



International Jazz Day – Promoting Your Event

After registering your event on JazzDay.com, spread the word. Here are some ideas to promote your International Jazz Day event **before April 30th**.

Use the International Jazz Day Participant logo on promotional materials

- Download the International Jazz Day Logo from JazzDay.com. This logo signifies that your event is a part of the April 30th global celebration.
- Include the International Jazz Day logo on social media, web sites flyers, posters, press releases and other printed materials.

Promote your event through social media

- Use Facebook, Twitter and other social media sites to announce your event.
- Include a 'like' button on your website so people can promote your event to their friends.
- 'Like' [International Jazz Day on Facebook](http://www.facebook.com/intljazzday). (www.facebook.com/intljazzday)
- Follow [International Jazz Day on Twitter](https://twitter.com/intljazzday). (@intljazzday) and use hashtag **#jazzday** on all your jazz tweets.
- Re-tweet or share material from the official International Jazz Day accounts with your friends and followers.
- Evite [International Jazz Day](#) to all your events for April 30th on Facebook.
- Include details on your event and the International Jazz Day logo in any e-newsletters or email blasts you are sending out before April 30th .

Contact your local media

- Use the press release template from the International Jazz Day toolkit to send to reporters.
- Send story ideas to local publications with an angle that will catch their attention.
- Identify a local celebrity or community leader to serve as a spokesperson for your event.
- Jointly promote your event with other individuals or organizations in your community hosting International Jazz Day programs.
- Use a rehearsal as a media event to promote your planned event.
- Send public service announcements to local radio stations that accept them.
- Offer photo opportunities at your event.
- List your event in print and online event calendars.
- Advertise your event on community bulletin boards and newsletters.
- Pitch follow-up stories and include photos from your event.