

# USING SOCIAL MEDIA TO PROMOTE YOUR GET FISHING EVENTS

Social media sites like Facebook, Twitter and Instagram provide a very cost effective way to promote your Get Fishing event, club or fishery. Whilst traditional methods like newspaper adverts can help spread the word within your local community it can be expensive. A combination of some paid for social media advertising and local free advertising (putting up posters and sending info to local partners) can be a fantastic way to reach out to a new audience. Here's how you can do it:

## Top tips when posting on Facebook

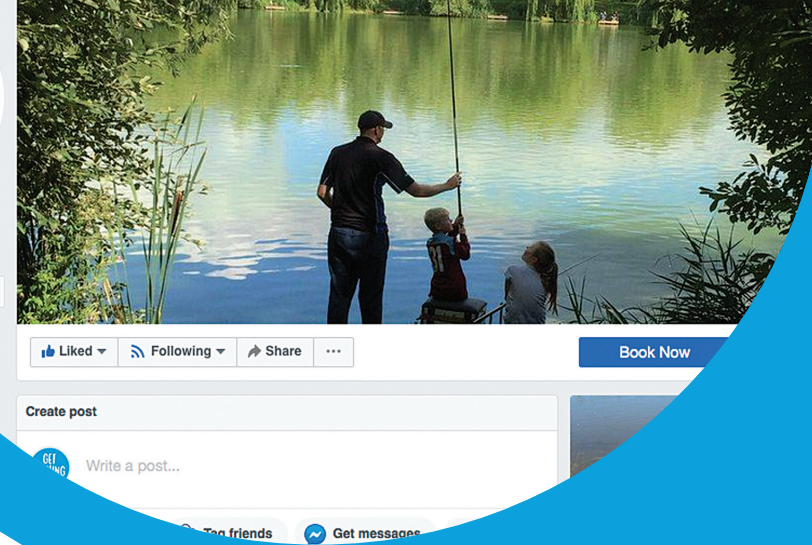
- ➡ Don't use too much text - a good, engaging picture says a thousand words (Check out our resource pack for some great images that you can use).
- ➡ Direct people towards your website for more information.
- ➡ 82% of mobile traffic is expected to be video by 2020. Think about what you are including in your Facebook post. Video is becoming the most effective way of communicating your message.

## Boost it! Paid for advertising on Facebook

A Facebook post about your event is a great way to spread awareness of your event amongst your followers and friends. There is however a very easy way to get the message out about the event to a new group of



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people and in particular non-anglers. When creating a Facebook post, you have the option to 'Boost' it. This involves paying Facebook to put your message in front of new audience, the more you pay, the more people will see it. For as little as £1 you can promote your event, choosing where you want it promoted (for example a 10 mile radius from the fishery), the type of people you want to see it (gender, age, interests) and how long you want the advert to run.

What's more, it is a great way to direct people to your own Facebook page or website. Even if people are unable to attend your event, it is a great way to spread awareness of your club a fishery to a new audience.

## Download our website/social media pack

We have a number of poster templates that you can use. These templates utilise bright, clear images that highlight how fun fishing can be. The templates have an area that allows you to add details of your event, the times, address and all the relevant contact information. Additionally, we have a selection of Get Fishing images that you can use to help promote your events. These images are perfect for use on Instagram, Twitter and Facebook and are a great way to showcase your Get Fishing event.

**For more information about creating a Facebook Page and using Facebook, check out Facebook's fantastic free user guide which is available here: <https://www.facebook.com/business/pages>**