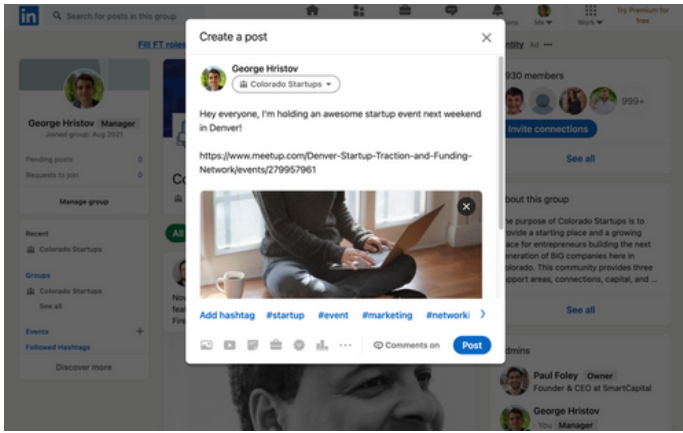
ADD EVENT FROM ANOTHER WEBSITE

1. Begin Post

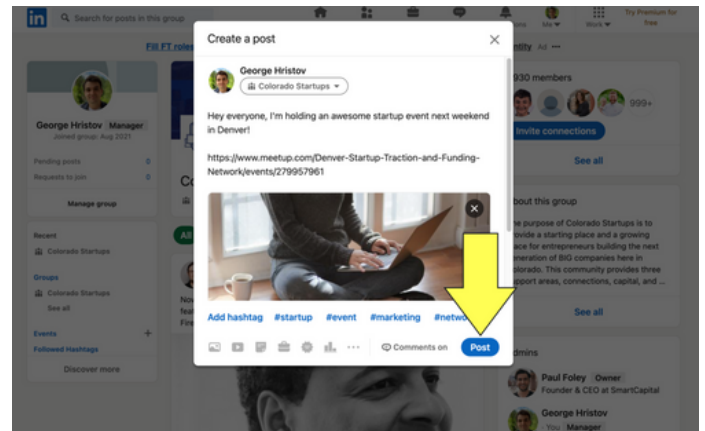Navigate to the Colorado Startups LinkedIn Group, and click "Start a conversation in this group."

2. Link Event

Create a post with details of the event. Make sure to add either a <u>Facebook</u>, <u>Meetup</u>, or <u>Eventbrite</u> event link. Make sure you have specified the event's location in Colorado.

3. Publish

When you're satisfied with your post, click "Post" to publish it to the group.
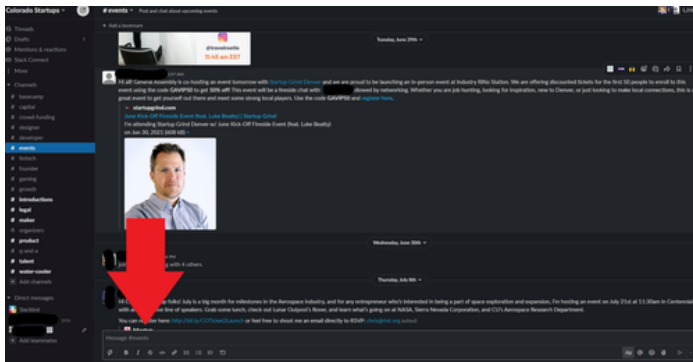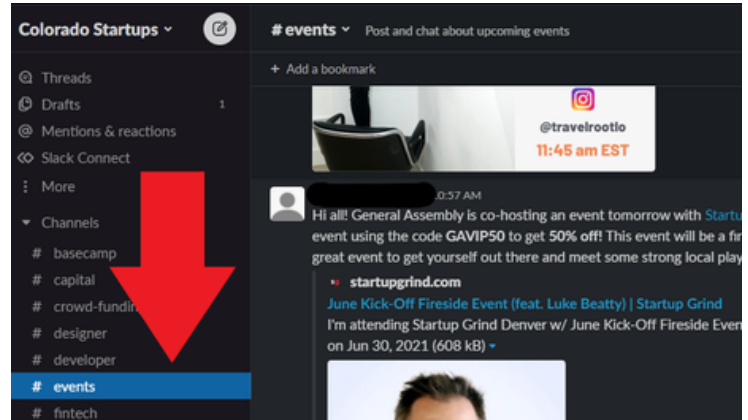
SLACK GUIDELINES

SLACK GROUP

1. Begin Message

If you haven't joined the Slack group yet, please sign up using the "Slack Group" link above. Once in Slack, navigate to the #events channel.

2. Link Event

Write a message with the details of the event. Make sure to include the link to the Facebook, LinkedIn, Meetup, or Eventbrite registration page.

3. Send Message

Review the message, make sure you have specified the event's location in Colorado. Once done, send the message to the channel by hitting the green send button in the bottom right corner.