

## Marketing and Publicity

### Website

Create a tab or section with information on your event on your website. Keep this updated as your plans progress. Important information to cover includes:

- Date, Time, and Location of your event
- Is the event free, or is there a cost to attend?
- Is the event suitable for children?
- Your agenda
- List of exhibits

Alternately you can create a listing through an online event planning service, such Eventbrite or Facebook events, to provide information about your event or to register attendees.

### Social Media

#### NAFTC Social Media Accounts

Facebook - <https://www.facebook.com/NAFTCWVU/>

Twitter – <https://twitter.com/NAFTCWVU>

Linkedin - <https://www.linkedin.com/company/2995123/>

#### Official Hashtag

#AFVODyssey

Please tag the NAFTC or use the hashtag on all possible Odyssey posts. We will follow your activity and will repost as our social media schedule allows.

#### Press Release

The NAFTC will send out a customizable press release template in early June. Please complete this as your plan progress.

All completed templates returned to the NAFTC will be sent out to local media outlets before each event. You will receive a list, including phone numbers and/or email addresses, of contacted media outlets. We strongly suggest that you follow up with these contacts one or two days before your event.

You must return your completed press release template at least 10 days before your event to have it distributed by the NAFTC. This allows time to build necessary media lists and complete distribution.