



EVENT CHECKLIST

Thank you for participating in Save Your Photos Month! This free event raises awareness of both the photo organizing industry as a whole, and your business. Use this checklist to take advantage of all the resources we've created to make this a turnkey event for you.

INTRODUCE SYPM TO YOUR AUDIENCE

- ☐ Registration link: www.SaveYourPhotos.org
- ☐ Send an email to your list about SYPM and the free mini-courses.
- ☐ Post about SYPM on Nextdoor or other local-to-you social media.

HOST A SYPM EVENT

- ☐ Schedule a Zoom or in-person presentation at your local library, community center, museum, etc.
- ☐ Use the done-for-you presentation, Create a Photo Legacy or create your own.
- ☐ Don't forget to ask people to sign up for a newsletter or free download to build your email list.
- ☐ Add your event info & email the press release to local newspaper editors and TV stations.
- ☐ Use the blank speaker graphics to post about your event on social media.
- ☐ [Share your event details with TPM](#) so that we can add it to our Local Events Directory, which will be shared with the general public.

SYPM SOCIAL MEDIA

- ☐ Engage with your audience each week in September with done-for-you social posts.
- ☐ Share social posts about the weekly Zoom Live events with guest experts.

TAG SYPM

- ☐ #saveyourphotosmonth, #saveyourphotos
- ☐ #familyphotos, #familyarchive, #photography, #photos, etc.
- ☐ @thephotomanagers - Facebook
- ☐ @thephotomanagersofficial - Instagram
- ☐ @thephotomanagers - LinkedIn