

AUTUMN

social media
content planning for

EVENT

PROFESSIONALS

**content ideas and inspiration
from**

Anna at Evolve Events



Get seen on Instagram and grow

As live events return now is the time
to raise your profile

“

*Before everything else, getting ready is the
secret of success*

HENRY FORD

Use these prompts, hashtags, awareness days
& conversation starters to help you create
great content and grow your audience.

Tell stories and make connections

Start A Conversation

FIVE IDEAS

- ★ Ask a question: what's your dream venue?
- ★ What's one of the first things you learnt about working in events? Share it & teach your audience
- ★ "This or that": create a side by side of 2 event images and ask your audience which they prefer
- ★ Share a recent question from a client with your answer. Do your followers agree?
- ★ Something personal. What's making you happy (or cross!)

**Don't forget to use polls,
questions & engagement stickers**



HOW TO SAVE TIME CREATING CONTENT

Coming up with fresh content is a challenge.

For everyone.

Having a system saves time and helps you be consistent in communicating

1 CONTENT PILLARS

Try and come up with at least three topics that you can regularly post about. It might be sharing behind-the-scenes, educational tips or inspirational styling and look to develop a series of posts, regularly, around these topics.

2 BATCH CONTENT

Ditch that feeling of panic posting by creating a calendar outlining your content ideas for each quarter. Setting time aside each month to create content means you can say goodbye to the 'what will I post today' feeling which can lead to social media burnout.

3 REALISTIC SCHEDULE

Don't feel compelled to post everyday. It's better to post excellent content that engages rather than posting for the sake of it. Decide on a realistic posting schedule. It could be 2-3 times a week and then stick to it - Insta loves consistency.

REMEMBER!

TO SELL YOUR SHIZZLE

No-one's buying if they don't know you're selling, so don't forget to talk about how your audience can work with you



Provide a **sneak peek** into something you're working on

Go live. Either on your own or with someone as a great way to engage with your audience

Christmas is predicted to be big this year. Start promoting your services

Create an **infographic** that's useful and likely to be shared

Post a customer **testimonial** (even better if it's a video)

Give your followers VIP access to what goes on **behind-the-scenes** at your events

How do you help create memorable events?
Create an **IGTV video** explaining what you do

Share a **before and after reel** with a venue transformation

SWING INTO AUTUMN

For many of us autumn triggers feelings of getting ready to go 'back to school' so it's the perfect time to be talking about planning. People are already in the mood for planning. So turn the conversation to event planning.



Whatever you've heard, there's still a place for photos on Insta. Especially beautiful event photos. Think about doing a photoshoot with autumn colours (red, yellow, orange and brown)

'Fall' essentials. Take inspiration from America and compile a list of event essentials or a description of event trends to 'fall in love with'

Christmas parties are being booked late this year so make sure you're regularly talking about how you can help create the most memorable celebration

Create autumn inspired moodboards include styling tips, sources and how-to guides

Share **seasonal styling ideas** and get your followers involved by having them post their favourite. Feature a "best of" in your stories

Questions & Polls for stories

What's your favourite thing about autumn events?

Pumpkin spice lattes: yea or nay?

What's your favorite movie/book to curl up with in the autumn?

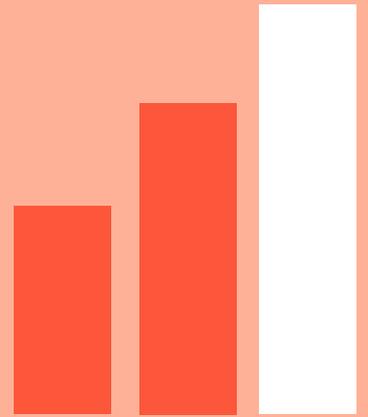
What are you planning for Christmas?

AUTUMN HASHTAGS

to play with

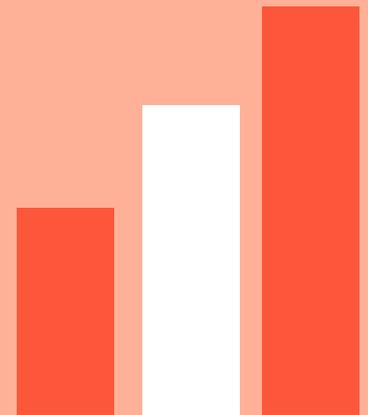
HIGH VOLUME

#helloautumn 410k
#stylingtheseasons 375k
#slowsimpleseasonal 80.6k
#thatautumnmagic 42.4k



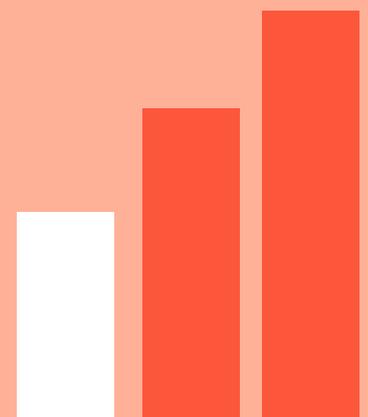
MEDIUM VOLUME

#autumnpalette 26.5k
#readyforautumn 27.4k
#openuptoautumn 27.1k
#intentionalseasons 15k



LOW VOLUME

#huntingforautumn 7.3k
#myodetoautumn 6.9k
#createinautumn 4.7k
#thequietautumn 323



AWARENESS DAYS

SEPTEMBER

Sun 5th	Be Late For Something Day
Mon 6th	Read A Book Day
Fri 10th	Swap Ideas Day
Sat 11th	Wrong Trousers Day
Mon 13th	Boss/Employee Exchange Day
Fri 17th	Social Media Managers Day
Sat 18th	National Respect Day
Tue 21st	Escapology Day
Wed 22nd	Autumn Equinox
Sat 25th	World Dream Day
Wed 29th	World Coffee Day
Thurs 30th	Ask A Stupid Question Day

AWARENESS DAYS

OCTOBER



Fri 1st	World Smile Day
Sun 3rd	Techies Day
Wed 6th	Mad Hatters Day
Tue 12th	Own Business Day
Wed 13th	Train Your Brain Day
Tue 14th	Dessert Day
Sat 16th	Dictionary Day
Wed 20th	International Sloth Day
Wed 27th	Cranky Co-Workers Day
Sat 30th	Checklist Day
Sun 31st	Halloween

AWARENESS DAYS

NOVEMBER

Mon 1st	World Vegan Day
Tue 2nd	Day Of The Day
Wed 3rd	Stress Awareness Day
Thurs 4th	Use Your Common Sense Day
Mon 8th	World Quality Day
Tue 11th	Origami Day
Sat 13th	World Kindness Day
Tue 16th	Have A Party With Your Bear Day
Fri 19th	World Toilet Day
Sun 21st	World Television Day
Wed 24th	Celebrate Your Unique Talent Day
Fri 26th	Black Friday

YOUR QUARTERLY CONTENT PLANNER

SEPTEMBER

OCTOBER

NOVEMBER

WEEK 1

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WEEK 2

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WEEK 3

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WEEK 4

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WEEK 5

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INSTAGRAM FOR EVENT PROFESSIONALS
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