



SOCIAL MEDIA SMARTS

**Turbocharge Your
Trivia Night!**

**A STEP-BY-STEP
GUIDE TO
PROMOTING
TRIVIA NIGHTS ON
SOCIAL MEDIA**

Presented by





DID YOU KNOW THAT...

Promoting a trivia night event on social media is one of the most efficient ways for you to generate interest and attract participants. That's why we have crafted this helpful guide for you!

The people most likely to attend your trivia night are people that already follow you on social media. That means you have a direct line of access to a potential audience that your trivia company doesn't!



**READY FOR IT?
LET'S START!**



1 SCHEDULE YOUR POSTS

Make your life easy. Plan your posts in advance and create a posting schedule to ensure regular updates leading up to the event.

Our most successful trivia clients do social media posts at least three times a week to develop customer interest and anticipation.

One more thing, timing is the key! According to engagement reports, the best time to post on Facebook and Instagram is from 9:00 AM to 1:00 PM. So aim for posting within that timeframe for better reach and engagement outcomes.

Don't know how to schedule posts?
Use this link and learn how!

<https://www.youtube.com/watch?v=wFLiXon9DmY>

2

CRAFT ENGAGING CONTENT

The social media pictures and videos you post are best paired with compelling and concise captions that highlight the key details of your trivia night. Use humor or wordplay to grab attention.

Include a call-to-action in your posts where players can engage with your post. For example, our clients encourage people to sign up for their trivia email list (that we run on their behalf).

See the next pages for sample photo captions you should use on your social media postings.

PHOTO CAPTION IDEAS

Test your knowledge and bring your A-game to our epic Trivia Night happening on Thursday at 7:00 at ____.

Score more points! Access the link for FREE clues to the game!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Unleash your inner quizmaster at our upcoming Trivia Night extravaganza! Don't miss out! See you on Thursday at 7:00 at ____.

FREE clues? Click the link and dominate the quiz!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Join us for a night of brain-teasing fun and fabulous prizes! Get your team ready for Trivia Night! Only here at ____, Thursday at 7:00.

Click the link for EXCLUSIVE trivia hints and rule the night!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Prepare to launch into a world of trivia at our exciting event! Gather your crew and compete for glory! It's on Thursday at 7:00 at ____.

Click the link for FREE trivia clues and rule the night!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Trivia Night is back, and it's better than ever! Get ready to flex those brain muscles and win big! Join us on Thursday at 7:00 at ____.

Click the link for FREE clues and become a quiz champion in no time!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

PHOTO CAPTION IDEAS

Calling all trivia enthusiasts! Join us for a night of brainy brilliance and incredible prizes! Come and join us on Thursday at 7:00 at ____.

Get your FREE trivia night clues now and ace the game!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Get your thinking caps on and your game faces ready – Trivia Night is just around the corner! Catch the game on Thursday at 7:00 at ____.

Get FREE clues here that'll make you the smartest player in the room!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Get ready for a whirlwind of facts, fun, and fantastic prizes at our Trivia Night event! It's trivia o'clock! Only here at ____, Thursday at 7:00.

Click the link for FREE trivia night clues and step up your game!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Prepare for an unforgettable night filled with mind-boggling questions and electrifying excitement! Trivia Night is here! See you on Thursday at 7:00 at ____.

FREE clues? Click the link to become a trivia pro!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

It's time to shine, show off your knowledge, and compete for bragging rights at Trivia Night! Join us on Thursday at 7:00 at ____.

Take advantage of our FREE trivia night clues here:
<https://www.notrocketsciencetrivia.com/advertise-with-us>

PHOTO CAPTION IDEAS

Unlock the doors to knowledge at our Trivia Night! Gather your squad and let the games begin! Join us on Thursday at 7:00 at ____.

Click the link for FREE trivia night clues and win with wisdom!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Raise a glass to good times and great questions at Trivia Night! Test your wits and win big with us! See you on Thursday at 7:00 at ____.

Outsmart the competition with FREE trivia night clues! Click this link:
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Trivia Night is where knowledge meets entertainment. Join us for a night of wit, wisdom, and wonder! Only here at ____, Thursday at 7:00.

Why guess when you can know? Get FREE clues through this link:
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Join us for a night of mental gymnastics and laugh-out-loud moments at Trivia Night! You won't want to miss this! Catch it on Thursday at 7:00 at ____.

No more second-guessing! Click the link for FREE trivia night clues!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

Step into the spotlight and show off your smarts at Trivia Night! Gather your dream team and compete for victory! We'll see you on Thursday at 7:00 at ____.

Why stress when you can impress? Click the link for FREE trivia clues!
<https://www.notrocketsciencetrivia.com/advertise-with-us>

3

MAKE RECURRING FACEBOOK EVENTS

Utilize the Facebook Events feature. Go to your Facebook page and create a recurring event for your trivia night.

Once you do that, the event is posted in the “Featured” section of your Facebook page. This means that your event will be the first thing that anyone sees when they visit your page.

If people click that they are interested in the event, Facebook will send them notifications to remind them to come. Free advertising for you!

POST-EVENT HIGHLIGHTS

Utilize post-event highlights on social media by sharing engaging content such as photos and videos from the previous trivia night, showcasing the fun and excitement attendees experienced.

Create a sense of FOMO (fear of missing out) by emphasizing the memorable moments and prizes won, enticing your audience to join the next event.

Encourage participants to share their own event highlights and experiences, expanding your reach and social proof, ultimately building anticipation for future trivia nights.

Our most successful clients will post a picture of the winning team each week. Those players almost always repost that picture on their own feeds. It's **FREE ADVERTISING!**

HIGH ACHEIVER PRO - TIP

If you're willing to spend some money, running Facebook ads can help a lot. But don't just boost a post—use Facebook's "Leads Ads" feature to collect emails from people interested in your trivia night.

These are ads made specifically for collecting email addresses. I've personally spent hundreds of thousands of dollars on Facebook Leads Ads for our clients. That's because they work really... really well. They are admittedly advanced though. For more information on Leads Ads, you can [watch this video](#).

P.S. At Not Rocket Science, our professional marketing team runs leads ads and do all of the advertising for our clients. If your current provider isn't giving you that type of value, respond to the email that you received this E-book in and set up a call with our team.

BONUS TIPS



- Use the Stories feature on platforms like Instagram and Facebook to share real-time event updates.
- Encourage participants to tag friends or teammates they'd like to join the event with.
- Consider using paid advertising on social media platforms to boost your posts and reach a wider audience.
- Join and participate in local community groups on social media to promote your event to a targeted audience.
- After the event, express gratitude to participants, sponsors, and attendees on social media, showcasing its success and building anticipation for the next one.



THAT'S IT!

Always remember that behind every successful event is an effective strategy.

Take advantage of the power of social media promotion RIGHT NOW.

