



ENDURANCE

Social Media Tools

Guidelines & Best Practices





GUIDELINES

All ?

Enter the URL to be referenced in Facebook Likes, Google+, and Tweets.

URL:

https://www.facebook.com/Activecom


Preview

Facebook ?

Enter the default text to be presented to consumers when they Share the event.

Name

Image



Choose file

fs_image.png

Format: JPG, JPEG, PNG or GIF. Size: Less than 3 MB. Dimensions: 1200 px width, 630 px height minimum.

Description

Reset to default

URL

- **Leave blank** – it will automatically reference your registration page URL

Facebook Image

- This image is posted to the participant's wall when they choose to the Facebook Share option & well as the image used in other applications as the preview for the registration page
- Less than 3 MB
- 1200px Width x 630px Height



GUIDELINES

Twitter

Enter the default text to be presented to consumers when they Tweet about event.

Tweet

Join me at \${event_name} on \${event_date}!
#whatsyourACTIVE
\${url}

48

Reset to default

Email

Enter the default values to present to consumers when they send an email about the event from the registration confirmation page.

Subject:

Join me at \${event_name} on \${event_date}!

Body:

Join me at \${event_name} on \${event_date}! \${url}

Reset to default

SMS

Enter the default text to be presented to consumers when they SMS about event.

Text:

Join me at \${event_name} on \${event_date}! \${url}

Reset to default

#Hashtags

- Add any relevant hashtags that promote your event into the social media channels. This will ensure when shared, your hashtag is inserted

URL code

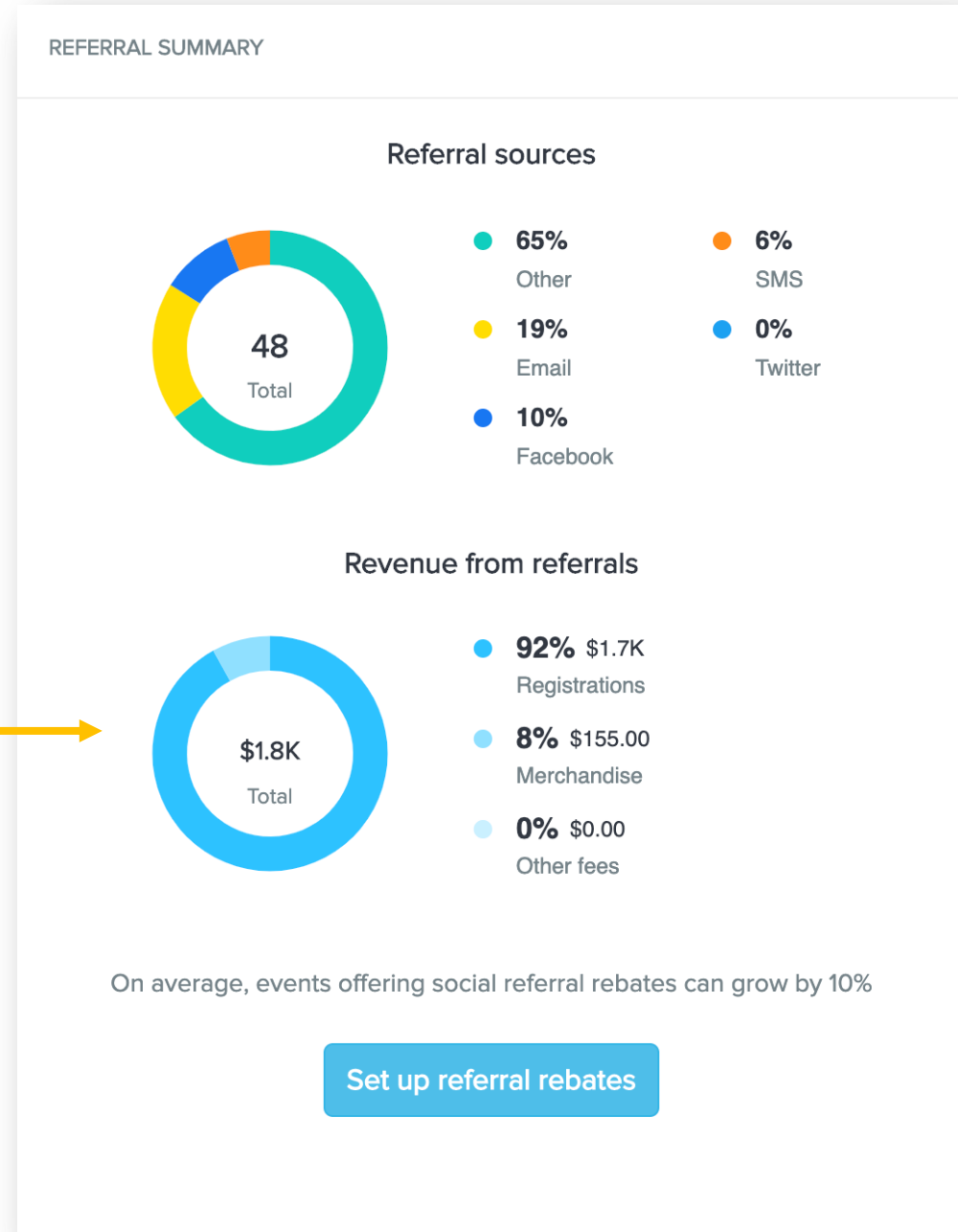
- **Leave \${url}** – This reference code embedded into the body of the various social media services, this will make sure the registration page URL gets shared.



DASHBOARD

REFERRAL SUMMARY component highlights **Referral sources** and **Revenue from referrals**.

Referrals are broken down by the specific social media source and referral revenue is attributed as either registration, merchandise, or fees.





BEST PRACTICES

Motivate prospects to Register

- Large, easily understood call to action.
- Use phrases like “*I’m going to ____*” or “*Join me at ____*” so that when a participant’s friends see the post, they are compelled to participate as well.

Stand out Visually

- Use color, typography, images, and wording to enhance presentation of your call to action.

Provide Key Info

- Be sure to include event name, date, and location.

Use your Voice

- This may be your first exposure to your participant’s social circle! Use your brand’s voice and style to make sure they understand how *quirky* or passionate you really are.



Samuel Barraza

1 min · ACTIVE.com ·



Join me for the Jade Mountain Duathlon!

The XTERRA Jade Mountain VR Duathlons, to be held over five days from August 27-31, are the first of eight virtual races to engage the XTERRA family and showcase the global nature of the sport with events themed around XTERRA’s regional championship venues.

[#xterravr](#)



ENDURANCECUI.ACTIVE.COM

VR1: XTERRA Jade Mountain Duathlon

Join me for VR1: XTERRA Jade Mountain Duathlon on 8/27/2020!...



Like



Comment



Share



EXAMPLES

Join me for Global Running Day 2020! Register free to log our collective miles and get outside and run today 😊



ENDURANCECUI.ACTIVE.COM
ACTIVE Global Running Day Challenge
Join me at ACTIVE Global Running Day Challenge on 6/3/2020!

Like Comment Share

I'M GOING!!



ENDURANCECUI.ACTIVE.COM
2020 Sea Otter Classic presented by Continental
Join me at the 2020 Sea Otter Classic presented by Continental on April 16-19! 2020 will b...


20 15 Comments 2 Shares

Like Share



EXAMPLES

let's go!



ENDURANCECUI.ACTIVE.COM

The 14th Annual DONNA Marathon Weekend

Join me at The 14th Annual DONNA Marathon Weekend on 2/13/...

Like Comment Share

Write a comment...



ENDURANCECUI.ACTIVE.COM

2020 Cooper River Bridge Run - 10K

Join me at the 2020 Cooper River Bridge Run - 10K on 4/4/2020!...

17 5 Comments

Like Share