



# CITY OF HARRISONBURG PARKS & RECREATION

901 CHICAGO AVENUE, HARRISONBURG, VA 22802

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## Promotion Checklist:

- Create registration page (if applicable)
- Add to your website's calendar and/or create an event page on your website
- Create a Facebook event
- Share information about your event on social media
  - Create Facebook post(s) about event
  - Create Instagram post(s) about event
  - Create LinkedIn post(s) about event
  - Create Twitter post(s) about event
- Add event to Harrisonburg Tourism calendar  
<https://www.visitharrisonburgva.com/events/community/add>
- Add to the Harrisonburg Chamber of Commerce calendar (if member)  
<https://hrchamber.chambermaster.com/login>
- Add event to Downtown Harrisonburg calendar (if event is located downtown)  
<https://downtownharrisonburg.org/events-calendar/community/add>
- Add to the WSVA calendar  
<https://wsvaonline.com/submit-your-event>
- Share Facebook event in applicable Facebook groups
  - Harrisonburg Area Events (General)
  - All Things Harrisonburg, VA and Surrounding Areas (General)
  - Events Of the Valley - Things to do in the Shenandoah Valley (General)
  - Harrisonburg & Rockingham Area Community Group (General)
  - Eat Local Harrisonburg & Rockingham County (Food & Beverage)
- Create and print flyers to distribute on community corkboards and kiosks (examples: coffee shops, churches, gyms, grocery stores, restaurants, etc.)
- Write and share a press release with local media! (WHSV, DNR, WSVA, WVPT, WNRN, The Citizen, The Breeze, etc.)