

Complete a social media plan between 1 month to 2 weeks in advance of an upcoming event or activity to ensure adequate time to plan and create relevant content.

### EVENT DETAILS

Describe the event details and who you are looking to attend. How many seats do you need to fill? This will help us identify what channels to use to market your event.

Event Description:

Start date (use drop-down)	Start time (HH:MM)	End time (HH:MM)	End date
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Internal/External Audience:

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Event partners/Sponsors

### GOALS

Set 2-3 realistic goals, such as: engagement with your target audience, X number of people reached, increased traffic to your programme webpage

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### CONTENT ASSETS

How will you make this event relevant to the target audience? Gather images, bios and any other relevant content such as websites, blog posts, video clips related to visiting experts, key topics, testimonials from previous years, and popular subject areas.

## TIMELINE OF DIGITAL PROMOTION

Channels	2-4 weeks in advance	Day of Event	Post-Event
CUBS Website	Post event ASAP	<i>News Story</i>	<i>News story</i>
Email	Announce/ Invite to mailing lists Share details with event partners Circulate to All-Exchange Send a reminder	All-Exchange reminder Reminder to partners	-
Twitter	Announce Repost the invite regularly Post sharable content	Schedule 2-3 key tweets 1-2 Live tweets	Thank you's Repost shareable Content
Facebook	Add an event Place a promotion Post sharable content Send a reminder		
LinkedIn	Announce Post sharable content Send a reminder		

Other comments:

Contact [cubsmedia@ucc.ie](mailto:cubsmedia@ucc.ie) with any questions.