2025 Northern Piedmont Media Guide

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Introduction

Nonprofits want to build positive local media relations for their organization but don't know where to start. What's out there? Who do I contact? When? Even for organizations with these media relationships in place, it can be time consuming to keep up with changing information and new opportunities.

The *2025 Northern Piedmont Media Guide* contains up-to-date print, digital, and social media information in Fauquier, Rappahannock, and Culpeper counties. This resource will help you save time and energy while making the most of local media opportunities.

If you find information that is incorrect, or links that don't work, please contact info@pathforyou.org, staff@thecne.org, or call 540.680.4100 to let us know. If you know of any media resource in the region that is not included in our guide, please let us know so that we may continue to serve area nonprofits to the best of our ability.

CNE's regular email newsletter, published on Thursdays, includes details of events, learning opportunities, and news related to the local nonprofit sector. There is no charge for this service, but inclusion of all material is at the discretion of CNE staff. As a general rule, we do not include information about fundraising activities. Please contact staff@thecne.org with any information you would like to recommend for inclusion.

Click here for a media relations guide, including sample media relations policies, media inquiry procedures, and tips to remember when communicating with the media.

Center for Nonprofit Excellence at the PATH Resource Center

321 Walker Drive, Suite 201,
Warrenton, VA 20186

pathforyou.org/resource-center
info@pathforyou.org
staff@thecne.org
540.680.4100

Tips for Connecting Through Local Media

Local media outlets play an important role in our community. They support and coordinate public involvement activities, encourage citizen participation, and promote the development of an informed public. Below are some tips and tools for the most effective ways to use this resource to best promote your cause, advertise your event, or otherwise get your story heard.

RELATIONSHIPS

Reach out to local resources and make them aware of your presence in the community. Establish credibility by being thorough, honest, and accurate. Prove yourself as a knowledgeable and reliable resource by being in touch with journalists and letting them know what is happening.

AUDIENCE

Questions to consider when choosing the right outlet(s) include:

- What are the characteristics and demographics of my target audience?
- How many people am I trying to reach, and in what geographical area?
- Can I convey the information in a few sentences or do I need more space/time?
- How much lead time do I have to get this information out?
- Consider, what is my advertising budget?

Click here for a resource on using and deciding among paid advertising and media options.

MAKE YOUR STORY NEWSWORTHY

- *Is it relevant?* New information with a local angle and a human element is most likely to catch the interest of the media.
- *Is it clear?* If you had to summarize your information in one sentence, what would it say? The release should be clear, succinct, and include necessary background information.
- *Is there evidence?* Use robust evidence with strong case studies. Include quotes and interviews.

TIMING

When to advertise an event, or submit a news release, will depend on your own needs. But you also must consider the specific requirements of individual media outlets. A weekly newspaper may want to know about a story about two weeks in advance, whereas a digital source may operate on a daily schedule. Pay attention to deadlines and contact outlets to get further details as needed.

GETTING IN TOUCH

It's important to know who to contact at an organization. Keep a close eye on the media to see who is reporting on what. Seek out a journalist whose work seems relevant to your cause and send the journalist an email, possibly including an 'op note' or a news release. If an email is not

listed, most organizations will give you their information over the phone. If you don't hear back, follow up with a phone call. In order to make the most of your news release, focus on targeting organizations whose work is relevant to your cause.

WHAT'S A MEDIA ALERT?

A media alert contains the bare information about your event or report, including where and when it will be launched/take place, what it will say, and details of how journalists can find out more or conduct interviews. It should be written in future tense.

Click here for a media alert template.

HOW TO WRITE A NEWS RELEASE

- A newspaper-style headline in boldface or all caps, with an optional blurb underneath.
- Dateline information: city, state, month, date, and year.
- Your organization's formal name, address, phone number, email address, and website.
- Date and time the information can be released.
- An attention-grabbing opening paragraph that reads like a newspaper story and summarizes the most important information: who, what, where, when, and why. This paragraph should be no more than 30 words.
- Body paragraphs that elaborate on the lead with more details and background information. They should fully explain the story, public policy, or science behind the news.
- Quotes from one of the organization's leaders that reinforce the main points. Try to use colloquial language.
- Boilerplate paragraph summarizing your organization's purpose, membership, relationships, and accomplishments.

Mark the release "ENDS" or "###" after the last paragraph. Indicate contact information and phone number. Then include any relevant notes for the editor including background information on the issue and details, facts, or figures that are too technical to be included in the body of the news release.

When sending the release, write it in the body of an email, not an attachment, so the journalist can read it right away. Include a clear and concise description in the subject line. Click here and here for sample and template news releases.

Fauquier County

Fauquier Times

Phone: 540.347.4222
Email: news@fauquier.com
Website: www.fauquier.com
Circulation: Approx. 7,000–10,000 copies weekly; subscription, newsstand, and online
More: www.fauquier.com/site/contact

EVENTS CALENDAR

Contact: events@fauquier.com or try the Online Events Inquiry Form
Submit to: Online Local Events Submission Form

PRINT ADVERTISING

Ad Type	Ad Size (inches)
Full Page	9.5 x 10.7
1/2 Page (H)	9.5 x 5.3
1/2 Page (V)	4.67 x 10.7
1/4 Page	4.67 x 5.3
1/8 Page (V)	2.25 x 5.3
1/8 Page (H)	4.7 x 2.6
1/16 Page	2.25 x 5.3
Front Cover Strip or Inside Strip	9.5 x 1.5

File Requirements:

- High-quality PDF (Adobe Acrobat), 300 PPI, CMYK only
- Logos: Vector format preferred
- NOT Accepted:
  - Microsoft Publisher files
  - Word, PowerPoint or Excel files
  - GIF or PNG files
  - Low resolution/small TIFF or JPEG files

Color Guidelines:

- CMYK only; no RGB or spot colors
- No four-color black, use C 0%, M 0%, Y 0%, K 100%

Deadline:

- Client artwork: Friday at noon
- Ad created by Times:
  - Elements due seven business days prior
  - Final proof due two business days prior
- Note: Missed deadlines = delayed start; late cancellations = full charge

ONLINE ADVERTISING

Contact: nkeyser@fauquier.com or ahaugan@fauquier.com
Submit to: Retail Ad Submission Form

Ad Formats & Specs:

- Medium Rectangle: 600 × 500 px (desktop & mobile), max 1 MB
- Large Rectangle: 600 × 1200 px (desktop only), max 1 MB
- Leaderboard: Desktop 1456 × 180 px (max 2 MB); Mobile 640 × 100 px (max 1 MB)
- Newsletter: 600 × 500 px, max 2 MB
- Reveal Ad: Contact for sizes & pricing

File Types:

- Static: .jpg, .png, .pdf
- Animated: .gif

Deadlines:

- Client artwork: 2 business days before start date
- Ad created by Times:
  - Elements due 7 business days before
  - Final proof due 2 business days before
- Note: Missed deadlines = delayed start; late cancellations = full charge

RELEASE

Contact: mmangrum@fauquier.com
Submit: Email or News Tips Online Submission Form

Fauquier Now

Phone: 540.349.2951
Email: jkelly@whglifestyle.com
Website: fauquiernow.com

Circulation: Online
- 94,000 monthly readers
- 569,740 total page views
- 7,484 email subscribers
- 31,997 Facebook followers
- 4,387 Twitter/X followers

More: fauquiernow.com/site/about.html

EVENTS CALENDAR

Submit: fauquiernow.com/fauquier_calendar/

ADVERTISING

Deadline:
- Lifestyle Ads: Due by the 20th of the month for monthly features
- General digital ads (banners, etc.): Can be placed at any time — usually requires just 1–2 days' notice

Contact: jkelly@whglifestyle.com or 434.987.3542
More: www.fauquiernow.com/site/advertise.html

DIGITAL DISPLAY ADVERTISING OPTIONS

Ad Type	Dimensions	Rate
Pencil Ad	960 × 45 px	$780/week or $2,699/month
Large Banner Ad	960 × 250 px	Contact for rate
Leaderboard Ad	728×90 px	$315/week (up to five advertisers rotate) or $1,099/month
Rotating Rectangle Ad	280 × 250 px or 280 × 120 px	$190/week or $650/month or $105/week or $375/month
Cube Ad (animated)	280 × 280 px	$1,250/month
Exclusive Email Blast	—	$249/week
Content Sponsorship	Size varies	Inquire for pricing

File Guidelines:
- Accepted file types: JPG, PNG, GIF

- Max file size: 40KB
- Max animation time (if applicable): 15 seconds

NEWS RELEASE
Contact: tbaratko@insidenova.com
Submit: Submit Your News Online Submission Form

Discover Fauquier

Phone: 540.349.8060
Email: DiscoveryReps@verizon.net
Website: discoverypubs.com
Circulation: Direct-mailed monthly to 30,922 homes in Fauquier County and includes parts of Culpeper and Rappahannock. Total regional distribution across all markets is 68,709 homes (approx. 164,372 readers).
Frequency: Monthly, with special double issues (e.g., June/July, Dec/Jan).
Digital: Recent issues uploaded as PDFs at discoverypubs.com/index.html

2025 MAILING SCHEDULE – FAUQUIER

- February: 1/31/25
- March: 2/28/25
- April: 3/28/25
- May: 4/25/25
- June/July: 5/30/25
- August: 7/25/25
- September: 8/26/25
- October: 9/26/25
- November: 10/31/25
- December/January: 11/28/25

DISPLAY/RETAIL ADVERTISING
Description: Discovery Publications offers traditional tabloid-style print ads. Each ad runs for a full month and appears alongside editorial features tailored to the local community. Ads can be designed in-house with no additional cost for layout, photography, or copywriting. Business profiles and feature articles are also available to spotlight advertisers.
Sizes: 1/4 page, 1/2 page, 3/4 page, and full-page units.
Deadlines: Space reservation typically needed 2–3 weeks before mailing date; final ad materials required ~10–14 days prior to issue mail date

Support: Free ad design services included. Graphic designers and business writers are available to assist with layout, copy, and imagery.
Cost: Rates vary by ad size. Discounts available for multi-issue placements or repeat use of the same ad.
Contact: 540.349.8060 or DiscoveryReps@verizon.net
Online Contact Form

NEWS RELEASE.
Contact: www.discoverypubs.com/form.html

Warrenton Lifestyle

Phone: 540.349.2951
Website: fauquiernow.com/lifestyle
Contact: editor@warrentonlifestyle.com
Circulation: Mailed to over 13,000 households in the Warrenton area monthly (~first week)

DISPLAY/RETAIL ADVERTISING
Description: Full-page and modular glossy print ads in a high-visibility, community-oriented magazine
Contact: jkelly@whglifestyle.com or 434.987.3542
Deadline: Due by the 20th of the month

Ad Size	Dimensions (inches)
Full Page	8.5 x 10.875
2/3 Page	7.5 x 6.5
1/2 Page (H)	7.5 x 4.8
1/2 Page (V)	3.7 x 9.75
1/3 Page (H)	7.5 x 3.2
1/3 Page (V)	3.7 x 6.5
1/4 Page	3.7 x 4.8
1/6 Page	3.7 x 3.2

Inside Front Cover	8.5 x 10.875
Page 3	8.5 x 10.875
Inside Back Cover	8.5 x 10.875
Back Cover	7.5 x 6.5
Center Spread	17 x 10.875

NEWS RELEASE
Contact: pam@warrentonlifestyle.com or 540.349.2951

Middleburg Life

Phone: 540.687.5950
Email: info@middleburglife.com
Website: www.middleburglife.com/
Circulation: 40,000g readings per issue. 15,600 website page viewers per month
Frequency: Monthly (first week)

EVENTS CALENDAR (DIGITAL & PRINT)
Contact: info@middleburglife.com
Deadline:

- Submit with enough time for editorial review before desired publication (digital)
- Submissions are due by the 15th for review (print)

ALL ADVERTISING
Published: Monthly (first week)
Deadline: Reservations and copy due 2 weeks prior to publication
Contact: info@middleburglife.com or jennifer@middleburglife.com
More: middleburglife.com/advertising (submission instructions)

DISPLAY/RETAIL ADVERTISING
Description: Glossy lifestyle magazine print ads, available in multiple sizes.
Sizes & Rates:

- Inside & Back Covers: $2,200+
- Double Truck (20.75" × 11"): $2,050
- Full Page (10" × 11"): $1,200

- 1/2 Page (10" × 5.4"): $850
- 1/4 Page (4.9" × 5.4"): $550

Design Requirements:

- Accepted file types: PDF, PNG, JPEG
- Resolution: 300 dpi
- No bleed; full-page ads must include a safe zone

DIGITAL ADVERTISING

- **Instagram story (@middleburglife):** $200 per month (12.2K followers)
  - Posted every Tuesday for four weeks
- **E-Blast banner:** $250 per email (3.5K subscribers)
- **Website banner or sponsored content:** $300 per month (7.2K visits/month)
  - Runs for 30 days from submission date
- **Independent sponsored email:** $500 per email (3.5K subscribers)
  - One-time email blast to Middleburg Life's subscriber list

Contact: info@middleburglife.com
More: issuu.com/middleburglife6/docs/digital_ad_flyer

The Scout Guide: Hunt Country

Phone: 708.560.1827 or 540.878.0313
Email: TSGHuntCountry@thescoutguide.com or nelina@thescoutguide.com
Website: thescoutguide.com/hunt-country/advertise

Audience Reach:

- 15,000 printed copies annually
- 16,000+ annual city webpage views
- 303,000+ annual social media reach
- 2,000 opt-in email subscribers

Frequency: Three volumes per year: Spring (Feb–May), Summer (June–Sept), and Fall/Winter (Oct–Jan)

DISPLAY/RETAIL ADVERTISING

Description: All print display ads include complementary digital and social media promotion. Ad packages offer creative consultation, professional photography, and tailored spread design.

Formats Offered:

- Full page
- Two-page spread
- 1/2 page

- 1/3 page

Contact: nelina@thescoutguide.com or TSGHuntCountry@thescoutguide.com
Advertising inquiry form: thescoutguide.com/hunt-country/advertise

Deadline:

- Winter: member commitments
- Spring/Summer: creative meetings and photo shoots
- Fall: spread design and approvals
- Late winter: Book goes to print

Cost: Varies by spread size; inquire via form or email for current rate

Country Zest and Style

Phone: 410.570.8447
Email: badgerlen@aol.com
Website: countryzestandstyle.com
Circulation: Estimated regional reach across Middleburg, Marshall, Upperville, The Plains, Purcellville, Delaplane, and beyond. Available in shops, restaurants, grocery stores, and cultural event venues.
Digital: A digital edition is available online. All stories and layouts are also distributed via e-blasts throughout the issue's two-month shelf life.
Frequency: Bimonthly (February, April, June, August, October, and mid-November)

EVENTS CALDENDAR

Contact: No formal calendar; events may be covered editorially
Deadline: Submit event information at least 3–4 weeks before publication to allow time for consideration.

ALL ADVERTISING

Published: Bimonthly
Deadline: Ad Copy Due: ~3 weeks before publication
Contact: badgerlen@aol.com or 410.570.8447

DISPLAY/RETAIL ADVERTISING

Description: Full-color glossy magazine. Advertisers receive both print and digital visibility, including e-blasts throughout the two-month issue lifespan.

Ad Type	Ad Size (inches)	Rate

Full Page	9 x 12	$965
1/2 Page (H)	9 x 5.87	$525
1/2 Page (V)	4.43 x 12	$525
1/4 Page	4.43 x 5.87	$330

Design Guidelines:

- Full Bleed Ads: 9.5" x 13.4" with 1/8” bleed (final size: 9.75" x 13.65")
- Keep all text and key elements within 1/4" of trim line

Discounts: Available upon request

Submission: badgerlen@aol.com

Rappahannock County

Rappahannock News

Phone: 540.675.3338
Email: jan@rappnews.com
Website: https://www.rappnews.com/
Circulation: 2,500 paid print circulation, weekly (print edition every Thursday)

EVENTS CALENDAR

Description: Community events can be posted online or printed in the weekly newspaper.
Submit: Events Online Submission Form
Cost: Free for most events; rental listings incur a fee
Contact: editor@rappnews.com
Deadline:

- Online events: No deadline; published shortly after submission.
- Print edition: Submit by Tuesday morning for inclusion in Thursday's issue.

PRINT ADVERTISING

Contact: jim@piedmontpub.com or 540.812.2282
Deadline: Tuesday morning for Thursday print publication

Ad Size	Rate	Combo (Rapp & Culpeper)
Back Page (9.5x13)	$525	$995
Full Page (9.5x13)	$525	$895
3/4 Page (7x13)	$410	$595
Bonus 1/2 Page (7x9.8)	$325	$445
1/2 Page	$300	$399
Bonus 1/4 Page	$260	$349
1/4 Page	$190	$275
1/8 Page	$135	$199

DIGITAL ADVERTISING (RappNews.com)

Contact: jim@piedmontpub.com or 540.812.2282

Deadline: One-day heads-up
Note: RappNews.com publishes content daily and via email newsletter.

Ad Type	Monthly	Combo (Rapp & Culpeper)
Leaderboard Top (728 x 90 px)	$399	$499
Right Rail/In-Story (300 x 250 px)	$299	$399
Exclusive Email Blast	$150	$250

SOCIAL MEDIA ADVERTISING
Description: Real-time social media posts from local businesses and organizations
Contact: cfields@insidenova.com

NEWS RELEASE
Contact: info@rappnews.com, editor@rappnews.com, or maryann@rappnews.com

Foothills Forum

Description: Foothills Forum is a nonprofit newsroom providing in-depth, fact-based, nonpartisan journalism for Rappahannock County and surrounding areas. Unlike most community news nonprofits that replace lost newspapers, Foothills supplements existing coverage through a formal partnership with *Rappahannock News*.
Note: Foothills Forum does not accept advertising. However, nonprofits may pitch local story ideas that, if accepted, may be published in print or online via Rappahannock News and Foothills Forum channels.
Phone: 540.987.0035
Contact: contact@foothillsforum.org or Foothills Forum Online Contact Form
Website: foothillsforum.org
Circulation & Publishing:

- In *Rappahannock News*
- On the RappNews.com Foothills section: www.rappnews.com/news/foothills/
- On Foothills Forum's website
- In seasonal print editions mailed by Foothills Forum

NEWS STORY SUBMISSION/COVERAGE OPPORTUNITIES
Description: Foothills Forum welcomes tips and story ideas from community members and

nonprofit organizations. Stories may focus on local issues, services, events, or residents. If selected, Foothills reporters may conduct interviews and research to publish a full feature.

Submission Info:

- Not an ad; content must be newsworthy and relevant to Rappahannock County
- Articles may appear in *Rappahannock News*, the *Rapp Daily* online news feed, and/or Foothills Forum

Contact: 540.987.0035, contact@foothillsforum.org, or Foothills Forum Online Contact Form

The Piedmont Journal Recorder

Description: Includes MadRapp Recorder/Greene Journal; covers Rappahannock, Orange, Madison, and Greene Counties.
Phone: 540.522.7885
Email: news@madrapp.org
Website: pjrnews.com
Circulation: Average monthly readership of approximately 31,000 (online)

EVENTS CALENDAR
Contact: 540.522.7885 or news@madrapp.org

NEWS RELEASE
Contact: 540.522.7885 or news@madrapp.org

DISPLAY/RETAIL ADVERTISING
Description: Daily digital display advertising
Contact: 540.522.7885

Unit	Ad Size	1 Month	3 Months
Masterhead	970 x 250 px	$1,500	$4,400
Center Double Column	840 x 120 px	$500	$1,450
Middle Column	500 x 120 px	$400	$1,150
Right Column	330 x 220 px	$300	$850

Right Column 1/2	330 x 110 px	$200	$575
Newsletter	—	—	—
Special Newsletter	—	$300	—
Sponsorships	—	—	—

Note: These prices are the highest rate; nonprofits will receive hefty discounts for ads they would like to be posted.
More: pjrnews.com/about-us

The Guide

ADVERTISING
Description: Annual magazine publication of the Rappahannock News. Available in print and online.
Circulation: 8,000 + 1,000 copies distributed to leading businesses in Rappahannock, visitor's center, and real estate offices.
Contact: guide@rappnews.com, jim@piedmontpub.com, or 540.812.2282
More: The Guide

Ad Size	Image Area (inches)	Rate
Cover Strip	7.68 wide x 2.28 high	$625
Back Cover	7.68 wide x 10.38 high	$995
Full Page	7.68 wide x 10.38 high	$895
1/2 Page	7.68 wide x 5.5 high	$595
1/4 Page	3.68 wide x 5.5 high	$395
1/8 Page	3.68 wide x 2.38 high	$250

Culpeper County

Culpeper Times

Phone: 540.812.2282
Email: tspargur@culpepertimes.com (publisher) or karipugh@insidenova.com (editor)
Website: www.insidenova.com/culpeper/
Circulation: 4,000 (print) every other Thursday
More: Advertising Overview

EVENTS CALENDAR
Submit: Events Submission Form

ADVERTISING
Contact: tspargur@culpepertimes.com or 540.812.2282
Deadline: Tuesday morning for Thursday issue; sooner is better.

Dimensions (inches)	Rate	Combo (Culpeper & Rapp)
Back Page (9.5x13)	$895	$995
Full Page (9.5x13)	$795	$895
3/4 Page (7x13)	$549	$595
Bonus ½ Page (7x9.8)	$399	$445
1/2 Page	$349	$399
Bonus 1/4 Page	$299	$349
1/4 Page	$225	$275
1/8 Page	$145	$199

DIGITAL ADVERTISING (CulpeperTimes.com)

Ad Type	Rate (monthly)	Combo (Culpeper & Rapp)
Leaderboard Top (728 x 90)	$399	$499
Right Rail/In-Story (300 x 250)	$299	$399

Exclusive Email Blast	$150	$250

NEWS SUBMISSION
Contact: Submit a News Item

Culpeper Star-Exponent

Phone: 540.829.5496
Email: news@starexponent.com
Website: starexponent.com
Circulation: 3,000; every Tuesday, Thursday, and Saturday. Digital news and content is posted daily.

EVENTS CALENDAR
Contact: 540.836.3270 or kshaw@newsvirginian.com
Published: Daily.
Submit: Click “create an event” online at Online Events Calendar
Deadline: 1-5 days prior based on demand

NEWS RELEASE
Contact: news@starexponent.com
Submit to: News Tips or Send a Story

DISPLAY/RETAIL ADVERTISING
Contact: 540.836.3270 or kshaw@newsvirginian.com
Advertising Inquiries
Published: Daily (digital); Tuesday, Thursday, and Saturday (print)
Deadline: Three days prior (print)
Note: The advertising team can convert print ads into digital ads.
Cost: Contact for rates.

Social Media Strategy

Social Media Strategy

Social media can be a helpful tool for connecting with different audiences for your cause, advertising an event, and for driving traffic back to your website. Maintaining an adequate presence on social media, particularly on multiple platforms, can be very time consuming. Please consider these suggestions when building a social media strategy:

1. Consider the role of social the larger context of your communications strategies.
2. Be clear about what you want to accomplish with your online presence.
3. Define the audience you want to reach and choose the right platform for the job.
4. Create a content strategy specific to your brand.

Below we consider some aspects of four of the biggest platforms: Facebook, Twitter, LinkedIn, and Instagram.

Facebook

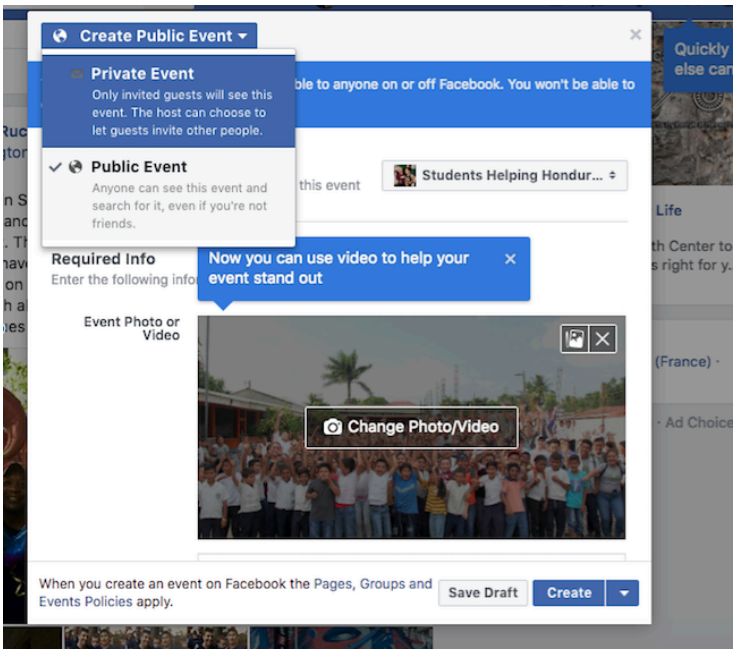
Facebook is the world's largest social media platform and has a more diverse user base than others, such as Twitter, Instagram, Pinterest, or Snapchat. If you are going to put your efforts into one social media outlet, Facebook usually makes the most sense.

Whether you are interested in generating donors, clients, or volunteers Facebook can increase awareness of your organization, drive potential donors, volunteers, or clients to your webpage, or advertise an upcoming event. You can also choose to boost your post (for a fee), which will target different audiences. You can tailor your audience by geographic location, gender, age, or other keywords. The price increases the more people you include and the longer you boost the post for.

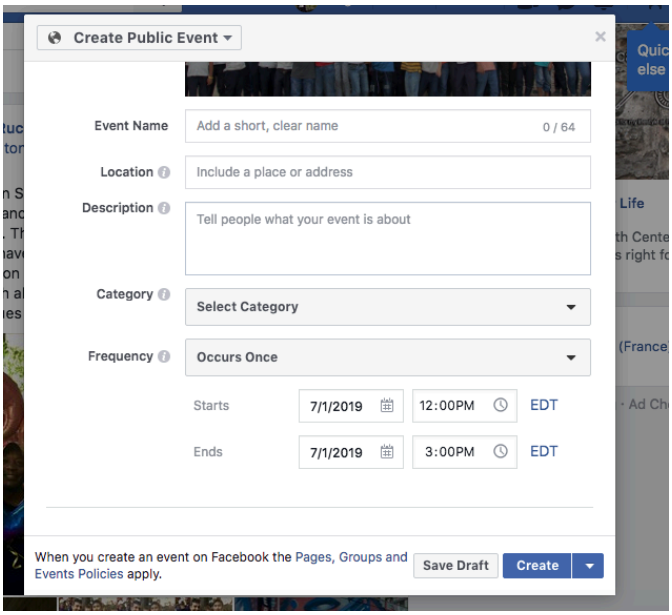
Event posts make it easy for members and supporters of your organization to share the details of your events so that they reach a larger audience. Facebook also makes it easy to link your event post right to the pre-ticket sales (if applicable) to maximize your pre-event earnings.

CREATING AN EVENT POST

1. Log into Facebook and hit "Create" and scroll until you find "Create Event"
2. An image similar to this one should appear:



3. From here you have two choices. The first choice is to create a Private Event, which is great for small events with a select few attendees (i.e. a donor dinner, volunteer training, or an event for the recipients of your organization). For larger events that are open to the public, you would want to create a public event. This means that people who are not directly invited by you or members of your organization are able to see the event and are able to buy tickets or RSVP to it.
4. Now enter the information that is prompted, as shown below.



For this screen, you will need the event name, the location of the event, a short description, a category (preselected choices), and how often it will occur.

5. From here you have the option to add a co-host (if applicable), and finer details, such as if it is kid-friendly, or if people are able to volunteer. This is also the step that you can link to your ticket sale page if you are preselling tickets.

Making the event is not enough. If your organization does not have the budget to use Facebook to boost your event, be sure to share the event on your organization's page and encourage those who follow your Facebook page to also share the event. Be sure to keep the organization in the forefront of people's minds and keep the interest going.

More information on how to promote your event.

Twitter/X

Twitter is one of the most widely used social media platforms and one of the easiest to post minute by minute updates. Here are some tips to help grow interest in your event using Twitter.

1. If you have not already, create a hashtag that relates to your organization's mission and make it unique. This is useful because if someone sees the hashtag, they can follow it, and see what you have done in the past. Also, encourage anyone who is a volunteer,

vendor, etc. to use the hashtag at any point when they interact with your organization online (this can also be helpful for Instagram), use their connections and followers to your advantage.
2. Use visuals to increase engagement in post. Whether these are images from the previous year, or images of your team hard at work setting up for the event, more people will take a glance at your tweet rather than scrolling past it if it has a picture to go along with it. Besides, why have 280 characters when you can add 1,000 with a picture?
3. Have a tweetathon—twitter marathon—to increase the chances of your followers seeing something you post. Prior to the event designate a day where someone will post every half-an-hour or so about your event, you can do it more often if you wish.
4. Is this an annual event? Have someone live tweet the event to start gaining interest for next year. This is especially helpful if the event has a specific hashtag that people can follow in the future to look back on the event.
5. Generally, the best time to post for Twitter is between 12 and 2 p.m.

Find more information on how to promote your event through Twitter.

LinkedIn

Also known as "the Facebook of the professional world," many of the tools on Facebook are also available on LinkedIn, but this social media site is more directed towards the professionals of today.

1. One helpful tip is that if your event has someone speaking that has been designated as an influencer or has a large number of followers, ask them to post about the event. This is a great way to get the word out without having to do a large amount of work.
2. As with Facebook, you can create events, and link the event back to the presale tickets. Unfortunately, though, the event page is not as involved as Facebooks, and guests cannot RSVP.
3. If you are a part of a group that relates to your cause, share the event in the group.

More information on how to promote an event on LinkedIn.

Instagram

Instagram is part of the "big three" whenever you are creating and promoting an event. Don't know where to start? Here are some tips to boost your event.

1. Use a hashtag—make it the same hashtag if you are using Twitter to promote your event as well.
2. Post up to twice a day but be wary of posting more since many users don't want to see just you on their feed.
3. Share graphics made from a program such as Canva, InDesign, or PowerPoint.
4. Generally, the best time to post on Instagram is between 3 and 6 p.m.

See here for more information on how to promote your event on Instagram.

Don't Have Time?

Have an important meeting to get to today or don't have time to drop everything you are doing to log onto social media to promote your event? There are several resources you can use that will help you schedule content, so it goes online when you want it to, whether you are online or not. Note that many of these services do require a fee, whether it is an annual fee or a monthly fee.

Important Note

Be sure to engage your followers throughout the year and not just when you are promoting an event. If you engage and keep up a strong following, getting people out to your event will be a little bit easier, no matter what platform you are using.

Resources

CNE's Library: Media-Related Resources

Consider using these media-related resources, available in CNE's library. Members may check out books by emailing staff@thecne.org or by stopping by our office. Members can check out up to two books for a two-week period. Nonmembers may peruse onsite.

THE NETWORKED NONPROFIT: CONNECTING WITH SOCIAL MEDIA TO DRIVE CHANGE

Author: Beth Kanter

Description: This groundbreaking book shows nonprofits a new way of operating in our increasingly connected world: a networked approach enabled by social technologies, where connections are leveraged to increase impact in effective ways that drive change for the betterment of our society and planet.

THE NONPROFIT SOCIAL MEDIA DECISION GUIDE

Author: Trellon Idealware

Description: The Decision Guide walks through: what social media is and why it might be useful for you, how your goals, audiences, and metrics should drive the decision making process, specific information on the tangible value nonprofits have seen in using Facebook, Twitter, Blogs, Photo Sharing Sites, Video Sharing Sites, and more, choosing an effective social media mix, integrating all of your communications, a workbook that helps you walk through all of this for your own needs, and a Consultant Directory to find a professional to help you take the next step!

USING SOCIAL MEDIA TO MEET NONPROFIT GOALS: THE RESULTS OF A SURVEY

Authors: Firefly Partners, Balance Interactive; Beaconfire

Description: Are social media channels working to help nonprofits engage their current audience? Recruit new supporters? Raise money? This 20-page Idealware report provides the results of our survey of 459 nonprofit staff members actively using social networking for their organization. It summarizes what nonprofits are using, and how well they think it works, for tools including Facebook, Twitter, MySpace, LinkedIn, blogs, photo sharing, and video sharing site.

BRANDRAISING: HOW NONPROFITS RAISE VISIBILITY AND MONEY THROUGH SMART COMMUNICATIONS

Author: Sarah Durham

Description: Brandraising outlines a mission-driven approach to communications and marketing, specifically designed to boost fundraising efforts. This book provides tools and guidance for nonprofits seeking to transform their communications and marketing through smart positioning, branding, campaigns, and materials that

leverage solid strategy and great creativity, with a unique focus on the intersection of communications and fundraising.

EVERY NONPROFIT'S GUIDE TO PUBLISHING: CREATING NEWSLETTERS, MAGAZINES, & WEBSITES PEOPLE WILL READ

Authors: Woodard, Cheryl; Lucia Hwang

Description: Practical and hands on, this book shows you how to overcome inexperience and budget constraints to produce publications that effectively promote your cause. From developing an idea to distributing the final publication, you'll get the information you need. Find out how to: design and print engaging magazines or newsletters, create an appealing website, locate the best freelancers and vendors, develop successful ad sales and fundraising strategies, meet IRS and postal requirements for nonprofits, and use time-tested publishing ideas and resources.

THE NONPROFIT MARKETING GUIDE: HIGH-IMPACT, LOW-COST WAYS TO BULD SUPPORT FOR YOUR GOOD CAUSE

Author: Kivi Leroux Miller

Description: This down-to-earth book shows how to hack through the bewildering jungle of marketing options and miles-long to-do lists to clear a marketing path that's right for your organization, no matter how understaffed or underfunded.

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