PROMOTE YOUR EVENT ON SOCIAL MEDIA

FACEBOOK

A good way to Promote your event is through Facebook! It is still the most popular social networking site on the planet. See latest report here tcrn.ch/102g9ss Maximise the potential of Facebook to reach your audience. Here's how:

1. Create a Facebook account (if you don't have one)
2. Go to the WFTO Page http://www.facebook.com/WFTOFairTrade
3. Start posting!
4. If you are new to Facebook, have someone in your organization, who is familiar with Facebook, to do it for you.

TWITTER

Twitter is another popular site you can announce your event.

Tweeting is fun and easy! It is also a sure way to connect wit the Fair Trade movement and promote your event.

1. If you don't have a Twitter account, get one. It is easy, click the link https://twitter.com/signup
2. Start following tweets when you have successfully created your account.
3. Follow the WFTO tweets and its followers, see WFTO account http://twitter.com/WFTO_FairTrade
4. Tag us so we know your Tweet, use @WFTO_FairTrade
5. See this link on Twittering rules to improve your online business **http://tinyurl.com/6yn28o4**
6. Use hashtag words in your tweet to reach out your audience. #FairTrade #WFTDay #WFTD or any relevant hashtags.
7. Enjoy tweeting!

PINTEREST

Images speak a thousand words. Use visuals and images to promote your event, and post it on Pinterest.

1. If you have no Pinterest Account, get one www.pinterest.com
2. It's easy. They have tools ready, so you can start learning how to use it https://business.pinterest.com/en/tools

INSTAGRAM

It's a mobile-based social networking site. Popular among the young generation. Get your visuals and images seen through Instagram.

1. Sign up through your smart phone.
2. Download the Instagram Up and follow the instruction on signing up. Really easy!

YOUTUBE

A video speaks a thousand words! Promote your event on YouTube. Create a video using your digital camera or mobile phone.

Here are some of YouTube's features. It allows any web-connected user to:

- Browse millions of videos uploaded by community members
- Upload, "tag" and share videos worldwide
- Make uploaded videos public
- Find, join and create video groups to connect with people with similar interests
- Subscribe to member videos, save favourites and create playlists
- Embed YouTube videos into websites using special video embed code

Upload now:

1. Create a YouTube account. Complete the sign-up form and submit.
2. Once you have successfully created an account, you can start uploading your video on YouTube.
3. When you upload the video, fill in the form so your video will be visible to all online users.
    a. Put a title
    b. Describe the content of the video
    c. Put a tag on your video so that it can be searched and categorised.
    Use tag keywords like: *World Fair Trade Day, Fair Trade, World Fair Trade Organization, World Fair Trade Day 2011, the name of your organization, and other relevant keywords*
4. Choose a category and language
5. Press Upload File and wait until the uploading finishes!

Here are a few things to keep in mind when before you go YouTubing:

- Remember to include your web site address in all videos you upload so it's easy for people to remember and find you.
- To save time and leverage your efforts, submit your videos to several video sharing sites at the same time.
- Increase your chances of being found by uploading as many videos as possible.
- Remember, your file must be under 100MB in size and no longer than 10 minutes in length (most are under 5 minutes).
- Longer videos require more compression, which means the quality goes down as the length of your video goes up.

YouTube makes it easy for you to quickly get your videos in front of a worldwide audience who's looking for the content, products and services you offer. Just create an account, upload your videos, and join the party!