DOCACCESS PLAYLISTS FOR CHANGE

PROMOTING YOUR EVENT

Slide 1:

Welcome to the DocAccess playlists for change – this video will focus on the promotion of a community screening event.

Now that you've got your plan to successfully screen a social impact documentary – it's time you start sharing this exciting event with your community to ensure you can fill those seats and inspire others to make change happen!

Slide 2:

In this video, we will cover:

- How you can craft messages to share your screening with potential audiences.
- The key communication channels you can use – with a quick overview of email, print and recommended social media platforms.
- As well as how to create and distribute a Digital Promo Kit to facilitate the promotion of your event by partners and supporters.

So let's get started.

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It is important you remain focused and consistent in all copy written about the event.

Whilst you will be using different communication channels, all the key details of the event should be the same across all channels, and if they change don't forget to update them.

It is important to be consistent in your message to build excitement and awareness. This will help you attract new audiences and supporters.

You can also help partners share your event by providing them with exciting assets and event details they can share.

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Whilst crafting your messages, make sure your When, Where, What, Why, Who and How are clear.

The When and Where – will clearly outline the screening's date, time and location – making it easy for all audiences to attend your screening event.

Your What, Why and Who – is the driving force behind the event – the reason that people will attend your screening. Potential audiences should know the importance of attending your screening.

So, highlight the film, any special guests, Q&A sessions or discussion panels you'll be hosting, and the goals you hope your audience will support.

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The How – lets community members know you need their support to make this event a success and tells them how to register.

You need to make this process simple, so invitees can easily register once they learn about your screening. Make sure you also give them timings, venue and transport information.

Finally, let others know how they can share this event to help you gather support.

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Emails remain the most successful way to share information with contacts in today's noisy digital world. We are more likely to read an email in our inbox than a post or ad we scroll past whilst on social media.

People will also spend more time digesting the information they've received through this channel – making it a very powerful form of communication.

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You are also able to craft longer messages in an email - allowing you to share more information with contacts, ensuring they understand the event and the importance of the documentary you are screening.

You can view and download sample audience invite email messages in the DocAccess resources section for some inspiration!

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We recommend you send three emails to your contact list over a two-week period in the lead-up to the event – this will allow you to introduce the event to spark interest, drive registrations and encourage invitees to share your event with others.

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This email is the first time people hear about your event! So, clearly outline the details of your screening and include the documentary's trailer.

Make sure you speak about the main social issues it addresses and that there is a clear call to action, that directly invites recipients to register for your screening.

Remember, don't be shy, continue asking for support from the community to make this a success.

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Now that you have introduced the screening to your community – it's important to keep the momentum going.

One week out from the event, send an email to all those who have not registered letting them know spots are limited - this will place some pressure on invitees to book their spot!

Continue to highlight special opportunities and organisations that are supporting the event – also, build on the community aspect, to ensure no one wants to miss out on this special event.

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The oldest trick in the event promotion book still works a charm!

A few days before your event is due to take place, send out one last message to those who have still not registered and let them know this is their last chance to get a ticket.

This email can be very similar to your first email, however, make sure you mention there are only a few days to register for the event!

Let people know how excited you are to be able to screen this documentary – again connecting with the importance of the cause and asking them to help you support this important issue.

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On the day of the screening, send registered guests a reminder email - confirming the event details and building excitement.

Include any special instructions for guests – letting them know how to access the venue, pick up tickets any other necessary details.

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Whilst email might be the most effective way to share information with people you know, social media is a way to reach those you don't by leveraging your connections!

There are many social media platforms you can use - however, here in Australia, the most common platforms are Facebook and Instagram. So, we recommend you focus on these as they are likely to have the largest number of users in your community.

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First, you will need to prepare some social media posts – these should be simple and can be images from the documentary you plan to screen. Quite often, documentaries will have their own website with media and images you can download and use in your post to promote your screening!

Whilst it is important that you share the key points of information we highlighted before – it doesn't need to be included in the images you create, as these will be accompanied by text.

We'd recommend including the details of the screening and how individuals can register for your event – the rest of the information can be part of the accompanying text once you've caught people's attention.

We have prepared social media templates in various dimensions for you, which can be found on the DocAccess page – make sure you use these to simplify your creation process!

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On Facebook - we recommend creating a Facebook event that will allow you to invite members from your community to the screening.

This will allow you to share information about the event and instructions on how they can register, whilst also keeping it open for attendees to invite their contacts.

Once you have set this up – you should try and post 2-3 times a week about your event for at least four weeks in the lead-up to your screening.

Encouraging invitees to register and support the event.

Make sure you share the event as far and wide as possible. Not only with your general community but also with groups on Facebook that relate to the social issues of the documentary, that could be interested in supporting your event and sharing this with their members.

Depending on the group, you may be able to post it yourself or, you may need to contact a group admin so they can share it for you.

This is a great way to showcase your event to a group of individuals who are interested in these social issues and find potential supporters and partners.

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Social media platforms are fast-moving and Instagram is one of the fastest - users will scroll past various posts or stories.

This means – you'll need to post more regularly to make sure your network takes note of your event, so don't be shy!

Instagram is a great way to connect with a vast network of people by leveraging your own contacts - allowing you to expand the reach of your event.

So, reach out to community groups and the film team, letting them know about your screening and ask them to share your post or stories.

We would recommend you post 3 times a week, for at least 4 weeks in the lead-up to your documentary screening!

Each time you post – make sure you share it as a story, highlighting it for 24 hours and increasing its visibility.

You should include the events registration link in your profile's bio – and direct people to this link each time you post.

Remember – it is much simpler to leverage your network on social media, so make sure you ask people to help you make this event a success by sharing your posts and inviting friends!

Slide 17:

A Digital Promotion Kit is a collection of digital resources that you can distribute to impact partners, community leaders, the press and special guests to help spread the word about your event.

Your event's Digital Promotion Kit should contain everything someone may need to promote an event online - ensuring the correct copy, images and trailer(s) are used whilst keeping key details aligned.

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An example Digital Promo Kit could include:

An Event Media Release: This is a document that outlines key details of the event and provides written copy that can be used by media and supporters to easily share your upcoming event with their audience in their publication, radio station, website, newsletter, or social media. You can find a template document below to guide you.

Key Contact Details: You'll need to provide your contact details to ensure anyone who needs further information can reach out. You should also provide the details of a crew member for the documentary - allowing people to reach out for interviews or comments about your event.

The Documentary's Log-line & Synopsis: These are summaries of the documentary that allow audiences to understand what they can expect from the film. A log-line is a 1-2 sentence 'hook', whilst a synopsis will generally be a few paragraphs long and outline the story more closely. Both can usually be found on a documentary's website.

Documentary Still & Poster: The documentary should have a number of high-resolution images available for you to download, along with a movie poster on their website. These images should be used as they have been cleared by the crew for media purposes.

A Trailer: Make sure you include links to the official trailer, preferably through links that are owned by the film team instead of film festivals or other media outlets as these might break, or change.

Film Team Info: Include information about the film team – on the documentary's website there will generally be a section that speaks about the team and their involvement in the documentary that you can use.

Social Media Assets: You can create social media assets so partners and supporters can help share the event through their own pages and networks.

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We have created a sample Digital Promo Kit, which you can be found on the DocAccess page on our website.

Make sure you take some time to check out the different digital assets we've created and how they are organised for some guidance.

You can also use the templates provided to facilitate the creation of your own assets!

Slide 20:

Attractive flyers and posters are still a popular way to promote films, especially in local areas and communities.

Why not ask for volunteers to drop flyers and posters at local businesses and mailboxes, or hand them out at community gatherings.

Make sure to include all necessary information as included in your emails and social media posts, including:

- The Event details - date, time, location
- The Documentary being screened
- Your Impact goals for the event
- The reasons why people should attend
- What will be included, such as a Q&A or guest speakers
- A link or QR code to the registration page

Slide 21:

To help you promote the event it's important you reach out to organisations in your community that could be interested in supporting the screening event.

Find organisations in your community that can support your event to grow its impact.

Partners should align with the social issues addressed in the documentary, and its impact campaign.

Provide partners with social media assets, details of the documentary and your event's details. This will ensure they can easily promote your event to their communities and help you fill those seats!

You can learn more about partner outreach in the Building a Community module.

Slide 21:

In summary, throughout this module, we've highlighted key aspects of promoting your event, which will help you create awareness, build excitement and keep the event's communication channels updated.

We've reviewed the use of emails and social media to help increase awareness and build momentum towards the day of your event.

We have also looked in detail at elements of a Digital Promo Kit that you could create to share with partners and supporters so they can best support you and the screening event.

Don't forget you can also use posters and flyers and reach out to people in person to tell them about your event!

Good luck!