

Access Live™ Event Promotion Plan

HOW IT WORKS:

If you are **streaming**, insert the URL to the streaming page.

If you are **not taking registrations**, don't insert your registration page URL.

If you are only taking **registrations and not streaming**, do not insert your URL on the "live" post.

If you want **inbound callers**, insert an inbound number. If you do not want inbound participants, do not insert your inbound number.

WHEN ARE THE BEST TIMES TO POST?

SUGGESTED DAY	SUGGESTED TIMES
2 days prior to event	7 PM
day before event	1 PM
5 minutes before your scheduled start time, make a post announcing that your event is about to begin!	

When deciding when to post, consider the following:

When is my audience most likely to be looking at social media?

We've done the work for you, and discovered that the best times to post are midday during the week, and Saturday afternoons. Sundays receive low engagement on all platforms.

Which of my social media platforms– Facebook, Twitter, or Instagram– are the most successful and/or have the largest following?

Focus on these accounts more, as you will reach more of your audience.

Facebook Copy

STEP BY STEP: HOW TO TALK ABOUT YOUR EVENT WITH YOUR AUDIENCE

1 Invite your followers to join your event and ask their questions.

- Coronavirus Virtual Town Hall Announcement: On [\[insert date\]](#) at [\[insert time\]](#), I will be hosting a virtual and interactive event with local health officials, to discuss Coronavirus (COVID-19) with my constituents. Get the latest information, learn how to protect yourself and your families, plus get your questions answered.

Because we aren't able to meet in person, this important discussion will take place on the phone and online. To join me, dial [\[insert inbound number\]](#) at the time of the event, or register here to be called: [\[insert link to registration page\]](#)

2 Remind them to sign up prior to your event.

- Do not miss an important virtual and interactive conversation with local health officials about Coronavirus (COVID-19) on [\[insert date\]](#) at [\[insert time\]](#). Dial [\[insert inbound number\]](#) at the time of the event to participate, or stream it online. Register here: [\[insert link to registration page\]](#)

3 Announce that you are live and invite them to join the livestream.

- I'm speaking LIVE with local health officials, updating my constituents about the Coronavirus (COVID-19). Dial [\[insert inbound number\]](#) or stream the event online to ask me your questions and participate in the event: [\[insert link to streaming page\]](#)

Twitter Copy

STEP BY STEP: HOW TO TWEET ABOUT YOUR EVENT

Promote your event in 280 characters or less!

1

Invite your followers to join your event and ask their questions.

- On [\[insert date\]](#) at [\[insert time\]](#), I will be hosting a virtual, interactive event to discuss Coronavirus (COVID-19) with my constituents. This discussion will take place on the phone and online. Register here to be called: [\[insert link to registration page\]](#)

2

Remind them to sign up prior to your event.

- Do not miss an important virtual and interactive conversation about Coronavirus (COVID-19) on [\[insert date\]](#) at [\[insert time\]](#). Register to be called, or stream the event online: [\[insert link to registration or streaming page\]](#)

3

Announce that you're live & invite them to join the livestream.

- I'm speaking LIVE with local health officials, updating my constituents about the Coronavirus (COVID-19). Dial [\[insert inbound number\]](#) now, or stream it online to ask me your questions: [\[insert link to streaming page\]](#)

Instagram Copy

NOTE: Don't forget to add the streaming/registration link into the bio of your profile.

- Coronavirus Virtual Town Hall Announcement: On **[insert date]** at **[insert time]**, I will be hosting a virtual and interactive event with local health officials to discuss Coronavirus (COVID-19) with my constituents. Get the latest information, learn how to protect yourself and your families, plus get your questions answered.

Because we aren't able to meet in person, this important discussion will take place over the phone and online. Dial **[insert inbound number]** or stream it online through the link in my bio when it begins!

- I'm speaking LIVE with local health officials, updating my constituents about the Coronavirus (COVID-19). To participate and ask your questions, dial **[insert inbound number]** now, or stream it online through the link in my bio.

INSTAGRAM STORY

Post a photo or video as an Instagram Story 5 minutes prior to the beginning of the event, reminding followers that it is about to start. Be sure to include the **streaming link** and/or **inbound number** for followers who want to join the event.

Email Copy

Coronavirus Virtual Town Hall Announcement: On [\[insert date\]](#) at [\[insert time\]](#), I will be hosting a virtual and interactive event with local health officials to discuss Coronavirus (COVID-19) with my constituents. Get the latest information, learn how to protect yourself and your families, plus get your questions answered.

Because we aren't able to meet in person, this important discussion will take place on the phone. To join the conversation, dial [\[insert inbound number\]](#) at the time of the event, register to be called here, [\[insert registration page link\]](#), or stream it online: [\[insert link to streaming page\]](#)

Don't miss this opportunity to speak with me LIVE about this important topic! I look forward to talking with you!

PRO TIP!

Be sure to double check that your links are working and sending readers to the correct page!