



Using RAA Images to Promote Your Race on Social Media

How to start with graphic images?

Let us help you! You can ask your Race Consultant to provide you with a quality image graphic of your medal or shirt or award design. He or she will provide that in whatever format you wish. For best results, we recommend using JPEG or PNG files for social medial posting.

Here an RAA Medal Design is used by one of our race partners to entice runners and followers on Facebook to sign up for their race. Note: they have added a URL link!



Page Liked · December 2, 2017 ·

THIS WEEKEND ONLY! SAVE 45%!
We have two more races that we weren't able to add in time for our Black Friday thru Cyber Monday sale, so we've extended our sale from today thru Sunday! Check out our incredible Full Moon Challenge medal, and our Read A Book Day 5K & 10K! Sign up here: <https://virtualworldracers.raceentry.com/races-series/virtual-races-for-everyone/series/register>

How do I use the images?

Use the provided images to harness the power of social media sites in marketing your event!

- Insert text on the images to create Calls to Action for your customers to save money or beat deadlines
- Create #hashtags to attract and gain more views (Twitter and Instagram)
- Add URLs in all posts to get people to your website for more event info and to sign up
- Add images and Calls to Action to send in emails to your past participants

March 25 at 7:10am ·

****The 5Keg SHIRT DEADLINE IS TONIGHT!**

**\$5 off

Register at solerracing.org at Valley Running Co.!



What media sites are the best?

According to recent studies, 8 out of 10 runners are following running related companies on social media. Facebook and Instagram lead the pack with Twitter a close third. Why do runners follow these sites?

- Following specific events
- Discussing running activities
- Recruiting others to join in a race
- Posting running photos or race results
- Look for motivation and training advice

What's our top advice for using RAA provided images in social media marketing?

Be consistent with your posts, make a schedule for posting before your events and stick with it. Pretty soon your followers and participants will be watching for what's coming next!

www.runningawardsandapparel.com