

Standard Operating Procedures: Effective Event Advertising

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Posters

Purpose:

Posters are essential for promoting events and attracting community participation.

Poster Content Requirements

Every event poster must include the following:

1. Date(s) of the event
2. Time(s) the event will take place
3. Location(s) of the event
4. Cost (e.g., free, by donation, ticket price)
5. Event Host(s) (e.g., Galiano Arts Alliance, guest instructors)
6. Short Description of what attendees can expect (activities, atmosphere, special guests, etc.)

Distribution Guidelines

Online Posting:

- Social Media
- gulfislandevents.com
- Hosting Organization Websites
- [Galiano Google Events Calendar](#)

More details in the sections below

Physical Posting:

- Posters should be printed and posted at all 19 public bulletin boards on Galiano Island.
 - Refer to the Google Galiano Map for exact locations:
<https://www.google.com/maps/d/u/0/edit?mid=1nRRB8bwObBRvflee44Ombs6GNyII1THQ&usp=sharing>
- A-frame signs are an effective strategy for increasing visibility. Placing them at high-traffic locations on the island—such as the ferry terminal, grocery stores, and community hubs—helps ensure they're seen by both locals and visitors.
- Directional flags or posters placed along roads and intersections leading to the event location are especially helpful for guests unfamiliar with Galiano Island. Since Google Maps can be unreliable here, these physical markers are invaluable for guiding people to venues, particularly those in less visible or residential areas.
- Another effective strategy is to use a visible “Open” sign or other attention-grabbing marker during event hours, and remove it when the event is closed. This helps passersby immediately recognize when the event is active and encourages spontaneous attendance.

Social Media

Facebook

Purpose:

To effectively promote events to the Galiano Island community using Facebook, the platform most commonly used for local interaction.

Step-by-Step Promotion Strategy

1. Create the Facebook Event
 - Use the official Facebook page of the hosting organization (e.g., Galiano Arts Alliance, Yellowhouse Art Centre, Galiano Literary Festival).
 - You can include co-hosts which will increase your reach
 - Include all essential event details:
 - Date & Time
 - Location (or virtual link)
 - Cost
 - Host(s)
 - Short description of what to expect
 - Link to any registration or RSVP if applicable
 - Link to website to learn more about event
 - Thank all sponsors and funders if applicable
 - Include a land acknowledgement and any active work with knowledge holders for the event
 - Acknowledge who you are targeting for event (e.g. children, everyone, BIPOC folks, 2SLGBTQIA+, etc.)
2. Invite Page Followers
 - Since the event is created using the organization's official Facebook page, you can invite all of the page's followers directly.
 - This helps reach people already engaged with the organization.
3. Use Personal Accounts for Additional Reach
 - Facebook limits the number of invitations that can be sent per account.
 - Use your personal Facebook account to invite local contacts who may not follow the organization's page.
4. Share to Relevant Facebook Groups
 - Share the event (not just a post) to the following relevant Galiano Facebook groups:
 - [Events Happening on Galiano](#)
 - [Galiano Neighbours](#)
 - [Galiano Musicians](#)

- [Galiano Buy, Sell & Share](#)
- [Galiano Island X](#)
- [GALIANO X \(NO AI\)](#)

⚠️ Avoid sharing to all groups at once to prevent spamming. Share gradually and only to groups where the event is relevant.

5. Engage with the Event Discussion

- Post previews of the event in the discussion tab of the Facebook event.
- Video content is highly recommended (e.g., instructor intro, sneak peek of setup, music preview).
- Share these discussion posts to other groups or the organization's page to increase visibility—Facebook will automatically link them to the event.

6. Schedule Posts Strategically

- Use Facebook's scheduling tools to space out posts.
- Limit to one post per day leading up to the event to maintain interest without overwhelming followers.
- Tag the relevant organizations or persons on the post to increase reach, and ALWAYS have the post link back to the Facebook Event
- Always include a post thanking your sponsors and funders using their logos and tagging them on the post

7. Pin the Event Post

- After creating the event, pin it to the top of the hosting organization's Facebook page.
- This ensures the event remains visible and doesn't get buried under newer posts.

8. Monthly Event Round-Up Post

- If multiple events are happening in a given month, create a monthly overview post listing all event dates and titles.
- Follow up with individual event posters and links in the comments or as separate posts.
- This helps followers see the full scope of upcoming activities at a glance.

📌 Example: [Yellowhouse Art Centre August Events Post](#)

9. Boosting Posts (Sponsor Advertisements)

- Audience Targeting
 - Location: Target Galiano Island and surrounding areas (e.g., Southern Gulf Islands, Vancouver Island, Lower Mainland).
 - Interests: Include relevant categories such as:
 - Arts & Culture
 - Live Music
 - Local Events
 - Nature & Outdoors

- Community Engagement
- Budget & Duration
 - Choose a budget based on event importance and expected return of investment (ROI).
 - Suggested minimum: \$10–\$25 for small events
 - \$50+ for major events or multi-day festivals
 - Duration: 3–7 days or more leading up to the event
- Optimization Goal
 - Select Engagement or Website Visits depending on the post's call-to-action.
- Monitor Performance Metrics
 - Reach
 - Click-through rate (CTR)
 - Engagement (likes, shares, comments)
- Adjust future boosts based on performance insights.

Instagram

Purpose:

Instagram is a powerful visual platform, especially effective for engaging millennials and younger audiences.

Posting Strategy

1. Create a Visual Post or Reel

- Use high-quality images or video reels to showcase the event.
- Reels are especially effective as they auto-play in users' feeds and increase engagement.
- Add collaborators or tag the relevant organizations or persons on the post to increase reach
- Include key event details in the caption:
 - Date & Time
 - Location
 - Cost
 - Host(s)
 - What to expect

 Instagram does not support clickable links in post captions. To direct people to a website, use the phrase "link in bio" and make sure the link is added to your Instagram profile's bio section.

2. Cross-Post to Facebook

- Instagram posts and stories can be automatically shared to Facebook via Meta Business Suite.
- You may need to adjust the post on Instagram vs Facebook since the platform's tagging abilities and website links differ from each other
- Note: Instagram Events must be created manually and cannot be scheduled through Meta Business Suite.

3. Create an Instagram Event Reminder

- When posting about the event, use the "Add Reminder" feature.
- This allows followers to opt-in for notifications when the event is approaching.

4. Engage with Stories & Reels

- Post behind-the-scenes content, setup previews, or short clips of rehearsals or featured guests.
- Use interactive stickers (polls, questions, countdowns) to boost engagement.

TikTok

Purpose:

TikTok is a short-form video platform ideal for engaging Generation Z and Generation Alpha audiences. It's best used to showcase the energy, creativity, and personality of events through quick, visually engaging content.

Posting Strategy

1. Use Vertical Video Format
 - TikTok videos must be vertical (9:16 aspect ratio) and typically under 60 seconds.
 - Capture dynamic moments like rehearsals, setup, behind-the-scenes, or dance previews.
2. Highlight Personality & Atmosphere
 - Focus on fun, authentic, and visually engaging content.
 - Use trending sounds or music when appropriate to increase discoverability.
3. Include Event Info in Captions
 - Keep captions short but informative.
 - Include the event name, date, and location.
 - Use hashtags like #GalianoIsland, #GalianoEvents, #Galiano, etc.
4. Linking & Cross-Promotion
 - TikTok does not support clickable links in captions.
 - Direct viewers to the link in bio or cross-promote the video on Instagram and Facebook for more details.
5. Engage with Comments
 - Respond to questions and comments to build excitement and community interaction.

[LinkedIn](#)

Purpose:

LinkedIn is a professional networking platform ideal for promoting career-related events, workshops, professional development opportunities, and arts programming with educational or industry relevance.

Posting Strategy

1. Create a LinkedIn Event
 - Use the organization's LinkedIn page to create the event.
 - Include all essential details:
 - Date & Time
 - Location (or virtual link)
 - Cost
 - Host(s)
 - Description of what attendees can expect
 - Registration or RSVP link if applicable
2. Tag Relevant Partners
 - Always tag collaborators, sponsors, guest speakers, or partner organizations if they have LinkedIn accounts.
 - This increases visibility and encourages resharing across networks.
3. Use Visuals
 - Include a professional-looking banner image or flyer.
 - Videos or short clips introducing the event or speakers can boost engagement.
4. Engage with Comments
 - Respond to questions or comments on the event page to build interest and trust.
 - Encourage tagged partners to engage as well.

[X \(Twitter\)](#) or [Bluesky](#)

Purpose:

X (formerly Twitter) and Bluesky are platforms designed for short-form text posts with optional visual media. While they allow quick updates and announcements, they are not widely used by the Galiano Island community, and therefore not recommended for local engagement.

Platform Overview

- X (Twitter):
 - Character limit: 280 characters
 - Supports images, videos, and links
 - Best for real-time updates and tagging public figures or organizations
- Bluesky:
 - Character limit: 300 characters
 - Similar format to X, but with a decentralized structure
 - Still emerging and not widely adopted in Canada

Usage Recommendation

- Use only if:
 - The event has regional or national relevance
 - You are targeting audiences beyond Galiano Island
 - Partners or sponsors are active on these platforms
- If used:
 - Include visual media to increase visibility
 - Tag relevant accounts (e.g., performers, collaborators)
 - Keep posts concise and informative

The Active Page: Uniquely Galiano

Purpose:

The Active Page, created by Apple Pi, is Galiano Island's monthly newspaper and a valuable tool for reaching residents who may not use social media or the internet regularly. Every household receives a copy by the 1st of each month, and additional copies are available at local shops.

Submission Guidelines

- **Lead Time:** Submit your ad or article at least 2 months in advance to ensure visibility and allow time for layout and approval.
- **Deadline:** To appear in the next month's edition, submit your content by the 15th of the previous month.
(e.g., for a September event, submit by August 15)
- **Content Options:**
You may submit:
 - A poster-style ad (PDF or image format)
 - A short article describing the event
 - Both, if space and budget allow
- **Ad Pricing:**
Costs vary based on:
 - Size of the ad (e.g., quarter-page, half-page, full-page)
 - Color inclusion (black & white is cheaper than full color)

Galiano Events Google Calendar

Purpose:

The Galiano Google Calendar, operated by Kendall McLaughlin, serves as a centralized, accessible tool for sharing local events with the community—especially useful for those who prefer digital calendars over social media.

Calendar Access & Permissions

- The calendar is public and view-only for general users.
- Anyone can add it to their personal Google Calendar to stay updated.
- Edit access is restricted to trusted individuals from local organizations who are proficient with Google Calendar, and must be granted by Kendall.

Event Submission Requirements

To add an event, Kendall requires the following details:

- Date(s)
- Time(s)
- Location
- Title of Event
- Link to Learn More (preferably a website for those not on social media)

Events are added based on:

- Social media posts
- Active Page newspaper listings
- Direct outreach from organizations requesting inclusion

Promotion & Visibility

- A weekly screenshot of the calendar is posted to the Events Happening on Galiano Facebook group, along with a link to view the calendar online.
- A QR code linking to the calendar is posted on every public bulletin board on Galiano Island.
- The QR code will also be included in the Galiano Arts Alliance pamphlet once available.