



# Social Media Recipe Cards



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# About the Author

## Hi, I'm Isabella Goldader.

It's pronounced  
"gold-daughter,"  
weird, right?



Normally when you pull up an online recipe you're greeted with the obnoxious 5-page life story of the author, but I promise I won't do that to you.

I won't bore you with where I was born or who my significant other is, BUT I am going to tell you the four things I LOVE: cats, thrifting, social media, and most importantly—helping small businesses & organizations! In college, I started running a few local businesses' social media accounts, and now (thanks to MayeCreate), I handle over 9 social media accounts for local businesses and nonprofits. I love it and I'm excited to share some of my social media knowledge with y'all!

I also have 2 cats, I know that's not related to social media, but I just had to let you know. [Learn more about me](#) on our blog!

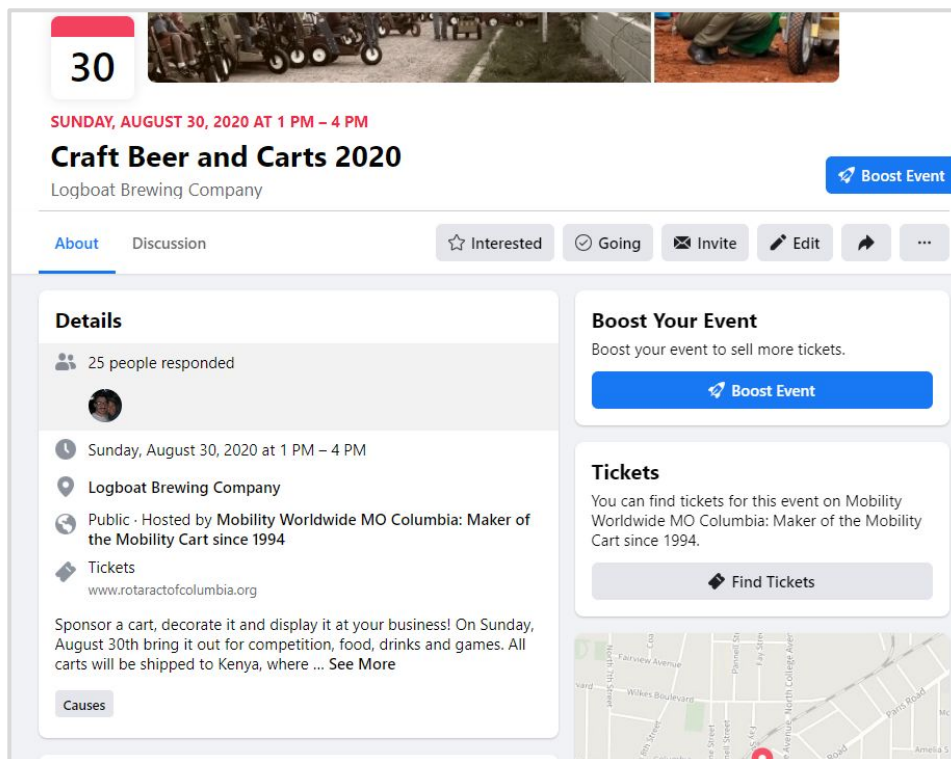
# Create a Facebook Event

Before I dive into the various social posts you need to have to run a successful event, you need to make a Facebook event!

As soon as you have the details about the event, create that baby and start inviting humans! A Facebook event is great because it can be a hub for all the event information and it's easy to invite people to it.

## Your Facebook event needs:

- Correct event details
- Link to buy tickets or to register
- Cover image
- Consistent posts from you



The screenshot shows a Facebook event page for "Craft Beer and Carts 2020" organized by Logboat Brewing Company. The event is scheduled for Sunday, August 30, 2020, from 1 PM to 4 PM. The cover image features several mobility carts. The page includes a "Boost Event" button, a "Details" section with 25 people responded, and a "Tickets" section with a "Find Tickets" button. A map at the bottom shows the event location in Columbia, Missouri.

**30**

SUNDAY, AUGUST 30, 2020 AT 1 PM – 4 PM

**Craft Beer and Carts 2020**

Logboat Brewing Company

Boost Event

About Discussion Interested Going Invite Edit ...

**Details**

25 people responded

Sunday, August 30, 2020 at 1 PM – 4 PM

Logboat Brewing Company

Public · Hosted by Mobility Worldwide MO Columbia: Maker of the Mobility Cart since 1994

Tickets

www.rotaractofcolumbia.org

Sponsor a cart, decorate it and display it at your business! On Sunday, August 30th bring it out for competition, food, drinks and games. All carts will be shipped to Kenya, where ... See More

Causes

**Boost Your Event**

Boost your event to sell more tickets.

Boost Event

**Tickets**

You can find tickets for this event on Mobility Worldwide MO Columbia: Maker of the Mobility Cart since 1994.

Find Tickets

# Recipe Card Instructions

This recipe book begins by showing you the various types of posts you will be creating during your 5 week social media campaign.

**For each type of social media posts I'm going to tell you:**

- What that post means & why you need it
- Ideas for the post
- What you can put in the post
- Example posts
- Take and Bake Recipe

For most of the social posts you should be able to just copy the Take and Bake Recipe and add your own information where the **red text** is, don't be afraid to add your own flair!

# Type of Post: Save the Date

Your Save the Date post is to introduce your event to your social audience. You want to peak interest and make sure people are going to add it to their calendars or keep an eye out for it!

## Ideas for Save the Date posts include:

- Go live to create excitement
- Keep your eyes peeled for more info
- Explain you're trying something new
- Add a teaser (see next page)
- Video explaining importance of event

## It might contain:

- Event name and details
- Event hashtag
- Where/when more details will be posted

Join us on October 9, 2020, to celebrate the accomplishments of sculpture Sabra Tull Meyer, the late cardiothoracic surgeon Dr. Hugh E. Stephenson, JR., and MBS Textbook exchange. Please mark your calendars and keep an eye out for registration details which should be released in late summer!



## Example Post

Hey everyone! We're excited to announce the date of our **Craft Beer and Carts Virtual Event** ! It's happening on **August 5th at 5pm** and we'll provide you with more details in the coming weeks!

## Take & Bake Recipe

Hey everyone we're excited to announce the date of our **[event name]**! It's happening on **[event date & time]** and we'll provide you with more details in the coming weeks!

## Image Ideas

Photos from last year, you celebrating, event flyer, image of last year's invite modified with new dates



# Type of Post: Teaser

Your teaser post is to build excitement and buzz around the event. These posts need to be fun and have content people want to interact with. This can also be called a Behind the Scenes post. The visual (image, video, gif) for this post is more important than the words, you need to grab the viewer's attention.

## Ideas and examples include:

- When sponsor items arrive
- When sponsors commit
- Memes showing how excited you are
- When printed invites arrive
- When you decide on the menu
- Setting up the event

## This post might contain:

- Event name
- A reminder about the event date
- Something fun or special that's going to make the event great, that will build anticipation (think birthday cake)
- Fun picture or video

## Example Post

We're gearing up for this year's **Craft Beer and Carts Virtual Event**. We're deep in planning mode, we just got all the swag in from our sponsors! Thank you so much @sponsor name! See you August 5th at 5pm!

## Take & Bake Recipe

We're gearing up for this year's [event name]. We're deep in planning mode, [exciting thing that just happened]. [if applicable - Thank you so much @sponsor name]! See you [event date & time]!

## Image Ideas

Video of you unboxing sponsor goodies or prizes, behind-the-scenes pictures or videos of people setting the event up, event partners or important speakers

# Type of Post: The Big “Why”

The Big “Why” post explains to your audience why this event matters. It answers 1. Who does this help? and 2. How does it help? It can all be summarized into why does your event matter. These posts should pull heart strings, you need to tell a story. *Quick tip: imagery is very powerful.*

## Ideas and examples include:

- Tell a story of someone you have helped
- Talk about who the event helped last year
- What will the donations allow you to do?

## It might contain:

- Personal images or stories of who you’re helping
- Event details



## Example Post

This is 17-year-old Jok on his new Mobility Cart! Jok became ill around 9 years ago and has a fractured leg and paralysis that left him immobile. Now, Jok is driving all over the village and loving his newfound mobility thanks to his Mobility Cart!

It’s not too late to sponsor a Mobility Cart for someone in Kenya! Sign up for our Craft Beer and Carts Virtual Event now!

<https://www.facebook.com/events/200161257923405/>

## Take & Bake Recipe

[Tell a story about who your organization is helping]

It’s not too late [how they can help]. Sign up for our [event name] now! [link to event information]

## Image Ideas

Pictures of volunteers, video of helped person saying thanks, video of facility or activity, picture of person you’ve helped

# Type of Post: Share Facebook Event

Here's an easy one! This post type is sharing the Facebook event you already made as a post. It allows people to see all the information for the event and RSVP! You don't have to worry about creative (woohoo, less work!).

## Ideas and examples include:

- Find all event information here
- Explain why the event is cool and important
- Ask people to share the event/invite friends

## It might contain:

- Fun facts about the event
- Call to actions
- Event details

## How to Share an event on your Facebook page.

1. Go to your Facebook Page.
2. Click "Events" tab.
3. Find your event.
4. Move your cursor to the right and click the "more" dropdown.
5. Select "Share Event".
6. Put in your text .
7. Press post!

## Example Post

We are so excited for this year's **Craft Beer and Carts Virtual Event!** You can find all the registration details in our Facebook event, we can't wait to hang out with everyone **online!**

**Make sure to give this event a share and invite friends 😊**

## Take & Bake Recipe

We are so excited for **[event name]!** You can find all the registration details in our Facebook event, we can't wait to hang out with everyone **[online/in-person]!**

**[CTA, what do they need to do]**

The screenshot shows a Facebook event card. At the top left, it says 'Upcoming Events'. On the right, there is a 'Share Events' button. The event is scheduled for 'AUG 30' and is titled 'Craft Beer and Carts 2020'. The location is 'Logboat Brewing Company, Columbia'. Below the title, it says 'Sun 1 PM · by Mobility Worldwide MO Columbia: Maker...'. There are two buttons: a blue 'Boost Event' button and a 'More' button with a dropdown arrow, which is circled in red.

# Type of Post: General

The general posts display all of the event details. It's a great place to use your event graphic or flyer. Make sure the audience knows exactly how to register and when the event is.

## Ideas and examples include:

- Create a "how to" post, explain how to attend the event or register
- Post your flyer or event graphic
- Give them registration reminders

## It might contain:

- Mostly event details
- Event hacks
- Tag sponsors or special guests
- Answer any frequently asked questions



## Example Post

Our **2nd Annual Craft Beer and Carts Virtual Event** will be **on Ringcentral!** Once you register, you'll get a link to join us on **Sun., Aug. 30th at 1 PM**. Event tickets are **\$20**. We will virtually show you the decorated **Mobility Carts** sponsored by **Columbia, MO businesses and groups!** Grab your favorite beverage and vote for your favorite online! Join us to celebrate:

<https://www.facebook.com/events/200161257923405/>

## Take & Bake Recipe

Our **[event name]** will be **[event platform]!** Once you register, **[process for registration]** on **[event date and time]**. **[event price details]**. We will be **[fun details and activities about the event]**.

**[link]**

## Image Ideas

Flyer, idea explaining all the details, video showing someone registering, "how-to" infographic

# Type of Post: Countdown

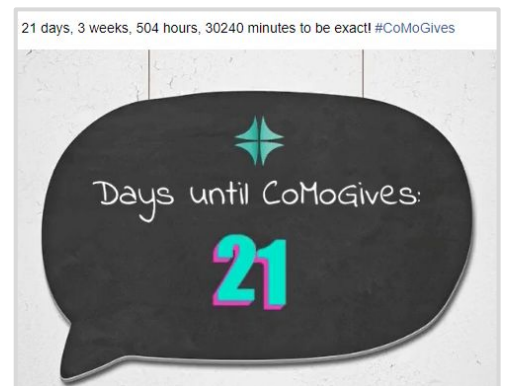
This post creates urgency. Once you create the template for the post, you can reuse it by changing out the numbers! You need to let people know how long they have until the event and point out deadlines.

## Ideas and examples include:

- Instagram event countdown story reminder (see page 20)
- Simple graphic you can change the numbers in
- Funny meme of someone running or typing fast
- Use a nervous meme and say don't forget to sign up!

## It might contain:

- How many days/ weeks until event
- How long someone has to sign up
- Key event details
- Event hashtag



## Example Post

What!?!? Only 5 days left until we get to hang out with all of you! We hope you're as excited as we are! Don't forget to **purchase your tickets.** #MobilityCart #CBC2020

<https://www.facebook.com/events/200161257923405/>

## Take & Bake Recipe

What!?!? Only [# of days] days left until we get to hang out with all of you! We hope you're as excited as we are! Don't forget to [registration instructions]. [event hashtags] [link]

**Image Ideas** Funny memes, moving graphic , alarm clock, "how-to" infographic

# Use Generated Content for Posts

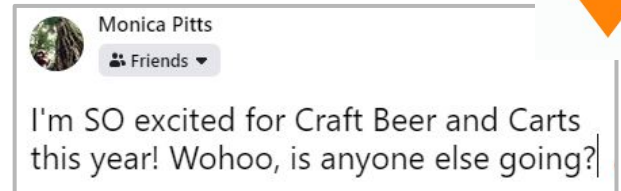
User generated content is content people have made about the event. This content could be created before/during/after the event. These posts are super easy because you're just sharing the content others post and adding a response! This option is the "retweet" on Twitter "share" on Facebook and LinkedIn and "share on story" on Instagram.

## Reposting content tips:

- Respond or make a comment about their posts
- Use these to build excitement
- People are more likely to post about your event if they see others doing it
- Check event hashtags and your notifications often to not miss the content

## Ways to respond:

- Thank them for the shoutout
- We're excited to meet you too!
- Use as an event reminder by sharing event details



## Example Post

Share Monica's Facebook status and write a response!

Thanks for the shout out, **Monica!** We are excited to see you at **our annual Craft Beer and Carts Virtual Event!** Reach out if you have any questions!

If you haven't had the chance to register for the event yet, sign up here:

<https://www.facebook.com/events/200161257923405/>

## Take & Bake Recipe

Share **[name of poster]**'s Facebook status and write a response!

Thanks for the shout out, **[name of poster]!** We are excited to see you at **[event name]!** Reach out if you have any questions!

If you haven't had the chance to register for the event yet, sign up here: [\[event link\]](#)

# Type of Post: #TBT

We have all probably seen the quirky #TBT or Throwback Thursday posts. Your event can have one too! If you've done the event before or you have a large annual event, you can do a #TBT post! Just dig up some old pictures of videos and make sure to use the hashtag #TBT!

## Ideas and examples include:

- Past photos during an event
- Shout out last year's sponsors
- Explain how this year's event is different
- Show how the donations got used last year

#TBT to the delivery of another sponsored cart to its forever home! Huge thank you to Gold Crest Distributing.

## It might contain:

- Old images or videos
- Old flyers
- Event details



## Example Post

#TBT Here is another **sponsored cart that found it's forever home!** Thank you **Dave Griggs' Flooring America** for participating in our **Craft Beer and Carts** event **last summer!**

## Take & Bake Recipe

#TBT Here is another **[donation or sponsored item and what it was used for]!** Thank you **[@ sponsor]** for participating in our **[event name]** event **[last year's event season]!**

## Image Ideas

Old volunteer images, image from who you serve, last year's event photos, image of beneficiary receiving donation



# Type of Post: Thank You

We've all gave a huge thank you spiel to someone who's helped us out, so this one should be easy-peasy. For this post just channel your warmest thank you, but make it less than 5 sentences! Make people feel appreciated and show your gratefulness. Thanking donors and sponsors is especially important.

## Ideas and examples include:

- Thank you to everyone who attended
- Thank you posts the days after the event
- Thank attendees, volunteers, partners, donors, sponsors
- Use thank you graphics or images of what you're grateful for

## It might contain:

- Event information
- Describe why people are awesome
- Tag who you're thanking

## Example Post

Wow, we had an amazing time at our **Craft Beer and Carts Virtual event!** **Congratulations to the cart winner.** We just wanted to give a huge thank you to **everyone who attended the event virtually and to the organizations that sponsored a cart!** **Thanks to you, 30 adults and children will now live independently with their Mobility Carts!**

## Take & Bake Recipe

Wow, we had an amazing time at our **[event name] [event highlights].** We just wanted to give a huge thank you to **[attendees and sponsors]. [Describe what the event was for.]**

## Image Ideas

Pictures of volunteers, Screenshots of the virtual event, Sponsored items, Images of who you're helping



# Type of Post: Highlights

This is a fun post that can be made during an event and after. The highlights post keeps everyone updated on what's happening or acts as an overview of what happened! Think of the posts like "We raised \$1,000 so far!" or "look at everyone in their Gala attire!"

## Ideas and examples include:

- Keep everyone up-to-date on event day
- Share the numbers: 100 attendees, 58 donations so far, \$500 raised as of 4 pm!!
- Put attention on overlooked details
- After the event, tell everyone what happened in a bulleted list

## It might contain:

- Event details
- Real time tallys on donations or attendees
- Quick images or videos

## Example Post

I don't know about you, but we all had a blast at yesterday's event! Here are a few highlights I'd like to share with you!

- 30 sponsored carts are going to Kenya
- 45 people attended
- \$400 in ticket sales means another cart can be made!

You helped make this possible, thank you!

## Take & Bake Recipe

I don't know about you, but we all had a blast at yesterday's event! Here are a few highlights I'd like to share with you!

- [event donation numbers or other information to be excited about]

You helped make this possible, thank you!

## Image Ideas

Bulleted lists, Final event numbers, Take quick photos and post as event is happening

# Type of Post: Feedback

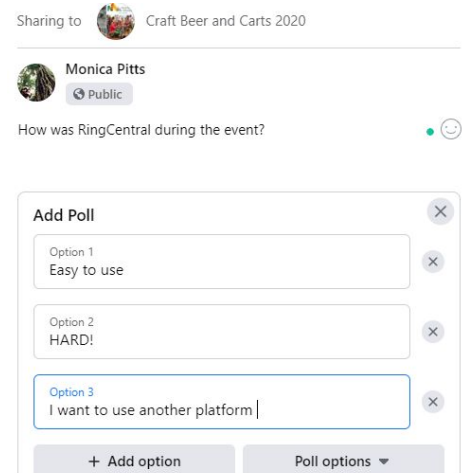
While we may think an event went well, we don't know how others experienced it. Especially when you're using technology, it's important to ask for reviews. Ask people to provide feedback so you can make it better for the next event!

## It might contain:

- Questions
- Contact information
- Survey

## Ideas and examples include:

- Create a Facebook poll in the Facebook event
- Make a post asking people to dm you with suggestions for the next event
- "If you could change anything about this event for next year, what would it be?"
- Create a survey on survey monkey or Google forms and link it.



The screenshot shows a Facebook event page for 'Craft Beer and Carts 2020'. A user named Monica Pitts has created a public poll titled 'How was RingCentral during the event?'. The poll interface includes three options: 'Easy to use', 'HARD!', and 'I want to use another platform'. There are buttons for '+ Add option' and 'Poll options'.

## Example Post

Hi everyone! We want to get feedback **about how Ringcentral worked for you during the event**. If you have any other constructive criticism for us we'd love to hear it!

Please email your feedback to [Sally@mayecreate.com](mailto:Sally@mayecreate.com) and put "Feedback" in the email header. Thanks again!

## Take & Bake Recipe


Hi everyone! We want to get feedback about **[name the technology or other event aspect you want to improve]** If you have any other constructive criticism for us we'd love to hear it!

Please email your feedback to **[email]** and put "Feedback" in the email header. Thanks again!

**Image Ideas** Poll, List of questions, Fun graphic

# Posting Schedule

This is my recommended social media posting schedule for your online event. These posts do not replace all of your regular social media content, they are additional content for your event. Start your social media campaign 4 weeks or more before your event. I suggest the longer and more expensive the event, the sooner you begin posting about it. Feel free to add more posts and start sooner.



# Four-Week Social Media Posting Schedule

This standard plan consists of a posting schedule up to 4 weeks before the event, what to post the day of the event and after the event.

## Week 1

- Save the date
- The Big Why
- Share FB Event

## Week 2

- The Big Why
- General (How to)
- Teaser

## Week 3

- General
- Countdown
- The Big Why
- TBT

## Week 4

- Countdown
- Teaser
- Share FB Event
- General
- User Generated Content

## Day of the Event

- General
- Thank you
- User Generated Content
- Highlights (the event itself or great moments)

## After the Event

- User Generated Content
- Thank you
- The Big Why
- Feedback
- Highlights

## Post Frequency

### Weekly Posts

Posts need to be spread throughout that week

### Day-of-Event Posts

Posts go out at different times of the day

### After-the-Event Posts

These can be spread out for the next few weeks after your event

# 4 Easy Social Media Tricks

Now that we've covered your social media posting mix and schedule, here are a few simple social media tricks you can do to rock your event!

## 4 Social Media Event Tricks:

- Create an event hashtag!
- Use Instagram's Countdown Story Feature
- Boost a Facebook post about your event or the Facebook event itself!
- Post about your event in Facebook Groups

# 1

## Create an event hashtag!

#HeckYeah #YouGotThis

Create a simple hashtag for your online event. Use it everywhere! Encourage others to use it when they're making posts about the event and engage with their posts. That way when people search for the hashtag all the event information and posts come up at once!

### Your hashtag should be:

- **New**, meaning it hasn't been used before
- **Simple** because #superlonghashtagsstink
- **Relevant** so people know it's for your event

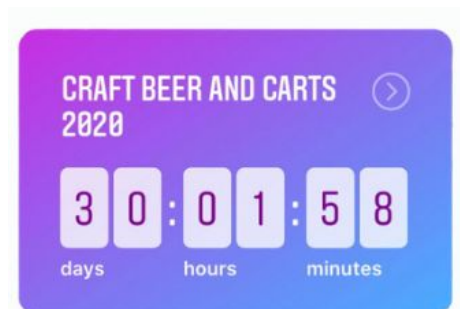
# 2

## Use Instagram's Countdown Story Feature

If you have an Instagram account, you have the ability to create an event countdown. It is one of the story options once you've laid down a background. It allows you to pick a set date and time. You can keep putting it on your story over time and the date will automatically adjust.

### It allows Instagram users to:

- Turn on reminders about the event
- Add a countdown on their own story



# 3

## Boost a Facebook post about your event or the Facebook event itself!

If people aren't sharing your event content, it can be hard for non-followers to see it. Boosting a post about your event or the event itself is a great way to get in front of new people. We always recommend starting at \$20, but you can boost a post for as little as \$1/day. While we aren't going to dive deep into how to boost a post, the internet is full of helpful tutorials to get you started!



# 4

## Post about your event in Facebook groups.

Post about your event in Facebook groups that would benefit from or have interest in your event. Back in college, I hosted a four band line-up house show and advertised it in a Facebook group full of people who played music in my town. Most cities have various Facebook groups, just start searching in Facebook!

**Make sure to read the group's rules and about section before freely posting, it could get you kicked out!**

# Keep the ball rolling.

## Downloadable Resources



### Nonprofit Marketing Plan Template Create your marketing plan with confidence.

Learn the Whats, Whens, Wheres, Whys and Hows you'll need to confidently map out your organization's marketing plan.

[DOWNLOAD NOW](#)



### Intro to Facebook for Nonprofits Reap the benefits of using social networks to build awareness for your organization.

Learn how Facebook can help you meet your social media goals with this free 45-page beginner's guide.

[DOWNLOAD NOW](#)

# Keep in touch!



[VIEW EPISODES](#)

## Marketing with Purpose

The Official Podcast of MayeCreate Design

This team of creatives, lead by your host and founder of MayeCreate, Monica Pitts, shares tools, tips, tricks and quips to help make your marketing not suck.

- How to effectively plan and execute your marketing without compromising your sanity
- Ways to grow your organization online using assets you didn't know you didn't even know you had
- Steps for reviewing your marketing so you can make well-informed decisions
- Weekly reviews of tools, apps, extensions and other goodies we can't live without



## Contact us.

Contact us for a free initial consultation to talk about how you can use digital marketing to grow your organization.

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