



LUNAFEST 2022 EVENT PROMOTION TIPS



ONLINE EVENT PROMOTION

Get your event noticed using online Calendar Listings. Simply follow the steps on the next few pages and use the timeline to plan your outreach!

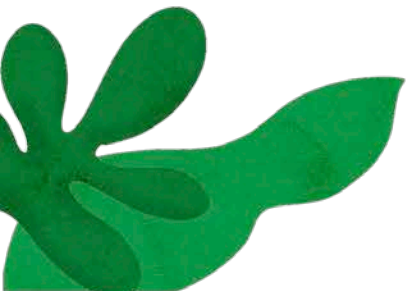
[Facebook Events](#)

[Yelp Events](#)

[NextDoor](#)

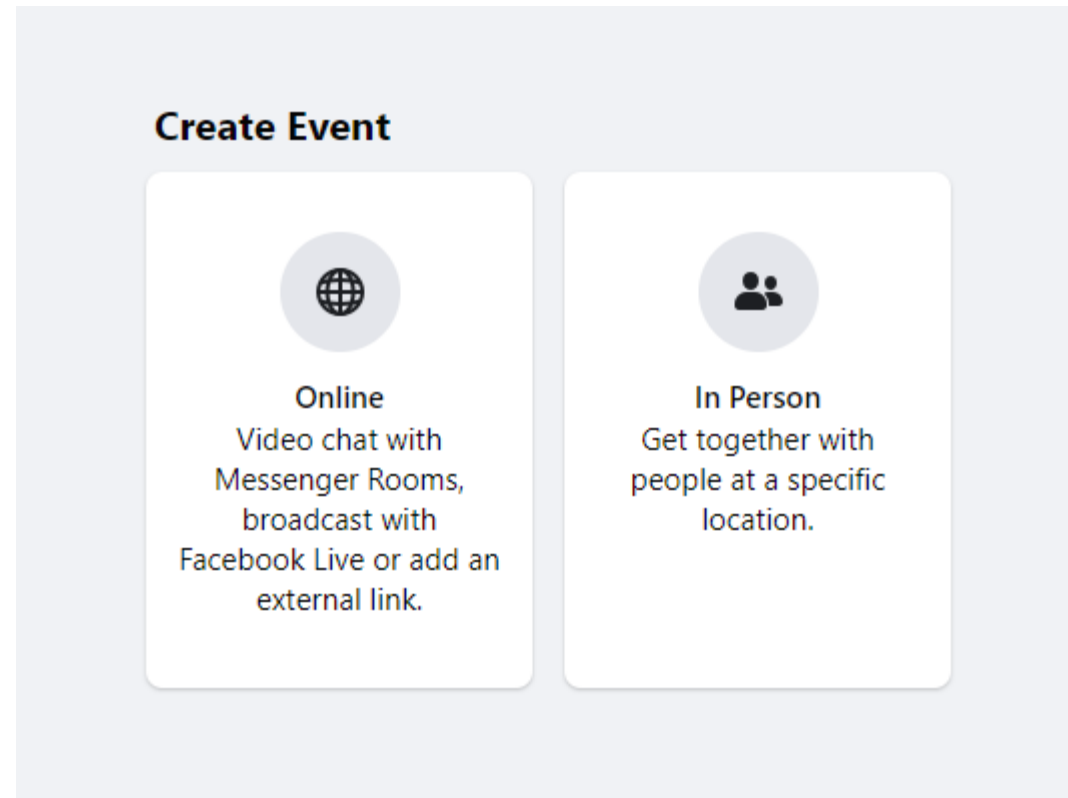
[LinkedIn](#)

[Meetup](#)



ONLINE EVENT PROMOTION: FACEBOOK EVENTS

- Create a Facebook account if needed.
- On the left side bar, click “Events”. Click on the blue “Create new event” button.
- Choose “Online” or “In Person”—depending on the type of event you are having. You can fill out both if you are doing a hybrid event.
- To enhance your post, you can use the graphic assets found at <https://www.lunafest.org/hosting-guides>. Go to “Marketing Your Event” then to “Social Media Kit”.
- Share with your network on Facebook.



ONLINE EVENT PROMOTION: YELP EVENTS

- Create a Yelp account if needed.
- Go to the [Yelp Events](#) page and select “Create an Event.”
- Fill in your event details.
- Add a photo or image, then publish the event. You may use the graphic assets found at <https://www.lunafest.org/hosting-guides>. Go to “Marketing Your Event” then to “Social Media Kit”.
- Click “Post”.

Submit an Event

Event Name

When

[Add end time](#)

Where

- Public Venue
 Private Address

Business Name

Near

What & Why

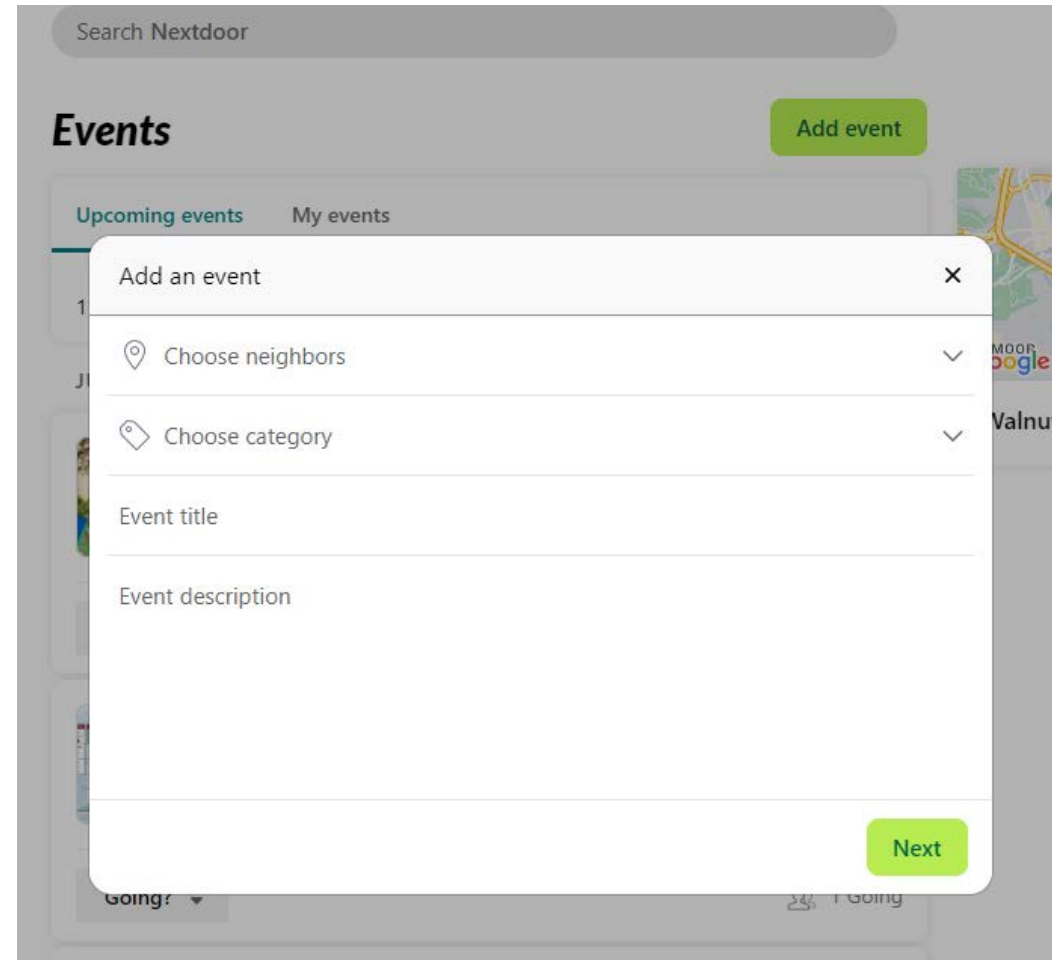
Official Website URL:

Tickets URL:

Price: \$ to or Free Event

ONLINE EVENT PROMOTION: NEXTDOOR

- Create a NextDoor account if needed.
- From the homepage go to <https://nextdoor.com/events/calendar>
- Click green “Add event” button and fill in your event details.
- If you’d like, share your event as a post on NextDoor and include a personal message.
- You can use the graphic assets found at <https://www.lunafest.org/hosting-guides>. Go to “Marketing Your Event” then to “Social Media Kit”.
- This is a great way to promote in your immediate neighborhood!

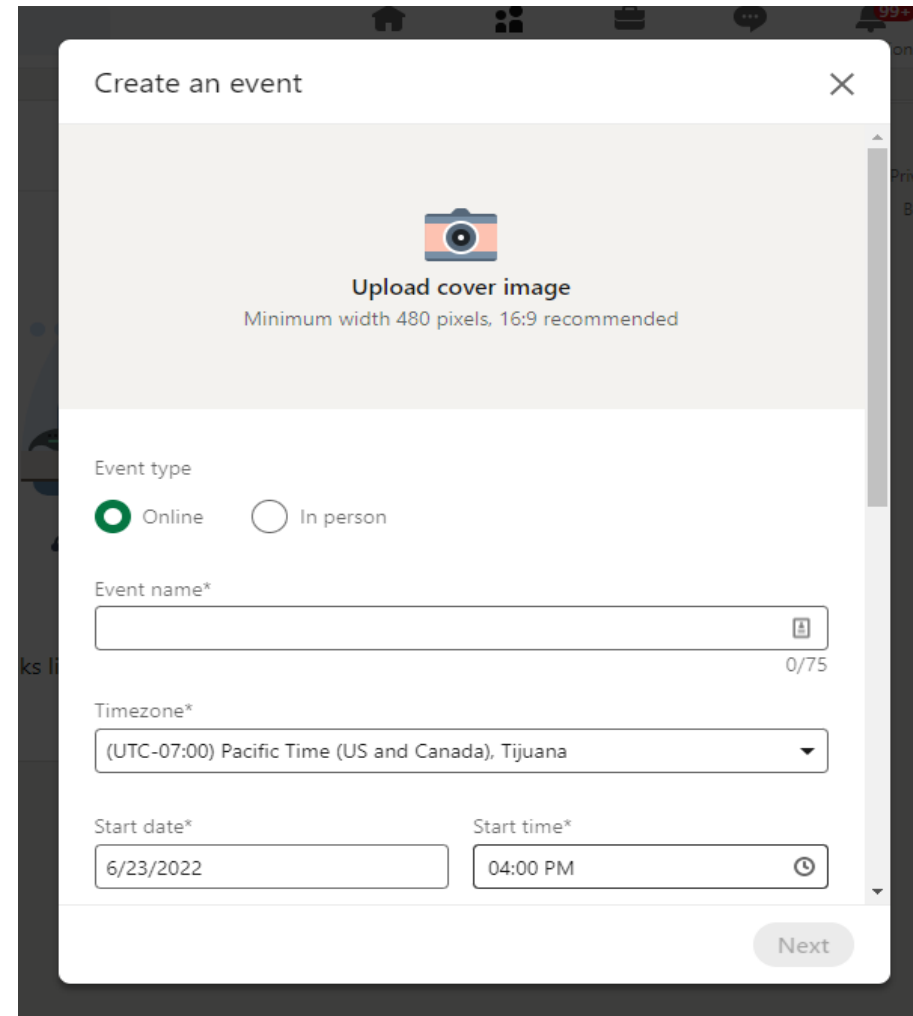


The image shows a screenshot of the NextDoor website's 'Events' page. A modal form titled 'Add an event' is open, overlaying the page content. The form includes a search bar at the top, a green 'Add event' button, and tabs for 'Upcoming events' and 'My events'. The form fields are: 'Choose neighbors' (with a location pin icon and a dropdown arrow), 'Choose category' (with a tag icon and a dropdown arrow), 'Event title', and 'Event description'. A green 'Next' button is located at the bottom right of the form. The background shows a map and some event listings.



ONLINE EVENT PROMOTION: LINKEDIN

- Create a LinkedIn account if needed.
- From the homepage, click “Events” on the left side bar.
- Click on “Create” and fill in your event details.
- If you’d like, share with your network for increased engagement.



The screenshot shows the 'Create an event' form on a mobile device. The form is titled 'Create an event' and has a close button (X) in the top right corner. Below the title is a section for uploading a cover image, with a camera icon and the text 'Upload cover image' and 'Minimum width 480 pixels, 16:9 recommended'. Below this is the 'Event type' section, with 'Online' selected (indicated by a green circle) and 'In person' (indicated by an empty circle). The 'Event name*' field is empty, with a character count of 0/75. The 'Timezone*' dropdown menu is set to '(UTC-07:00) Pacific Time (US and Canada), Tijuana'. The 'Start date*' field is set to '6/23/2022' and the 'Start time*' field is set to '04:00 PM'. A 'Next' button is located at the bottom right of the form.

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 by clicking the red “Start a group” button and filling out the form.
- If you’d like, keep the Meetup group active for future opportunities to connect!

STEP 2 OF 7

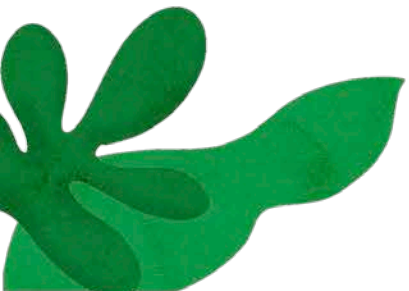
Choose a few topics that describe your group's interests

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

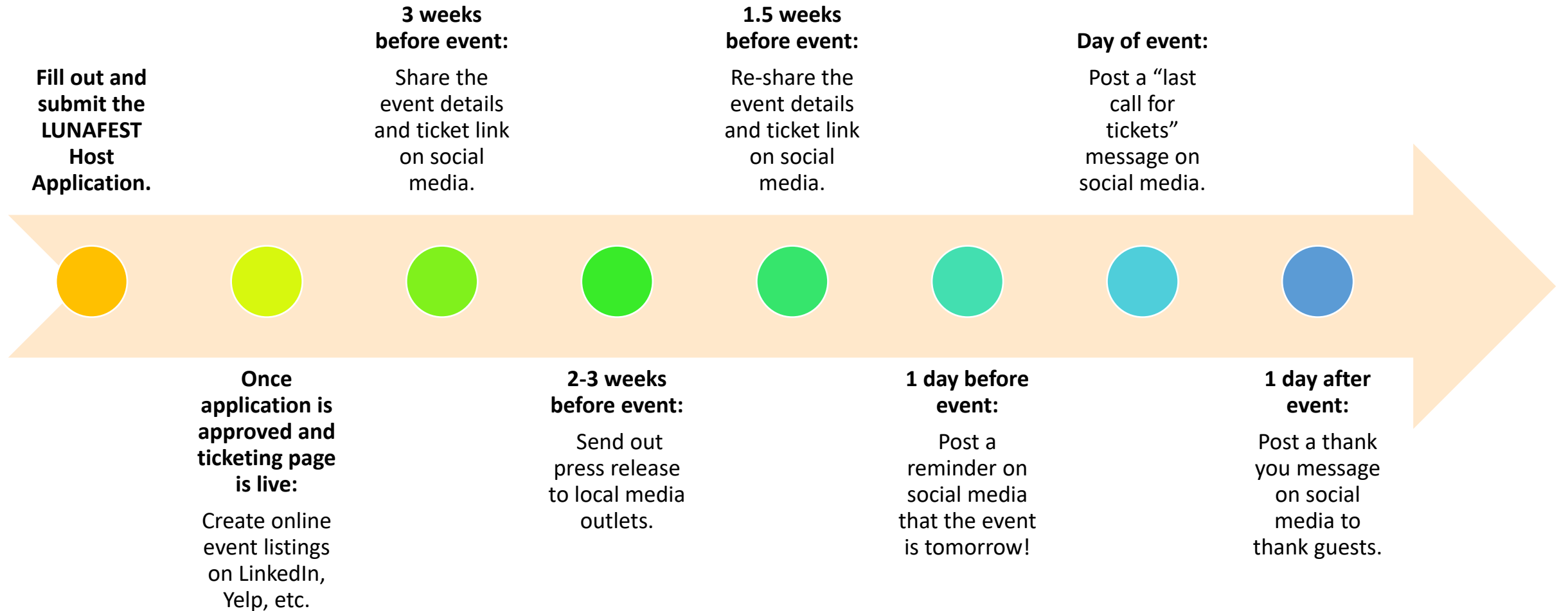
Short Films

Gorilla Filmmaking

Film Festivals



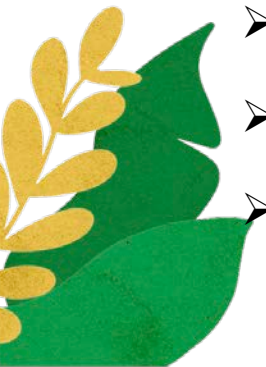
ONLINE EVENT PROMOTION: TIMELINE



LUNAFEST MARKETING TIP SHEET – from our Top 2022 Hosts

GENERAL HOSTS

- List your event in your local community newspapers (hard copy and digital)
- Send an email blast to your organization and have them share via social media
- Target professional women's organizations and clubs as well as local libraries
- If feasible, host a wine and hors d'oeuvres reception prior to the event
- Offer package discounts for larger groups. If you have a tiered ticket system, this could encourage groups to buy at that next level to save per ticket
- If possible, tie your screening to a special event (i.e. International Women's Day, Women's Equality Day)
- Post flyers around town
- Hire a Guest Emcee, well known in the community
- For In Person events, ask committee members to coordinate a table of six or eight
- Send 'Save the Date' emails a couple of months prior to your event date
- If hosting for multiple seasons, send an email to everyone who has attended in the past three years, as well as to anyone in your organization



LUNAFEST MARKETING TIP SHEET – Tips from our Top 2022 Hosts

COLLEGES AND UNIVERSITIES

- Send out a mass email to all department heads, event coordinators, student body organizations and sorority life.
- See if departments on campus will add the flyer to their digital newsletter.
- Advertise on the campus community event website as well as within student organizations.

CORPORATE EVENTS

- Use MS-Teams or whatever is used within your company to communicate internally to create a “channel” to celebrate and connect about women, or to honor a women’s specific day/event (such as International Women’s Day or Women’s Equality Day) across the company.
- Use this platform as an easy opportunity to promote your LUNAFEST event.
- Communicate a “reminder” to all employees/community members with some advance peeks included as teasers in the email.
- Encourage viewing and engagement by offering small prizes (by random draws) for comments/feedback posted to your Teams Channel after employees view the films.

