

A photograph showing a person's hand typing on a silver laptop keyboard. The laptop is on a wooden desk. To the right of the laptop is a Moka pot filled with coffee. The word "Eventbrite" is overlaid in the top left corner.

Eventbrite

Social Media for Events: 10 Ways to Write Copy That Sells Tickets

Did you know that social media drives nearly 25% of traffic to event ticketing and registration pages?

When it comes to marketing your event, there are few tools as powerful as social media. But how do you make your event stand out on people's feeds? After all, not only are you competing against other posts — you have very few characters to make a compelling case. That's why it's important to choose your words wisely.

Here are 10 tips for crafting attention-grabbing social copy from Eventbrite's senior social media manager, Christy Huggins:

1. Keep it short and simple!

Studies show shorter tweets generally have higher engagement. On Facebook and Instagram, try to keep the text short enough that readers don't have to expand the post to read your whole message.

Pro tip: On Instagram, keep your caption short, and then put all your hashtags as the first comment.

2. Hook readers right away

People have short attention spans, and they're likely skimming through busy feeds. Catch their attention with your first few words.

3. Use pronouns

Words like "We," "Ours," "You," and "Yours" can make your posts feel more personal and targeted.

4. Keep it casual

You certainly want to be professional — and some events may warrant higher levels of formality — but in general, people are looking for casual, conversational content on social media. One way to sound more conversational is to use contractions (for example, "you're" instead of "you are").

5. Think about ways to save characters

Use an ampersand ("&") instead of "and." Use "2" instead of "two" and "4" instead of "four." But before you use "2" instead of "to"/"too," or "4" instead of "for" ask yourself — does your audience care about grammar?

Pro tip: If you're using Twitter, you can tag relevant accounts that you're mentioning in your post text to encourage retweets & shares! Get around Twitter's character limit by tagging up to 10 accounts in your image.

6. Proofread

Comb your social post for typos before you post it. Better yet, ask a coworker to lend a second set of eyes to catch anything you may have missed.

7. Re-read

This is different than proofreading for errors or typos. Re-read your post, ideally out loud, before publishing to make sure it sounds the way you intended. Could your copy be misinterpreted, leading to confusion or unintended inappropriateness?

8. Have a clear CTA (call to action)

Include a clear call to action in your post — and make sure it's easy for people to take that action. Asking them to buy tickets? Include the clearly-labeled link to the ticketing page! Looking for donations? Include a link to the exact page where they can donate.

9. Include a photo

Posts with photos have statistically higher engagement rates (313% higher on Twitter!) and will better catch people's attention in crowded feeds — so they stop and read your perfectly crafted text!

10. Use relevant hashtags

...in moderation. Hashtags can be a great way to get your content in front of new and relevant audiences (or just to add some fun commentary to your post). #But #nobody #wants #to #read #a #post #where #every #word #is #hashtagged.

Crafting A Great Event Hashtag

Hashtags are great for spreading the word about your event — and collecting content from attendees after it's all said and done. You can even [use hashtags during your event](#) to engage sponsors or start a conversation between guests and speakers.

Effective event hashtags are:

Relevant and descriptive

Including your event name and the year is a common strategy.

Unique

#SocialMediaConference might be relevant and descriptive, but it's not unique, so chances are people will be using it for conferences other than yours.

Short

The shorter the hashtag, the easier it is for people to remember and use it.

Easy to understand

Abbreviations and acronyms are great for keeping hashtags short, but make sure the hashtag isn't too complicated for people to decipher. #MSTHITCFPTD (see what we did there?)

Pro tip: Do a thorough search across platforms for the hashtag you want to use to make sure it isn't already being used for a different purpose... and that it doesn't surface any #NSFW (not safe for work) content.

Here are some examples of great event hashtags:

#CollisionConf for tech event [Collision conference](#): The lengthy word “conference” has been shortened to “conf.” The result is a catchier, shorter hashtag!

#LIBfestival for the [Lightning in a Bottle festival](#): This is a good example of shortening a long event name (instead of using #lightninginabottlefestival).

#BottleRock for the [BottleRock music, food, wine, and beer festival](#): A great example of keeping your hashtag short and sweet. #BottleRock is unique enough that it doesn't need additional words like “napa” or “festival” in a hashtag.

Want to learn more about how to use social media to sell event tickets? Check out our eBook, “[9 Simple Steps to Master Social Media for Events](#).” Or, if you've got more copywriting questions, check out “[The Ultimate Guide to Copywriting for Events](#)” for tips on writing everything from promotional emails to at-event copy.

Eventbrite

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To find out how you can innovate with Eventbrite and grow your event, visit www.eventbrite.com/blog/overview, or give us a call at (866) 902-2531.