

Promoting a Hangout On Air

Host checklist

Preparation (1-2 weeks before)

- Create a short - 15 to 30 second - promotional video. Hypemyhangout.com is a good resource.
- Develop any required custom imagery for:
 - Google+ Event banner (see the [Create an Event](#) page for dimensions)
 - Promotional posts on social (standard image)
 - Profile images/banners for all relevant social presences
 - Banners for promotion on website homepage (if relevant)
- [Create a Google+ Event](#)
 - Embed the promotional video in the "YouTube" field
- Prepare your website
 - Post an article/announcement on your homepage along with promotional video
 - Add a call to action, E.g., "Join us [date/time]" to all relevant posts and articles

Promotion (1 week before through day before)

- Share the event URL on all social media
 - 1 post 5 days before Hangout On Air
 - 1 post 3 days before Hangout On Air
 - 1 post 2 days before Hangout On Air
 - 1 post 1 day before Hangout On Air
- Share the event with relevant G+ communities
- Update and re-post in-site article/announcement page
 - 1 post 3 days before Hangout On Air
 - 1 post 1 day before Hangout On Air
- Create and distribute press release on Hangout On Air (if relevant)



Announcement (Day of)

- Share the event URL on all social media
 - 1 post in the morning before Hangout On Air
 - 1 post 1 hour before Hangout On Air (if later in the day)
 - 1 post when Hangout On Air is live
- Update in-site article/announcement page with Hangout On Air stream embed and re-post

Promoting a Hangout On Air

Participant checklist



Promotion (1 week before through day before)

- Share the Event URL on all social media

Sample post: "Don't miss tonight's #HelloStyleLIVE. BeautyShock15 & TheOtherBeauty are talking about back-to-school fashion [Link to Google+ Event]."

- 1 post 5 days before Hangout On Air
- 1 post 3 days before Hangout On Air
- 1 post 2 days before Hangout On Air
- 1 post 1 day before Hangout On Air
- 1 post 1 hour before Hangout On Air

- Prepare your website

- Post an article/announcement on your homepage along with promotional video
- Add a call to action, E.g., "Join us [date/time]" to all relevant posts and articles

Announcement (Day of)

- Share the event URL on all social media

- 1 post in the morning before Hangout On Air
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- 1 post when Hangout On Air is live

- Update in-site article/announcement pages with Hangout On Air stream embed and re-post