

THE AIR FORCE
SERVICES ACTIVITY
PRESENTS...

WARM★UP
with comedy
WINTER COMEDY TOUR



Seymour Johnson AFB SOCIAL MEDIA TOOL KIT

To help with building up excitement for the Winter Comedy Tour we've developed text for you to use for social media posts. Each message is catered to your location. Simply cut and paste the messages on your page. Feel free to customize or supplement with your own posts, after all, you know your social media followers best.

FACEBOOK

Create an Event

Some installations may find that creating an event on Facebook is helpful in event promotion. Use your best judgement in determining whether this will help add some buzz.

A week to a month before the event

Suggested post:

*The "Warm Up With Comedy" Winter Comedy Tour is coming to **Seymour Johnson!** Visit www.myairforcelife.com/wintercomedytour for details on this upcoming **FREE** event brought to you by the Air Force Services Activity featuring comedians associated with the Davis Entertainment Group and The Comics On Duty World Tour. #wintercomedytour*

Anytime before the event

Suggested post:

*Only a few more days before comedians take the stage at the **Eagles Landing Ballroom, March 27, 7 p.m.!** We look forward to seeing you at this **FREE** show brought to you by the AF Services Activity! #wintercomedytour*

Day before event post

Suggested post:

*Got plans for **Friday** night? You won't want to miss an evening of **FREE** gut-busting stand-up comedy beginning at **7 p.m. at the Eagles Landing Ballroom.** See you there! #wintercomedytour*

Day of event post

NOTE: We're trying something new in hopes of generating some interest and activity on your installation's Facebook page and the MyAirForcelife page as well. AFSVA is giving away an iTunes or Google Play gift card (winner's preference) to one winner at each installation. To be eligible to win, participants must attend the comedy show hosted at your installation and follow these directions:

1. Attend the Comics on Duty event tonight, **March 27, at the Eagles Landing Ballroom**
2. Take a photo at the event
3. Share the photo in the comments section and tell us what you thought about the show
4. Then visit the MyAirForceLife Facebook page, like the page, share the same photo, comment on their experience and use hashtag #wintercomedytour

The contest ends approximately one week after the show. AFSVA will choose one winner at random, make contact with the winner and make arrangements to send the gift card to the winner directly. We will share the winner's name for you to announce on your installation's Facebook page. The winner will also be announced on the MyAirForceLife page.

Suggested post:

*The "Warm Up With Comedy" show is tonight at **7 p.m. at the Eagles Landing Ballroom**. If you attend you could win an iTunes or Google Play gift card! Just follow the steps below to enter. One lucky winner will be chosen at random of those who complete all tasks below.*

1. Attend the Comics on Duty event tonight
2. Take a photo at the event
3. Share the photo in the comments section below and tell us what you thought about the show
4. Then visit the MyAirForceLife Facebook page, like the page, share the same photo and comment on their page using hashtag #wintercomedytour

*This contest ends on **April 2, 5 p.m.** with a winner announced on both **Seymour Johnson** and the MyAirForceLife pages. Good luck! #wintercomedytour*

Day after (if held on weekday) or Monday after the event (if held on Friday or Saturday)

Suggested post:

*Want to win an iTunes or Google Play gift card! How? If you attended the #wintercomedytour event at the **Eagles Landing Ballroom** on **Friday** tell us how it went. Just follow the steps below to enter. One lucky winner will be chosen at random of those who complete all tasks below.*

1. Attend the Comics on Duty event tonight
2. Take a photo at the event
3. Share the photo in the comments section below and tell us what you thought about the show
4. Then visit the MyAirForceLife Facebook page, like the page, share the same photo and comment on their page using hashtag #wintercomedytour

*This contest ends on **April 2, 5 p.m.** with a winner announced on both **Seymour Johnson** and the MyAirForceLife pages. Good luck! #wintercomedytour*

TWITTER

@MyAirForceLife
#wintercomedytour

Suggested posts:

*We want you to "Warm up with Comedy" #wintercomedytour **March 27, 7 p.m. at the Eagles Landing Ballroom** featuring an evening of FREE stand-up comedy.*

*Don't miss out on the "Warm up with Comedy" #wintercomedytour visit to **Seymour Johnson, March 27, 7 p.m. at the Eagles Landing Ballroom!** Admission is FREE.*

Ready for an evening of stand-up comedy? Don't miss The Comics on Duty on their #wintercomedytour **March 27, 7 p.m. at the Eagles Landing Ballroom!**

INSTAGRAM

Suggested post to accompany tour social media image:

Share your "Warm Up With Comedy" photos with us!

#wintercomedytour