



What are the best digital tools for your event?

Choose the networks and tools that will have the biggest impact on your event using the information provided below and reach your potential attendees effectively!!

Name of Platform	Functionalities	Target Audience
	<ul style="list-style-type: none"> -Create event pages -Share event updates -Engage followers -Share Stories 	All ages
	<ul style="list-style-type: none"> -Only able to share images and videos to promote your event -Share Stories -Link it with an event page - Hashtags can make your event stand out. 	Mostly youth (18-29)
	<ul style="list-style-type: none"> -Create posts and event hashtags -Share event updates 	All ages (not popular in some countries)
	<ul style="list-style-type: none"> -Able to share images, videos and stories -Create event filters 	Mostly teens (13-20)
	<ul style="list-style-type: none"> -Able to send targeted emails (posters, invitations, etc.) 	All ages