



Ways to Help Promote This Event!

Use the Conference Hashtags!

- When posting, please SHARE these two Official Conference Hashtags are:

#ListeningForGodConference

#ListeningForGod

- For Facebook and Twitter, we recommend three hashtags max. However, for Instagram, it is recommended to use around 25 or more. Mix up some very popular ones with some that are unique to your audience and the theme you are promoting. Some hashtags to consider: #Catholic #Christian #God #prayer #silence #hope #faith #TrustGod #CathMedia #CatholicTwitter #scripture #love #CatholicFaithful #trcot
- Look what is trending on various social media and it relates to this conference, be sure to include it
- Consider posting along with the daily popular hashtags such as: #TransformationTuesday #WednesdayWisdom #ThursdayThoughts #FridayFeeling
- Daily log on and SEARCH for the two conference hashtags and SHARE and RETWEET the content you see posted relating to the conference

Share the Conference Graphics far and wide!

- We have uploaded flyers and graphics to our [Conference Promotional Resource Page](#) for use by the public to spread the news about this event! Feel free to download, save, print, share and distribute around your neighborhood, parish and community. Suggestion: Think of local Catholic owned businesses or restaurant where you can post a flyer of the event.

Website

- If you have a website, have the Conference added to the events section, and/or your home page, if appropriate.

Facebook

- **Post on your most popular Facebook pages, either personal or professional:** Use your affiliate link to post at first once a week, then every few days on Facebook that you will be speaking at this conference, perhaps mention what the topic of your presentation will be, some of the other speakers that your followers may recognize, and any thoughts you think may excite your followers to attend, and especially to encourage them to take advantage of the Premium Pass to watch all the speakers after the event for faith growth. Be sure to mix it up a bit and focus on different aspects on different posts. Graphics for Facebook posts and banner can be downloaded [here](#).
- **Facebook "Stories":** Add a "Story" in Facebook inviting people to come to the Conference.
- **Other Facebook Pages:** If you have other Facebook pages, such as apostolates, post there, if appropriate.
- **Post in Facebook groups** you belong to, if appropriate, tailoring it to the group, and asking permission to post from the admin if needed.
- **"Share" posts from the [Conference Event page](#),** and click that you are going.
- **Consider paying to "Boost" your Facebook post** to have it appear to more people inside and outside your circle, again making sure you use your affiliate link for everything you post.
- **Schedule Posts in advance:** If you have a separate Facebook "page" for your professional life, you can schedule future posts in Creator Studio to run at a day/time of your choosing, so you don't forget to post. Hootsuite works well for pre-scheduled posts.
- **Share Facebook EVENT:** We have created a Facebook EVENT for this conference. Please feel free to SHARE this to your wall, RSVP if you are "going" or "interested" and also INVITE people to this event.

Twitter

- Post about the Conference frequently on Twitter. If you have "HootSuite" or another similar program to schedule Twitter posts, you can schedule several posts ahead of time.
- We have written Pre-written Tweets you can cut and paste to share on social media.
- We recommend you always post a graphic when tweeting. Graphics for Twitter and other social media sizes can be found [here](#).
- Be sure to look what is trending and try to use the daily hashtags and tag the speakers and conference sponsors.

Instagram

- Don't forget to post on Instagram. You can use the square shaped graphics [located here](#). Be sure to add many #hashtags when posting on Instagram. You can add them either in the comment under your post or actually put several On several lines and put it down below your post.
- Create Instagram "Stories" and link to the conference web site – utilize GIFs – they grab people's attention

Other Social Media

- If you have other social media such as Pinterest or MeWe, be sure to use some of these techniques and [graphics](#) there as well.
- Use Hootsuite or another social media tool to pre-schedule posts.

Blog

- If you have a blog, be sure to post about the conference and use your affiliate link.

Parishes/Schools/CCD/Parents

- Ask your pastor/parish/schools, or other parishes you may be affiliated with, to add it to the bulletin, or if flyers could be placed in the back of the church or placed on bulletin boards. It is "old school" but still very effective. Many schools and parishes have e-mail system and are emailing their bulletin. Ask your parish/school/religious education program coordinator if they would email the flyer to parishioners/school or CCD parents. A half-sheet flyer in .pdf format for printing can be [downloaded here](#).

Youth Groups/Bible Study Groups/Catechists/RCIA

- Please reach out to your local youth group or bible study leader, or RCIA or Catechist and ask they share about this event.

Dioceses

- If you have connections with your diocesan newspaper, ask them to add the event to their calendar, or ask them to write an article about the Conference.

Newsletters/eBlasts

- If you send out email newsletters consider sending out one specifically inviting people to the Conference, using your affiliate link, and/or placing the Conference at the bottom or in your events section if you have one. Graphics, style of fonts and color hex codes for the event are located at our Conference Promotional Resources page at Teresa Tomeo's website, [located here](#).

Videos

- Make a short video on YouTube, Vimeo, or Facebook inviting people to this event and discussing what your particular talk will be about. Post YouTube or Vimeo videos in all your social media.

Personal Invitations

- Invite people personally in conversation.
- Invite friends, family, co-workers and fellow parishioners by email or Direct Message in social media (Facebook Messenger)
- Send the web site link via text message to family/friends, or a message through *WhatsApp*, etc.
- Print and mail a ½ page flyer to key people with a hand written note that you think would benefit from this conference is very effective. The conference is FREE so money and cost should not be a factor.
- If someone you know that has fallen away from their faith or really needs to be uplifted, please consider inviting them to this event. Texting is a very effective way to reach people and get a quick response.

Text Message your friends and Family, co-workers, etc.

- Texting gets an immediate response more than emails do. Consider texting the Instagram shaped square conference graphic located [here](#). This size is perfect for texting.
- Send a text reminder a week later if you didn't receive a response.
- Consider texting a photo of your favorite speaker that is speaking at this event to your friend and tell them WHY you liked to listen to them and how their wisdom and knowledge has helped you. Encourage them to attend this FREE event.

Other Creative Ideas – The Sky is the Limit!

- ***Be Creative!*** There are many other ways to promote items. Most of the time personal sharing and posts do the best. For example, if you print out the ticket for the event and take a photo of yourself with the conference graphic, then share that post on social media, many people will react to it.
- ***Post personal Photos!*** If you see a bulletin ad in your church bulletin for the conference, take a photo of the ad and post it on social media

Become an Official Sponsor or Affiliate of this Event!

- Sponsorships and special Affiliate links are available for this event to those willing to help us promote it. Please contact Joe Higgins at joeh@catholicspeakers.com if you are interested.

Give a Gift that lasts the whole year!

- Another idea is to purchase the PREMIUM CONTENT for a friend or family member that needs to be uplifted at this time. This will give them from now until December 31st to watch/listen to all the talks. For example, if someone you know lost their job due to COVID-19 it may be nice to give them this as a spiritual pick-me-up they can enjoy the entire year!