

REACH and ENGAGE THROUGH SOCIAL NETWORKING

Connect with people through chatting, microblogging, file sharing, and discussion boards.

To promote your Town Hall Meeting:

- ◆ Create an event page and send invitation requests;
- ◆ Post information regularly about, and topics related to, your event;
- ◆ Partner with other organizations to advertise your event on their newsfeeds and pages; and
- ◆ Start a forum about the event and related topics on the discussion.



www.facebook.com



www.twitter.com

REACH and MOTIVATE THROUGH VIDEO SHARING

Post a video for others to watch and provide comments on underage drinking prevention initiatives.

To promote your Town Hall Meeting:

- ◆ Record and post a video advertisement for the event.

To share results from your event:

- ◆ Record and post videos from the event.



www.youtube.com

Social media tools are useful to REACH, ENGAGE, and MOTIVATE individuals to participate in underage drinking prevention initiatives, such as Town Hall Meetings.

REACH, ENGAGE, and MOTIVATE THROUGH PHOTO SHARING

Store and share pictures online with others.

To promote your Town Hall Meeting:

- ◆ Post photo advertisements for the event.

To share results from your event:

- ◆ Capture moments and post photos from the event.
- ◆ Connect your posted photos with your social networking and blogging sites.



www.flickr.com



picasa.google.com

REACH, ENGAGE, and MOTIVATE THROUGH BLOGGING

Keep and share an online journal to express and write descriptions, thoughts, and other information about shared interests.

To promote your Town Hall Meeting:

- ◆ Post regular journal entries about the event;
- ◆ Fashion entries about related underage drinking prevention topics; and
- ◆ Upload pictures from event planning, with captions.

To share results from your event:

- ◆ Upload pictures from the event, with catchy captions.



www.blogger.com



www.wordpress.com

