

4Tucson Community Calendar Content

BEST PRACTICES

This document outlines 4Tucson's *recommendations* for posting your events' content on our community calendar. These are not *requirements* to post your events. Thank you for your interest in sharing your events with us!

Written Content

- **Keep it simple.** Take the time needed to write content that is easy to understand; use common language and as few words as possible. A content hierarchy will help tremendously here. The most important information about your event needs to be captured in the "headline". For everyone who is already interested in your event, that content includes: date, time, location and cost. But before they can register or sign up, they need to know what to expect. A few sentences about *who the event is for and how it serves them* can go a long way to help your audience visualize themselves at your event.
- **Make it compelling.** Knowing your Audience is the key, especially with an understanding of their felt need. This means knowing why your event is desirable for the people you are inviting and how it is uniquely valuable in their eyes. Their felt need may be as simple as food and fellowship; it may be more complex, like finding a place to volunteer that makes the best use of their unique skills. Whatever the case, the better you can relate with the people you are inviting and how they perceive your event, the more compelling your invitation will be.

Visual Content

- **Keep it simple.** Images with lots of wording on them lose their effectiveness in capturing the attention of your audience. At most, only have the title written in text over the image.
- **Make it compelling.** Choose one image that best represents what your event is about, especially from the viewpoint of your audience. Use this image in every place you share your event – not just our calendar. This will help with visually identify your image with your event, wherever your audience sees it. Depending on where your image is seen, it will be best to either have only the title of your event in text over the image, or no text over the image at all.
 - If possible, add your organization's transparent logo to the bottom right corner of your media. This is to make sure that wherever your event image might be shared, it is branded as your organization's event.
 - Do your best to make sure the image you have chosen for your event is formatted to fit the dimensions of the different platforms where you choose to share it. Social media platforms vary in their preference for media dimensions, so if your image is not sized to fit, it can be cropped incorrectly.

Getting people to show up to events – even the most exciting ones – is not an easy task! It gets easier with practice. We hope these pointers provide some practical help. Thank you and God bless you!