



# Going Beyond Live

WITH

## PRISCILLA SHIRER

### PROMOTION TIP SHEET

**GET ALL THE DETAILS ABOUT THE EVENT  
AND DOWNLOAD PROMOTIONAL TOOLS HERE:**

Click each city to view

Jackson

Knoxville

Greensboro

Baltimore

#### TICKET PURCHASE LINK

For ticket purchases and more information about the event, point to  
[lifeway.com/goingbeyond](http://lifeway.com/goingbeyond)

#### EMAIL PROMOTION

Share about the event via email! Download the email header image in our promo tools and start crafting an email to invite others to the event. In the invite email, we'd recommend including:

- Event date
- Event location
- Name of featured Bible teacher and worship leader
- Ticket purchase link (above)
- Ticket price

P.S. Gather a group of 5 or more and save! Click for details.

#### Optional ideas to include:

Click each item to view

Promotional  
Video

Teaching  
clip

What an attendee  
can expect at  
the event

Tips for bringing  
a group to  
an event

## CHURCH PROMOTION

- Play the Going Beyond Live promotional video during announcement time, before or after the service, or at women's gatherings throughout the week.
- If you don't have video capability or would prefer to use a static image, download presentation slides from our promotional toolkit.
- The presentation slides include blank spaces for you to add information as needed, ie. if a group is traveling to the event together, if a group of tickets has already been purchased, etc.
- Download and print posters and flyers to hang up on bulletin boards, post on women's restroom stalls, and ask greeters to distribute at entrances.

## FLYERS AND POSTERS

Distribute flyers and posters in places women gather!

- Many coffee shops have community bulletin boards to share about local events.
- Know of any local Christian-owned businesses? Ask if they would be willing to keep a stack of flyers near the checkout stand.

## SOCIAL MEDIA

The 4 big things to remember when posting on social media are:

**tag, hashtag, link, and reply.**

Let's take a deeper look into each.

### 1. Tag

When you post about the event on social media channels, tag the following accounts.

- @lifewaywomen
- @PriscillaShirer
- @AnthonyEvansJr

You can tag each account in your caption by simply typing the account name (don't forget the @ sign!), and/or follow the steps on various social media platforms to tag accounts in the image itself.

### 2. Hashtag

The official hashtag for Going Beyond Live is #GoingBeyondLive

- Use hashtags to form a community, advertise an event, organize comments.
- Use it on Instagram and Twitter when sharing content about the event.
- See who else has used the hashtag by clicking on it when it's live in a post. Then like, repost, and comment on others' posts that use the hashtag. (Lifeway Women uses the hashtag in most of our study and event posts on Instagram and Twitter. You can steal our stuff! We love when people do that.)

### 3. Link

Don't forget to link to the website for more information and to purchase tickets to the event! Be sure to include [lifeway.com/goingbeyond](http://lifeway.com/goingbeyond) in your social media captions.

### 4. Reply

One of the best ways to boost engagement on your social media posts is by responding to comments and direct messages about the event on your channels. Check your accounts regularly so you can respond to questions promptly.