



## Social Media Tips for Your *Lights On Afterschool* Event

Social media can help you to greatly expand the reach of your *Lights On Afterschool* event and enhance the experience for your guests by allowing them to engage one another while also connecting your celebration with events happening all over the world. It is also a great way to strengthen support within your own community and to quickly (and cheaply) communicate with people throughout the year. You don't need to have a presence on every social media platform available; choose what will best showcase your program and most allow you to connect with your community of supporters.

Below are some ideas for using social media before, during and after your *Lights On Afterschool* event. To make it easy for guests to participate, create a poster to display or a flyer to hand out during your event to let them know how to connect with you online. You can also include the information on invitations, posters and any correspondence leading up to your event.

### **Photo Sharing**

- You and your guests can email event photos to [2011LightsOn.Upload@picasaweb.com](mailto:2011LightsOn.Upload@picasaweb.com) to be displayed in real time on our [website](#). During your event, have people use smart phones to send photos immediately.
- In the email subject line, be sure to include: Program/event name, city & state. If a VIP or public figure is in the photo, include their name in the subject as well.

### **Facebook**

- [Create a photo album](#) to share event photos with your fans. Your guests can also post their own event photos and comments to your page. Be sure to [enable your page](#) to be tagged by your fans in photo uploads and status updates.
- [Create a Facebook event](#) to send invitations and updates to your guests.
- "Like" the Afterschool Alliance for *Lights On Afterschool* updates and to share event photos and highlights with us: [facebook.com/afterschoolalliancedc](https://facebook.com/afterschoolalliancedc).
- Ask guests to:
  - Join the worldwide [virtual Lights OnAfterschool rally](#). If they're not on Facebook, you can invite new guests using their email addresses. Once they've RSVP'd, that's it!
  - [Check-in](#) to your event or page using their mobile device when they arrive.
  - Tag your program's page or the Afterschool Alliance in photo uploads or status updates.

### **Twitter**

- [Create a Twitter profile](#) for your program to connect with supporters, partners and elected officials.
- Host your *Lights On Afterschool* event as a [tweetup](#) for your followers.
- Follow the Afterschool Alliance: @afterschool4all.
- Ask guests to [live tweet from your event](#) using the official event hashtag #LOA2011.

### **Foursquare**

- [Search Foursquare](#) to make sure your program or event site comes up. If it does not, [create a new venue](#).
- [Have guests check in](#) to your program or event venue using a smart phone or text message.

### **YouTube**

- Create a YouTube channel to post video clips from your event, then share on Facebook and Twitter.
- Email video clips to [2011LightsOn.Upload@picasaweb.com](mailto:2011LightsOn.Upload@picasaweb.com) so that we can share them with our networks and post to our YouTube channel: [youtube.com/afterschool4all](https://youtube.com/afterschool4all).