



Promote Your Meetup Checklist

1. When you create a meetup, **meetup will send out an email announcing your new meetup** to all of your members. After you have filled in all the fields when setting up your meetup, you can click on the button to announce it.
2. **When you decide to announce a meetup**, you can also customize a little note/email to your members that goes out with the announcement email.
3. If you **don't want a meetup you have just created to be announced immediately**, perhaps because you don't have all the details ready or the venue yet, you can choose to wait to announce it another day.
4. **Meetup sends out automatic email reminders** about upcoming scheduled meetups. Make sure you have checked the box that allows meetup to do this on your behalf.
 - a. Click on "Schedule a new meetup" then only enter the title of the talk (you can write whatever you want for now then change it later).
 - b. Click on "Schedule this meetup."
 - c. Click the "Edit" link so you get the edit screen.
 - d. Go to the bottom of the page to "Email settings" and click on it.
 - e. Make sure "Email members automatic reminders" is checked.
5. When you finish creating a meetup there are little buttons on the upper right hand side of the page where you can **announce your meetup to facebook and twitter**. Look for the little icons.
 - a. If you can't find them, click on the "Home" button. This will take you to your meetup's homepage where your upcoming meetups are located.
 - b. Click on the name of the meetup you want to promote. You should then see the little icons toward the upper right hand corner of your meetup, in line with the same row that has the link "Edit" on it.
 - c. Click on them and you can edit the pre-written announcement before it goes to your twitter and FB feed. You can post to your linkedin newsfeed through the linkedin site.



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6. **TIP:** Try to **begin making social media posts at least two weeks in advance of your meetup**. You can come back and keep re-announcing to social media using these little icon buttons. It is helpful to announce to FB from within the meetup website because it will show how many people are coming so far in the post. This lets others see how popular your meetup is and encourages them to sign up.
7. Remember to **announce to social media multiple times**, but choose different times to post on different days. People are not always online so you will need to repeat post. Post morning one day, then afternoon the next, then evening another day. On your own FB timeline, you can go and delete all the repeat posts so they don't crowd your timeline with repeats.
8. **Post in FB groups** that you are a part of if it is appropriate (read group rules or email the group moderator to see if promotion is OK). Also promote other events that look fun or interesting, not just your own. Be a resource for the communities you are a part of.
9. **TIP: Never post on other people's personal walls** unless you have permission. You can upset people if you advertise on their personal space.
10. **Congratulations!** You have promoted your meetup in multiple places!

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