



# **LUNAFEST 2023**

## **ONLINE EVENT PROMOTION**

### **TIPS + TIMELINE**



# ONLINE EVENT PROMOTION

[Eventful](#)

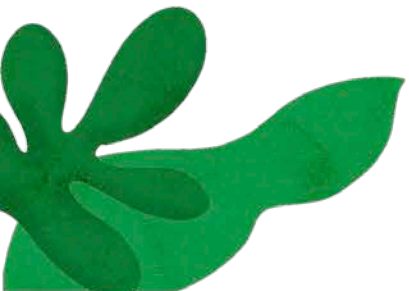
[Facebook Events](#)

[Yelp Events](#)

[NextDoor](#)

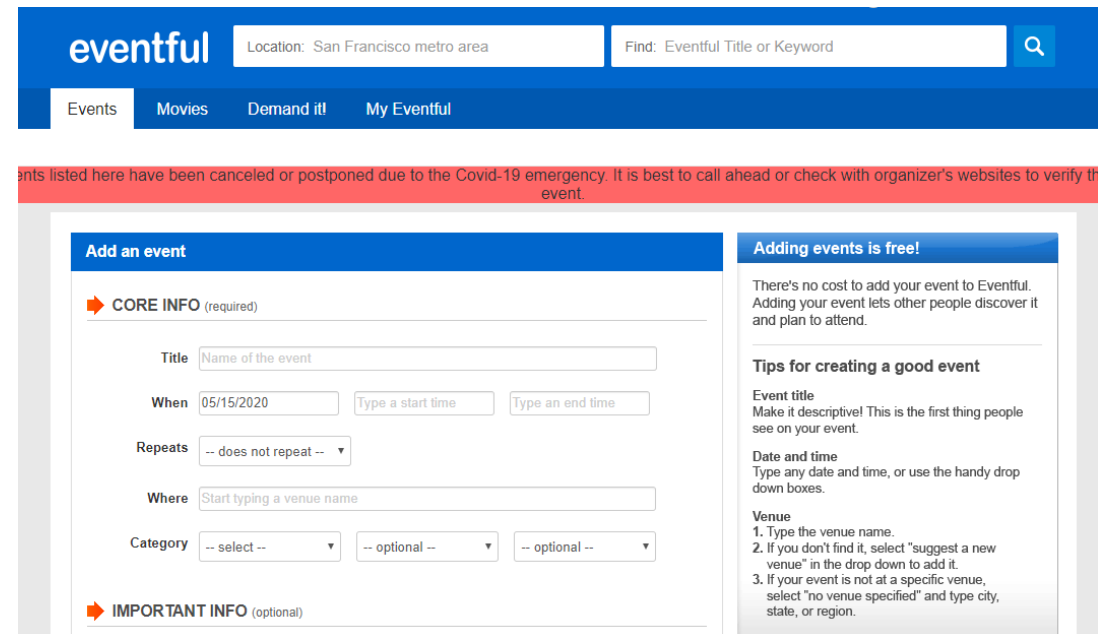
[LinkedIn](#)

[Meetup](#)

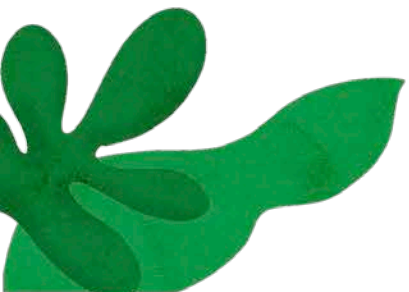


# ONLINE EVENT PROMOTION: EVENTFUL

- Create an Eventful account if needed.
- Click “Add an Event” and fill in your event information.
- Users can find your event by searching for location or keyword.

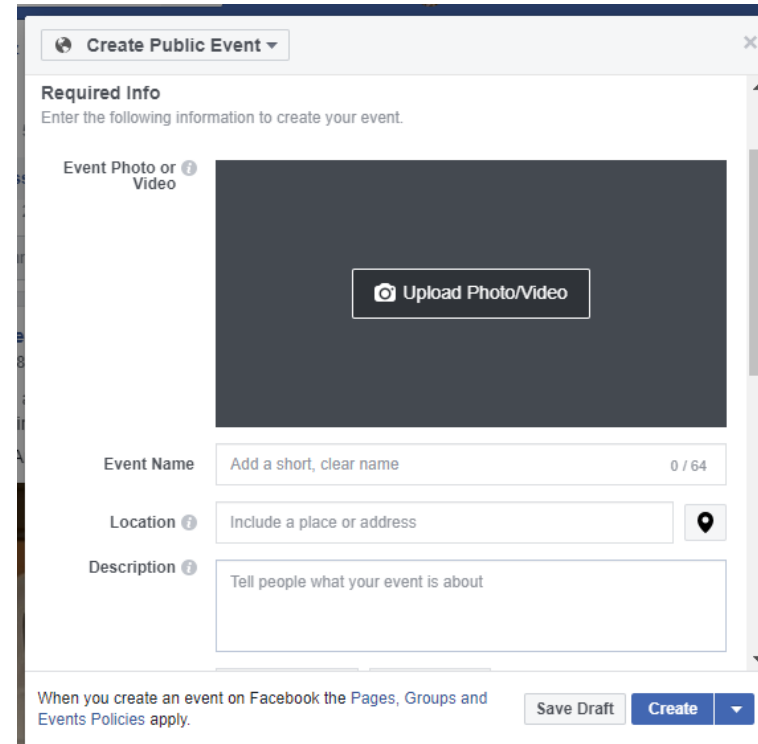


The screenshot displays the Eventful website interface. At the top, there is a search bar with the text "eventful" on the left, a location input field containing "San Francisco metro area", and a search input field containing "Eventful Title or Keyword" with a magnifying glass icon. Below the search bar is a navigation menu with tabs for "Events", "Movies", "Demand it!", and "My Eventful". A red banner below the navigation menu reads: "Events listed here have been canceled or postponed due to the Covid-19 emergency. It is best to call ahead or check with organizer's websites to verify the event." The main content area is divided into two columns. The left column is titled "Add an event" and contains a form with the following fields: "Title" (Name of the event), "When" (05/15/2020, with sub-fields for "Type a start time" and "Type an end time"), "Repeats" (-- does not repeat --), "Where" (Start typing a venue name), and "Category" (-- select --, -- optional --, -- optional --). The right column is titled "Adding events is free!" and contains the text: "There's no cost to add your event to Eventful. Adding your event lets other people discover it and plan to attend." Below this is a section titled "Tips for creating a good event" with sub-sections: "Event title" (Make it descriptive! This is the first thing people see on your event.), "Date and time" (Type any date and time, or use the handy drop down boxes.), and "Venue" (1. Type the venue name. 2. If you don't find it, select "suggest a new venue" in the drop down to add it. 3. If your event is not at a specific venue, select "no venue specified" and type city, state, or region.)



# ONLINE EVENT PROMOTION: FACEBOOK EVENTS

- Create a Facebook account if needed.
- On the menu bar at the top of the page, click “Create” and choose “Event.”
- Fill out your event information – be sure to add an eye-catching banner image!
- Share with your network on Facebook.
  
- To add optional paid promotion to your event, click “Promote Event” on your event page.
- Complete information on your location, budget, and target demographics. You don’t have to spend a lot to increase engagement with your event page!



The screenshot shows the 'Create Public Event' form on Facebook. The form is titled 'Create Public Event' and has a close button (X) in the top right corner. Below the title, it says 'Required Info' and 'Enter the following information to create your event.' The form has several fields: 'Event Photo or Video' with a large dark area and an 'Upload Photo/Video' button; 'Event Name' with a text input field containing 'Add a short, clear name' and a character count '0 / 64'; 'Location' with a text input field containing 'Include a place or address' and a location pin icon; and 'Description' with a text area containing 'Tell people what your event is about'. At the bottom, there is a disclaimer: 'When you create an event on Facebook the Pages, Groups and Events Policies apply.' and two buttons: 'Save Draft' and 'Create' with a dropdown arrow.



# ONLINE EVENT PROMOTION: YELP EVENTS

- Create a Yelp account if needed.
- Go to the [Yelp Events](#) page and select “Create.”
- Fill in your event details.
- Add a photo, then publish the event.

## Submit an Event

### Event Name

### When

  [Add end time](#)

### Where

- Public Venue  
 Private Address

### Business Name

### Near

### What & Why

Sell it! This is the reason this event is not to be missed - in your words.

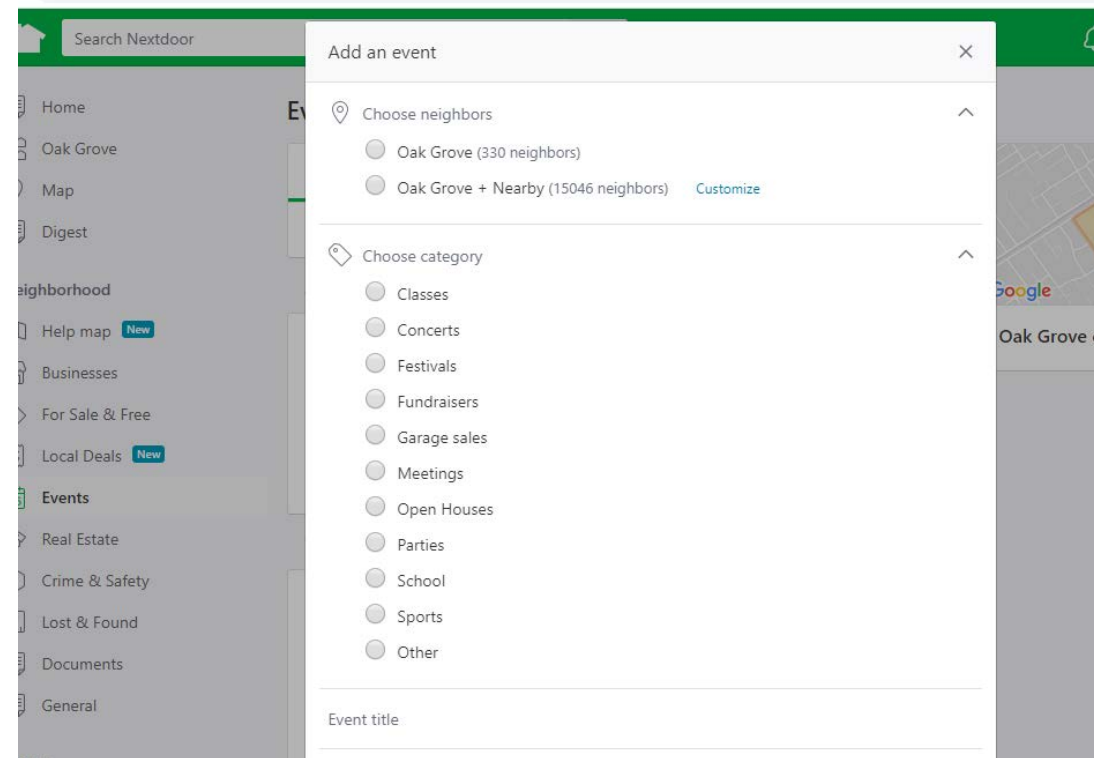
### Official Website URL:

### Tickets URL:

Price: \$  to  or  Free Event

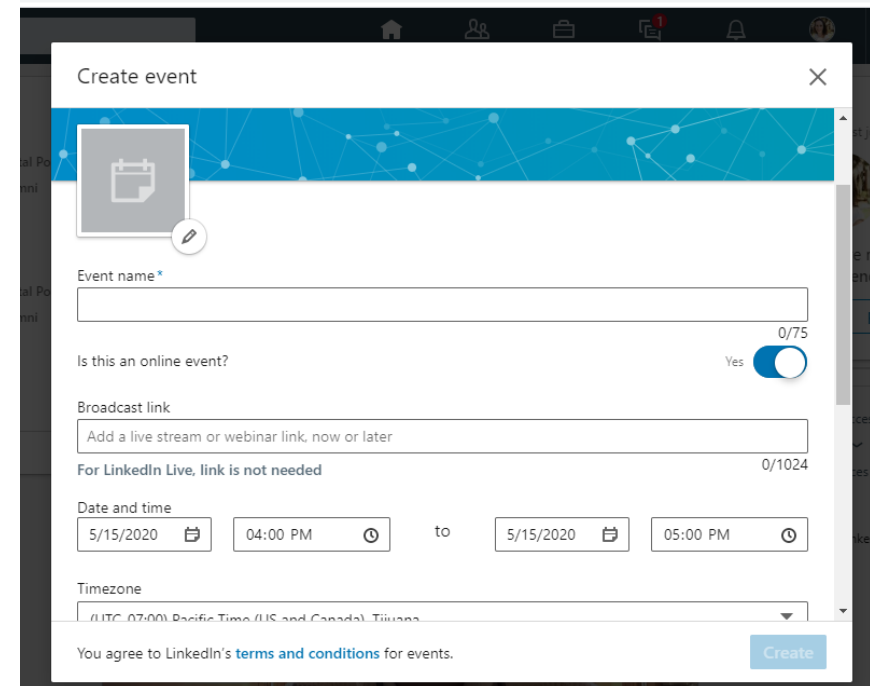
# ONLINE EVENT PROMOTION: NEXTDOOR

- Create a NextDoor account if needed.
- From the homepage, click on “Events” on the left sidebar.
- Click “Add Event” and fill in your event details.
- If you’d like, share your event as a post on NextDoor and include a personal message.
- This is a great way to promote in your immediate neighborhood!



# ONLINE EVENT PROMOTION: LINKEDIN

- Create a LinkedIn account if needed.
- From the homepage, click “Events” on the left sidebar.
- Fill in your event details – make sure to mark it as a Public event so it’s more visible!
- If you’d like, share with your network for increased engagement.

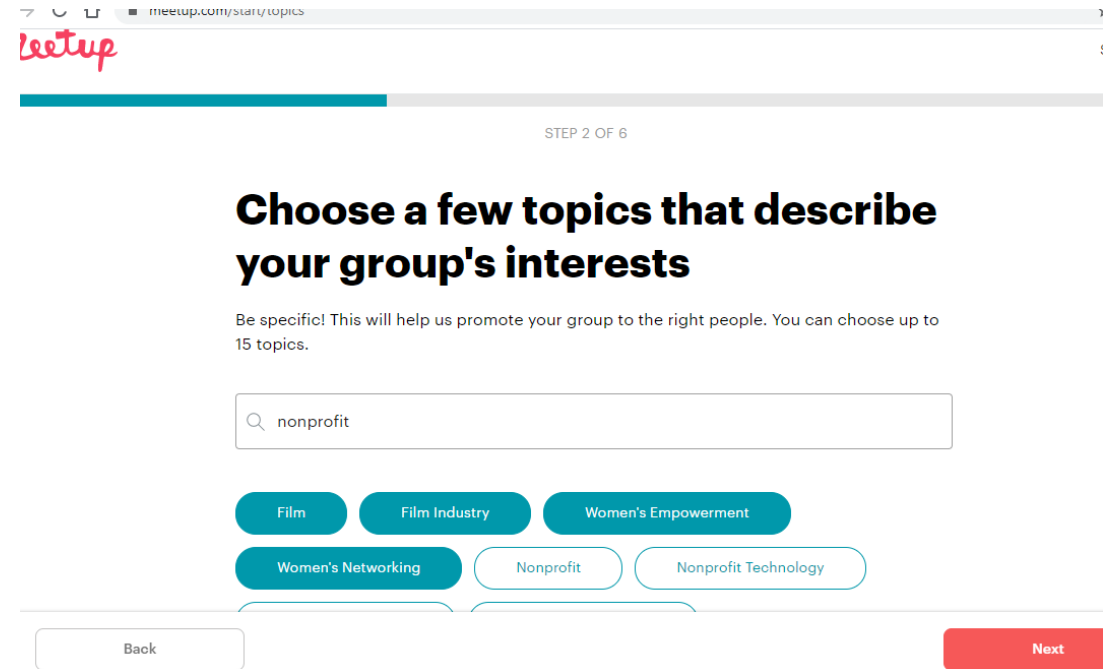


The screenshot shows the 'Create event' form on LinkedIn. The form is titled 'Create event' and has a close button (X) in the top right corner. It features a blue header with a network diagram. Below the header is a calendar icon with a pencil. The form fields include: 'Event name\*' (a text input field), 'Is this an online event?' (a toggle switch set to 'Yes'), 'Broadcast link' (a text input field with the placeholder 'Add a live stream or webinar link, now or later'), 'For LinkedIn Live, link is not needed' (a text input field with the placeholder '0/1024'), 'Date and time' (two date and time pickers showing '5/15/2020 04:00 PM' to '5/15/2020 05:00 PM'), and 'Timezone' (a dropdown menu showing '(UTC-07:00) Pacific Time (US and Canada), Tijuana'). At the bottom, there is a checkbox for 'You agree to LinkedIn's terms and conditions for events.' and a 'Create' button.



# ONLINE EVENT PROMOTION: MEETUP

- Previously a way to facilitate in-person meetups for groups with similar interests, Meetup is now turning to virtual events!
- You can sign up for an account and create a new Meetup group for your LUNAFEST Event.
- If you'd like, keep the Meetup group active for future opportunities to connect!



The screenshot shows the Meetup website interface for creating a new group. The browser address bar displays "meetup.com/start/topics". The Meetup logo is visible in the top left. A progress bar indicates "STEP 2 OF 6". The main heading is "Choose a few topics that describe your group's interests". Below this, a subtext reads: "Be specific! This will help us promote your group to the right people. You can choose up to 15 topics." A search input field contains the text "nonprofit". Below the search field, there are several topic buttons: "Film", "Film Industry", "Women's Empowerment", "Women's Networking", "Nonprofit", and "Nonprofit Technology". At the bottom, there are "Back" and "Next" navigation buttons.

meetup.com/start/topics

meetup

STEP 2 OF 6

## Choose a few topics that describe your group's interests

Be specific! This will help us promote your group to the right people. You can choose up to 15 topics.

Film Film Industry Women's Empowerment

Women's Networking Nonprofit Nonprofit Technology

Back Next



# ONLINE EVENT PROMOTION: TIMELINE

