YOUR EVENT IS THE CONTENT

Six Ways to Find Social Media Stories in Your Event

You don't need dozens of different ideas. Your event already contains your content. Use these six lenses to find stories worth sharing.

1 SHOW THE EXPERIENCE

What will families actually do?

Show the experiment. The creation. The activity. The hands-on moment.

Show, don't just announce.

2 SHOW THE PEOPLE

Who will families meet?

Feature the facilitators, artists, educators, volunteers, partners or performers families will meet.

People connect with people.

3 GO BEHIND THE SCENES

How is the experience coming together?

Share planning, unpacking supplies, testing an experiment, making signs, rehearsing or setting up.

4 TEACH SOMETHING

What tiny piece of learning can you give away?

Share a surprising fact, question, quick experiment, "Did you know?" or simple challenge families can try at home.

5 CREATE CURIOSITY

What can you tease or reveal?

Offer a sneak peek. Ask a question. Reveal a detail. Give families a reason to wonder what's coming.

6 MAKE THE INVITATION

Why should families come?

Lead with what families will do, discover, make or experience. Include essential details, make it clear the event is FREE, and end with a clear call to action.