

General Social Media Conference Promotional Timeline

This timeline is adaptable for events of any size and ensures a strategic, consistent approach to promotion. It includes actions, content ideas, and pacing recommendations.

3-6 Months Before the Conference: Save the Date & Build Awareness

Key Goal: Announce the event and start building excitement.

✓ Action Steps:

1. Save-the-Date Announcement:

- Share event date, location, and purpose.
- Platforms: Facebook, LinkedIn, Instagram, X (Twitter).
- Formats: Static graphic, teaser video, carousel post.

2. Create Event Pages:

- Facebook Event Page for RSVPs.
- Update your website with a landing page for registration details.

3. Collaborate with Partners/Influencers:

- Reach out to local historical societies, genealogists, bloggers, and creators.

4. Introduce the Event Theme:

- Highlight what makes this year unique (e.g., keynote speakers, special sessions).

5. Engagement Post:

- Start conversations: *“What’s your favorite genealogy breakthrough? Join us to discover even more!”*

2-3 Months Before the Conference: Share Details & Drive Early Registration

Key Goal: Generate excitement, highlight value, and encourage ticket purchases.

✓ Action Steps:

1. **Speaker Highlights:**

- Introduce keynote speakers and workshop leaders with photos, bios, and session topics.

2. **Sneak Peek Content:**

- Teasers of the agenda, workshop sessions, or special exhibits.

3. **Success Stories:**

- Share testimonials or quotes from past attendees.

4. **Early Bird Registration Promotion:**

- Include deadlines, discounts, and countdowns.
- Platforms: Instagram Stories, Facebook Ads, LinkedIn posts.

5. **Email Campaign:**

- Send a newsletter encouraging early sign-ups with speaker or session previews.

Content Formats:

- Static posts, short videos, reels, carousels.
- Weekly posts alternating between speakers, agenda teasers, and attendee benefits.

1 Month Before the Conference: Build Momentum & Refine Focus

Key Goal: Drive urgency and engagement by showcasing event highlights.

Action Steps:

1. **Workshop Spotlights:**

- Focus on specific sessions to cater to beginner and advanced genealogists.

2. **Behind-the-Scenes Content:**

- Show planning updates, speaker prep, or venue highlights.

3. **Countdown Campaign:**

- Weekly posts: *“Only 4 weeks to go!”*

4. **Live Q&A:**

- Go live on Facebook, Instagram, or YouTube to answer questions about registration, sessions, or logistics.

5. **Influencer Collaboration:**

- Partner with genealogy bloggers, YouTubers, or local creators to share testimonials and event buzz.

2 Weeks Before the Conference: Final Push & Urgency

Key Goal: Convert last-minute registrations and generate excitement.

Action Steps:

1. **Daily Countdown Content:**

- Graphics, videos, or reels.

2. **Highlight Key Benefits:**

- Post about networking opportunities, expert sessions, or exhibits.

3. **Last-Minute Registration Offers:**

- Share urgency posts: *"Tickets are almost gone – reserve your spot today!"*

4. **Event FAQs:**

- Address travel tips, what to bring, or session recommendations.

Event Days: Live Engagement & Coverage

Key Goal: Showcase the event and engage attendees in real-time.

Action Steps:

1. **Go Live:**

- Stream keynote speeches, panels, or interviews with speakers.

2. **Post Real-Time Stories/Reels:**

- Highlight sessions, networking moments, and attendee feedback.

3. Event Hashtag:

- Encourage attendees to share their experience using the hashtag.

Post-Event: Keep the Momentum Going

Key Goal: Wrap up the event and nurture long-term engagement.

✓ Action Steps:

1. Thank You Posts:

- Thank attendees, speakers, and sponsors with highlight photos or videos.

2. Post Event Highlights:

- Recap the event with photo albums, video clips, and key takeaways.

3. Share Testimonials:

- Share attendee feedback and success stories.

4. Save-the-Date for Next Year:

- Announce preliminary plans for the next conference.

5. Upload Content:

- Share recordings of workshops or panels (on YouTube, LinkedIn, or your website).

General Tips for Success

- **Post Consistently:** Schedule content at least 2-3 times per week leading up to the event.
 - **Diversify Content:** Use a mix of videos, images, carousels, live streams, and stories.
 - **Engage Audiences:** Respond to comments and share posts from attendees and partners.
 - **Boost Key Posts:** Allocate a small budget for paid ads, especially for early registration and final push content.
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Need Further Assistance?

If you need help creating engaging social media content, scheduling posts, or managing additional social media services for your event, **please don't hesitate to reach out to me.** I'd be happy to assist you in bringing your genealogy conference to life on social media!

Let's connect and make your next event a success!



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*Helping the genealogy
community connect within the
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