

# SOCIAL FRIDAY'S EVENT GUIDE

You are ready to host your first Social Friday event, and you wonder where to start? **Look no further.**

We prepared this document to guide you, so you can create an amazing experience for everyone involved.

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## Before the Event

- ✓ List the materials, tools, means of transport, and everything you'll need
- ✓ List the additional people to invite business partners, collaborators, journalists
- ✓ Send a Press Release

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## During the Event

- ✓ Be there for at least one hour to prepare the location, familiarize everyone with their role, and set the mood
- ✓ Start on time
- ✓ Make sure you don't leave any waste after you are done
- ✓ Post live and share awareness via **#SocialFriday**

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## After the Event

- ✓ Send out a press release to the media
- ✓ Send us a short description of the activity
- ✓ Send us at least 10 photos
- ✓ Send us a video (30-120 seconds) - shot with a phone or professional camera

## What we will do for you

We will upload the images and videos from your Social Friday activity on our website and maintain your profile gallery for each event.

Share your experience with your customers, supporters, and friends with one click from your Social Friday profile and increase the visibility of your commitment.

Do you have questions? Let's get in **touch.**

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