

**Halloween Checklist**

**Appearance**

* Have you updated your pub’s profile picture to a Halloween themed image/version of your logo?
* Have you updated your cover image/banner to a Halloween-themed picture?
* Have you created high-quality Halloween-themed content to post across your social media channels?

**Bio Content:**

* How are you going to add information about your Halloween events and offers to your bio?
* Have you included a call to action? e.g. Get your tickets to our Halloween party.
* Have you included links to bookings/menus/events?

**Competitions:**

* Are you going to launch a Halloween competition?
* Have you decided on a worthy prize? E.g. A selection of Halloween sweets, access to your Halloween event, or a meal voucher for two?
* Are you going to promote the competition across all social media channels to boost awareness and engagement?

**Ads**

* What are you trying to achieve with your Halloween ad? E.g. awareness, engagement, bookings.
* Have you scheduled ads to run in the peak lead up to Halloween – usually one week before?
* Have you created Halloween-themed ads to promote your pub’s events, menus, bookings and drinks specials?
* Have you linked ads to your pub’s Halloween landing page?

**Influencers**

* Have you identified local influencers who align with your pub’s values?
* Have you reached out to influencers about collaborating on Halloween content?
* Have you set up arrangements for influencers to visit your pub to film/capture content?
* Are you going to reshare influencer content on the pub’s social media? How is this going to be done? E.g. repost to stories, repost to feed, collaborative post

**Key dates for your pub’s diary:**

Halloween