



PROMOTION CHECKLIST

As you begin to promote your NJ Makers Day event, reference this handy promotion checklist to see if you have hit all the marks to get the best coverage and reach the highest attendance possible. To make it easy, find some customizable and useful resources at <http://njmakersday.org/content/presskit>.



Social Media

- ◆ Facebook
- ◆ Twitter
- ◆ Instagram
- ◆ Snapchat
- ◆ *#njmakersday*



Print Media

- ◆ Posters
- ◆ Postcards
- ◆ Bookmarks
- ◆ Buttons
- ◆ Flyers



Outreach

- ◆ Local Newspaper
- ◆ Local Web News
- ◆ Local TV Station
- ◆ School Newspapers
- ◆ School News Stations
- ◆ Local legislators
- ◆ Youth Groups & Organizations