



# Last-minute event promotion steps

Ready to build some buzz? Use this quick checklist to connect with your community and make your next event a success.

- Step 1:** Add a countdown to your social stories and grid.
- Step 2:** Post a "last chance" reminder to give your followers a friendly nudge.
- Step 3:** Repurpose and resend your event email with a fresh subject line.
- Step 4:** Update your bio and link to include all the details about your event.
- Step 5:** Share a short video inviting people to join if it suits your brand.
- Step 6:** Tag your location and partners to help your post get seen by more people.
- Step 7:** Ask a few trusted friends or partners to share your event with their own networks.
- Step 8:** Post a joyful "happening today" reminder to kick things off.