



SOCIAL MEDIA'S EFFECT ON EVENT ATTENDANCE

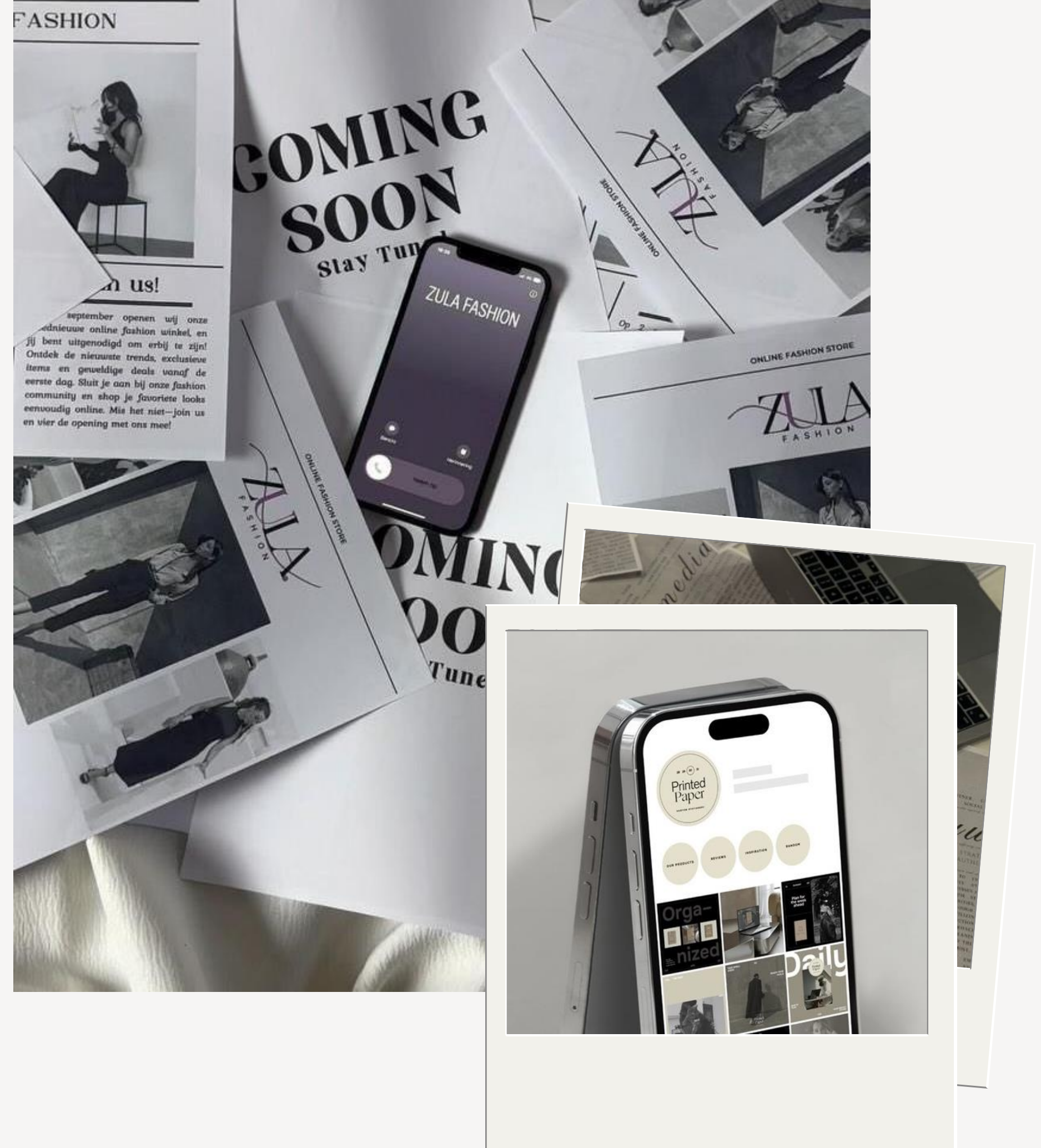
INTRODUCTION

The Issue: While event planners are increasingly utilizing social media platforms such as Facebook, Instagram, and TikTok to promote their events, the effectiveness of these platforms in boosting actual attendance remains uncertain.

Why It Matters: According to Statista (2023), more than 90% of marketers utilize social media for promoting events. Nevertheless, the rates of event attendance do not consistently correspond with the extent of online marketing efforts. Recognizing this discrepancy can enable planners to allocate their marketing budgets more efficiently.

Engagement: Measurable interactions on social media such as likes, shares, and comments. Event

Attendance: The act of physically attending a scheduled, promoted gathering.



BACKGROUND

What We Know: Research has shown that social media significantly impacts consumer purchasing decisions (Smith, 2019). Studies also show that influencer content and event pages increase visibility and interest.

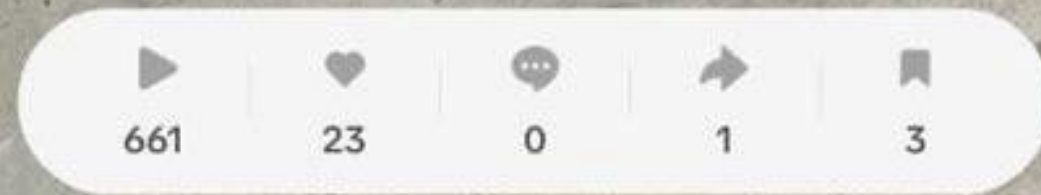
What We Don't Know: There is limited research connecting engagement metrics directly to event attendance, especially for smaller or local events.

Theoretical Framework: The AIDA Model (Awareness, Interest, Desire, Action) is used to understand how marketing influences decision-making. It helps explain how users may move from seeing an event post to eventually attending the event.

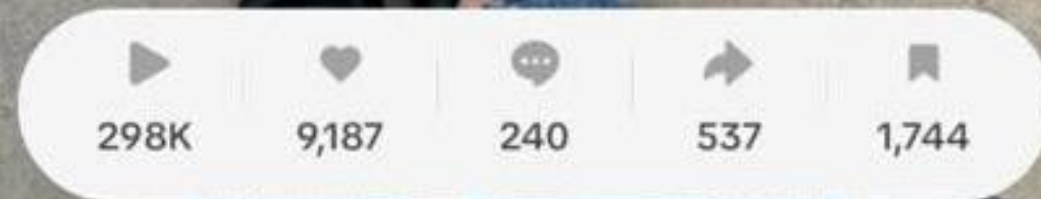
Justification for Instrument: Previous studies such as Johnson (2020) successfully used surveys with engagement scales to predict marketing outcomes, supporting the validity of using a similar instrument in this study.



Before.



After.



CONTENT:

Hypothesis: Higher engagement on social media = higher likelihood of attending events.

Type: Quantitative research

Method: Online survey

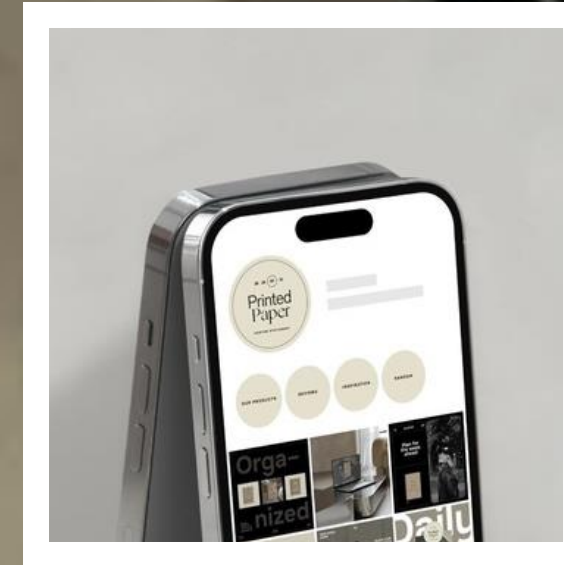
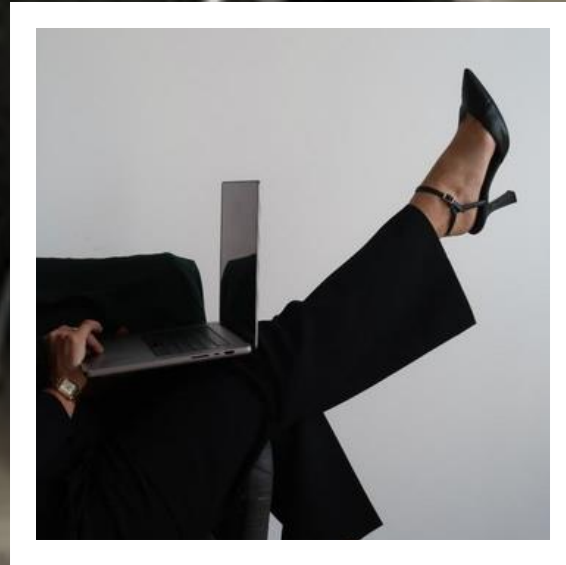
VARIABLES:

Independent = Likes, shares, comments

Dependent = Event attendance

HYPOTHESIS & RESEARCH METHOD





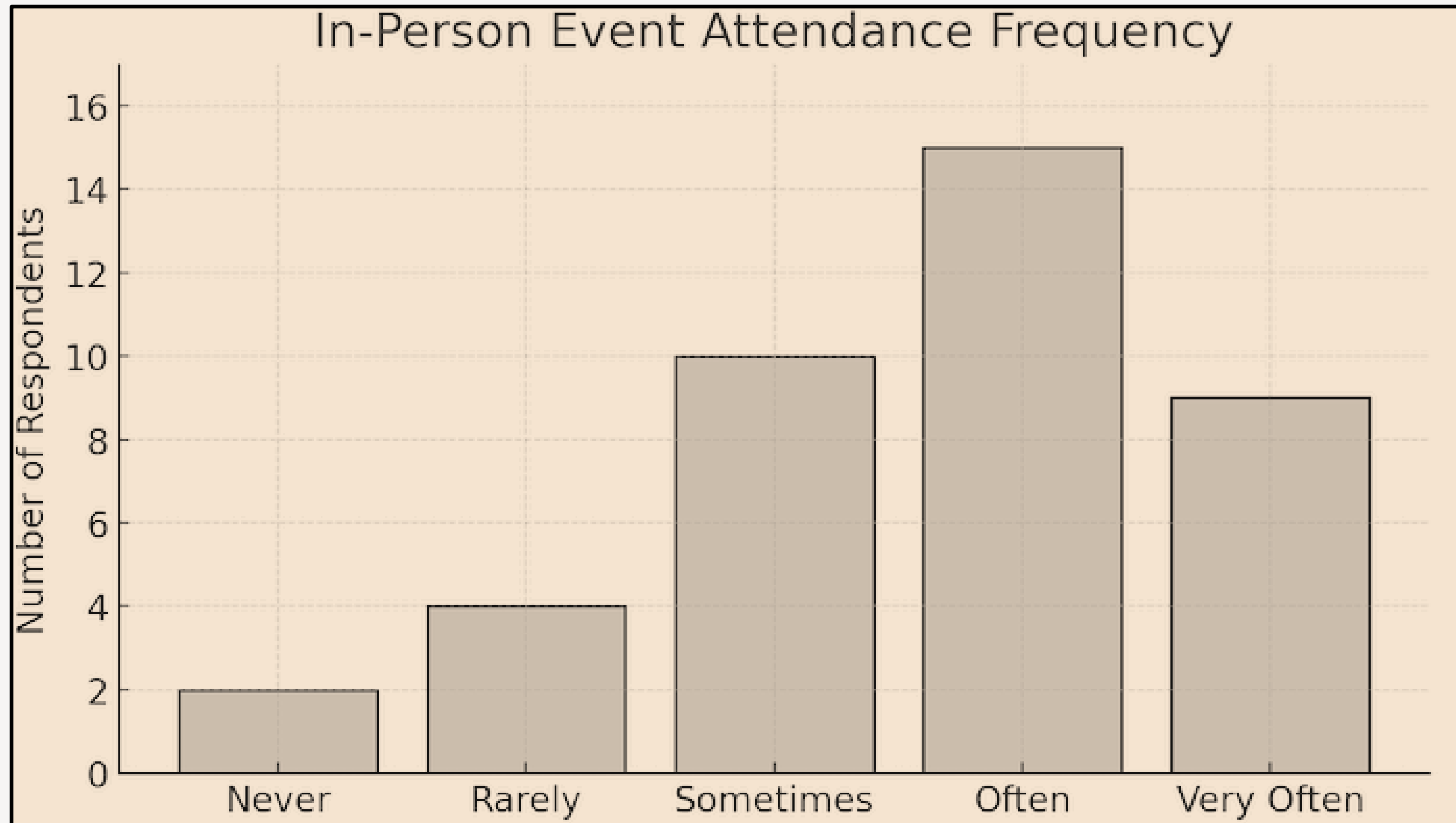
SAMPLE

Target Audience: 18+ who attended at least one event in the last 12 month

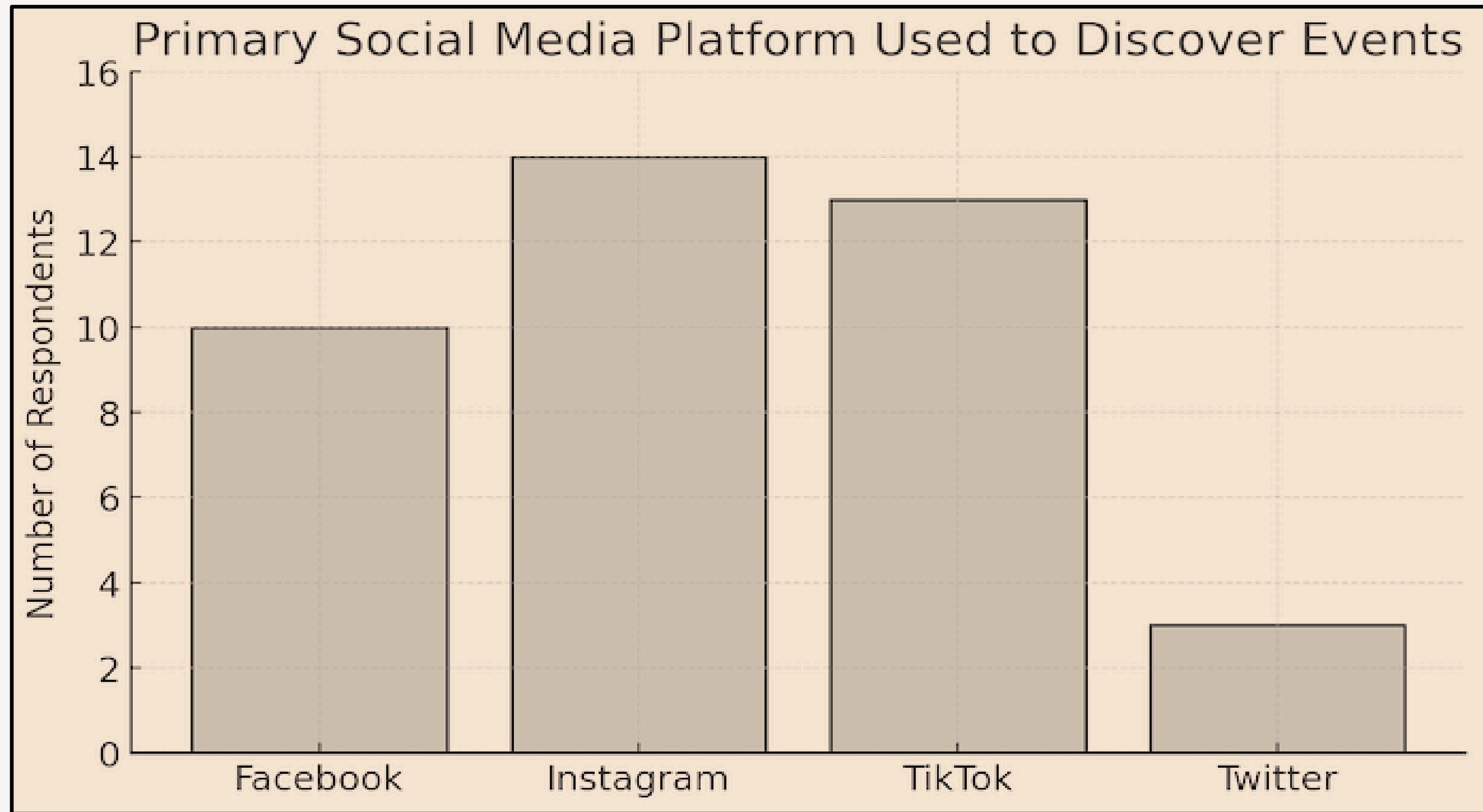
Method: Distributed survey via Instagram Story, Facebook post, and UF class email

Sample Size: 40 valid responses

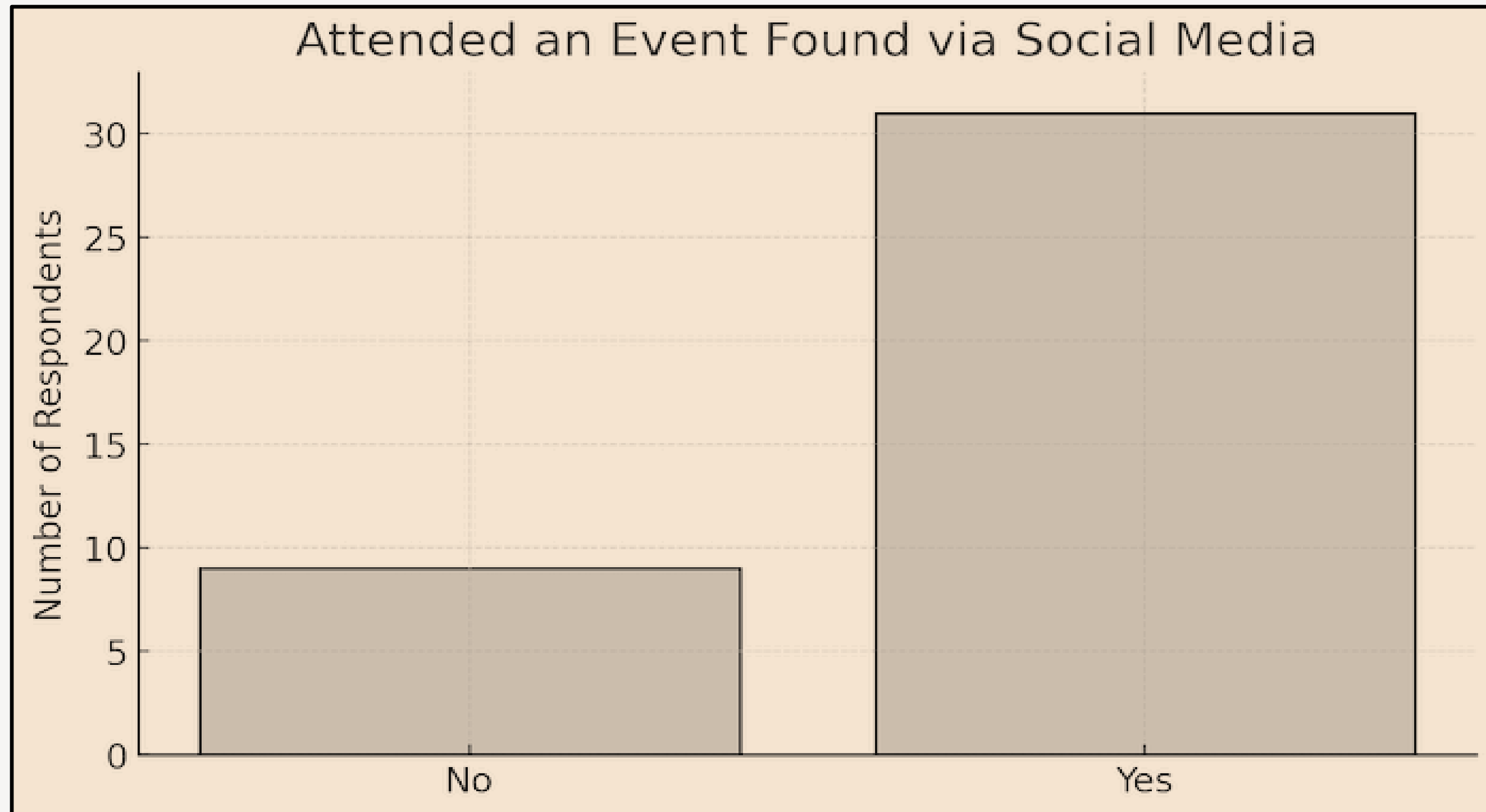
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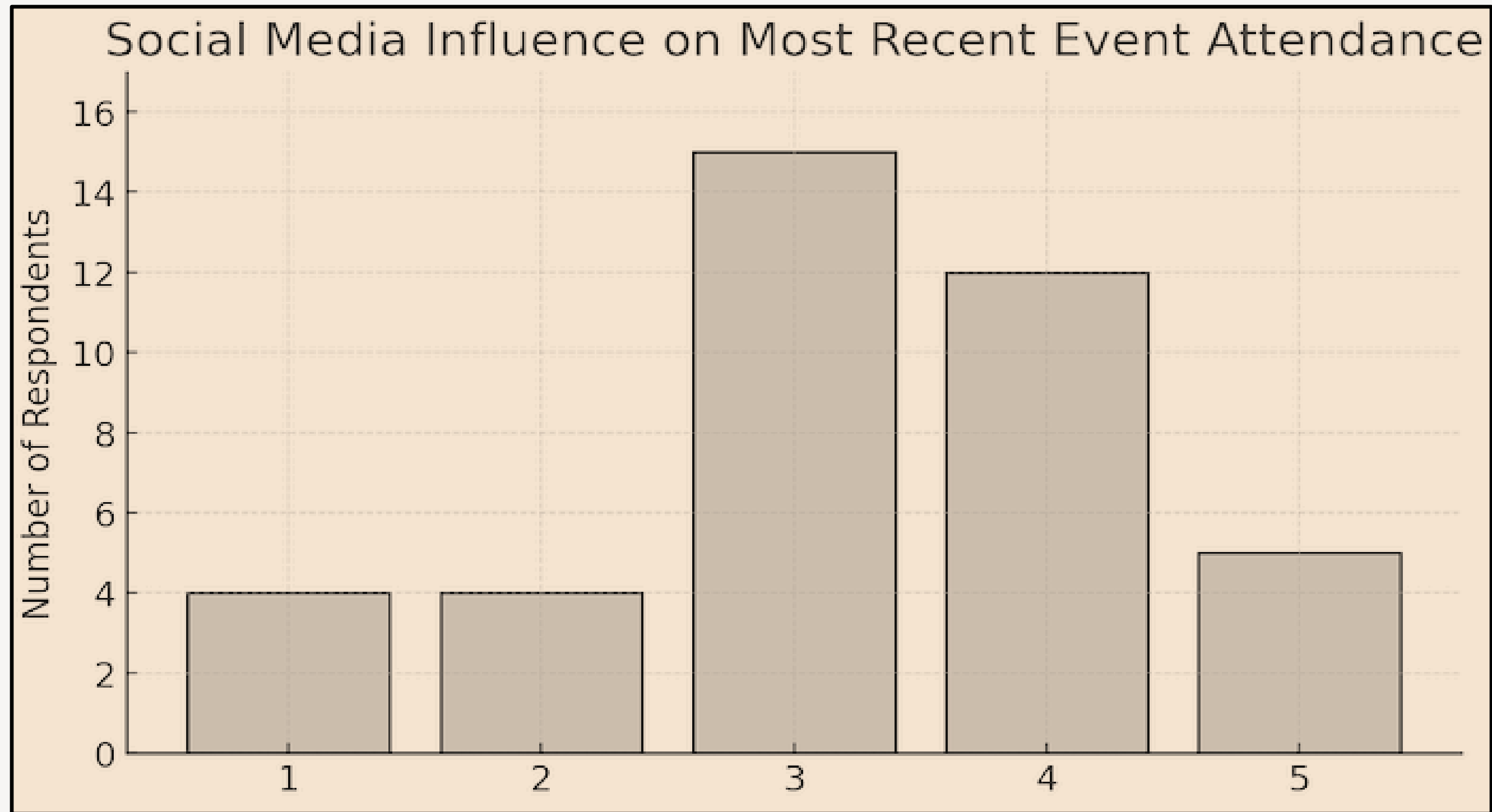
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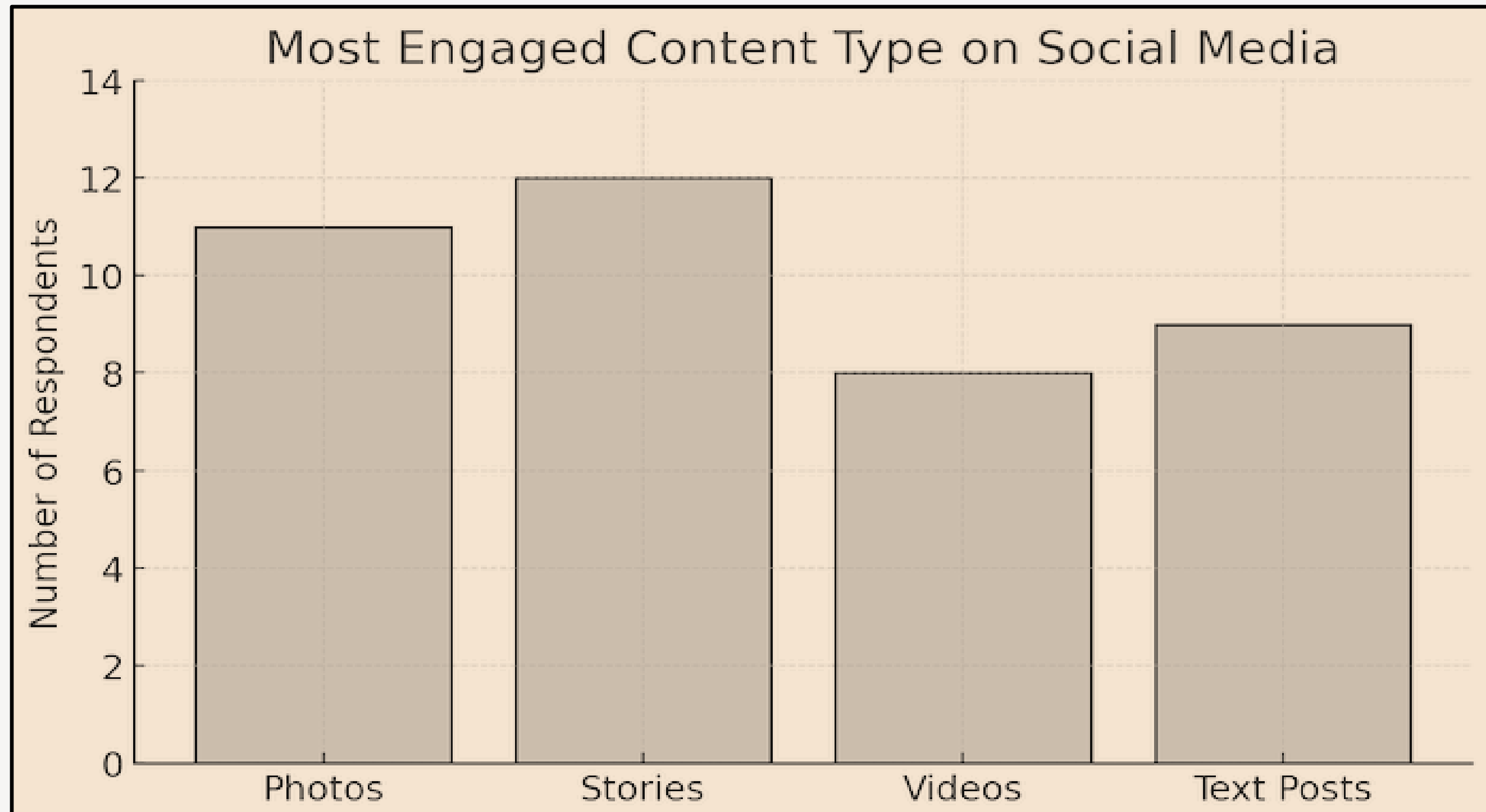
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ENGAGEMENT LEVEL IMPACTS ATTENDANCE

Key Points:

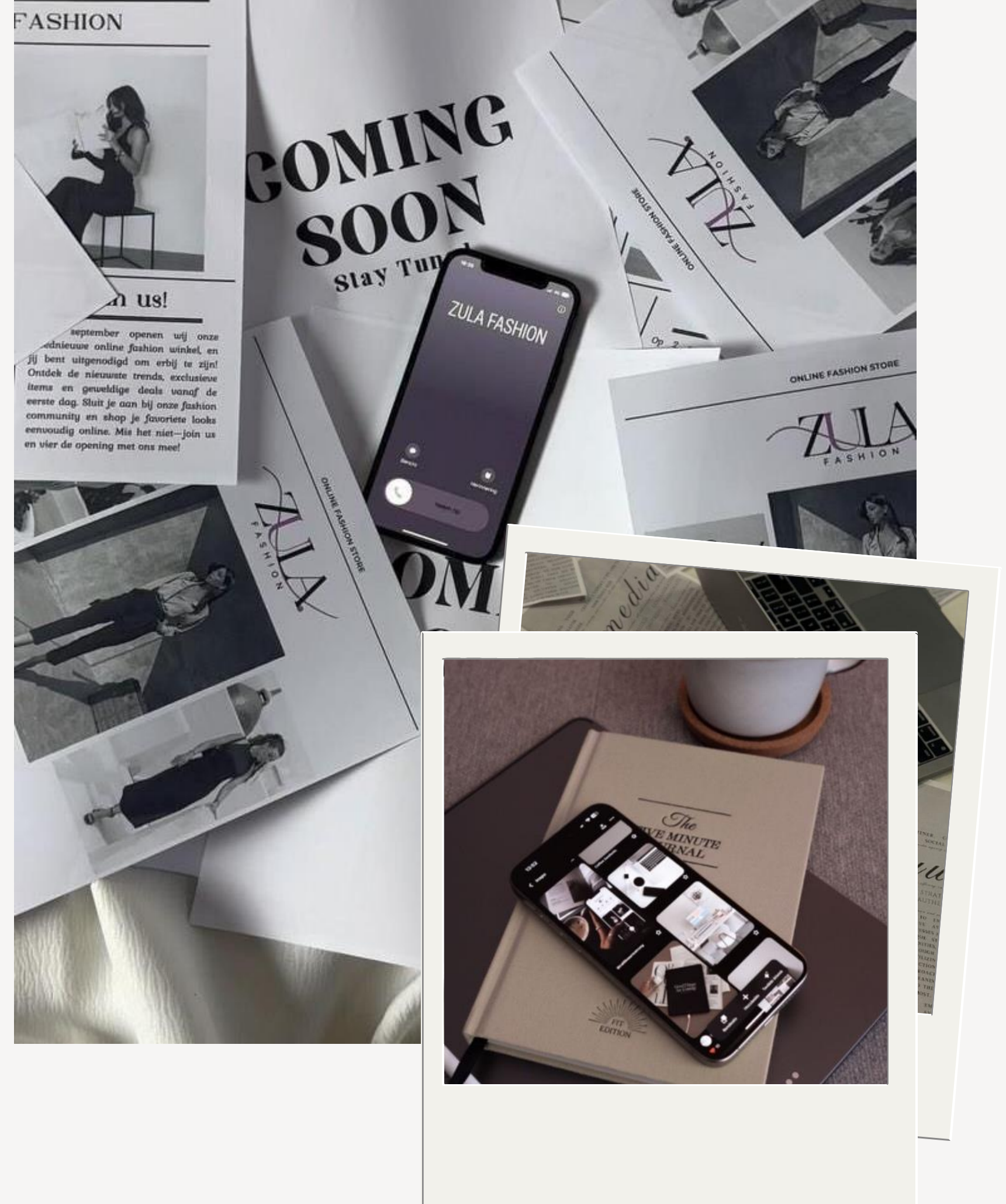
- Most respondents rated social media as highly influential in their decision to attend events.
- The more likes, shares, or comments a post receives, the greater the likelihood it will encourage attendance.
- Interactive posts and real-time updates (such as stories or live videos) seem to draw more attention and influence behavior.



VISUAL CONTENT IS MOST EFFECTIVE

Key Points:

- Videos and photos were the top content types that users engaged with.
- Text-based posts ranked the lowest in engagement.
- This suggests that event planners should prioritize high-quality visuals and short-form video content to attract and convert interest into attendance.

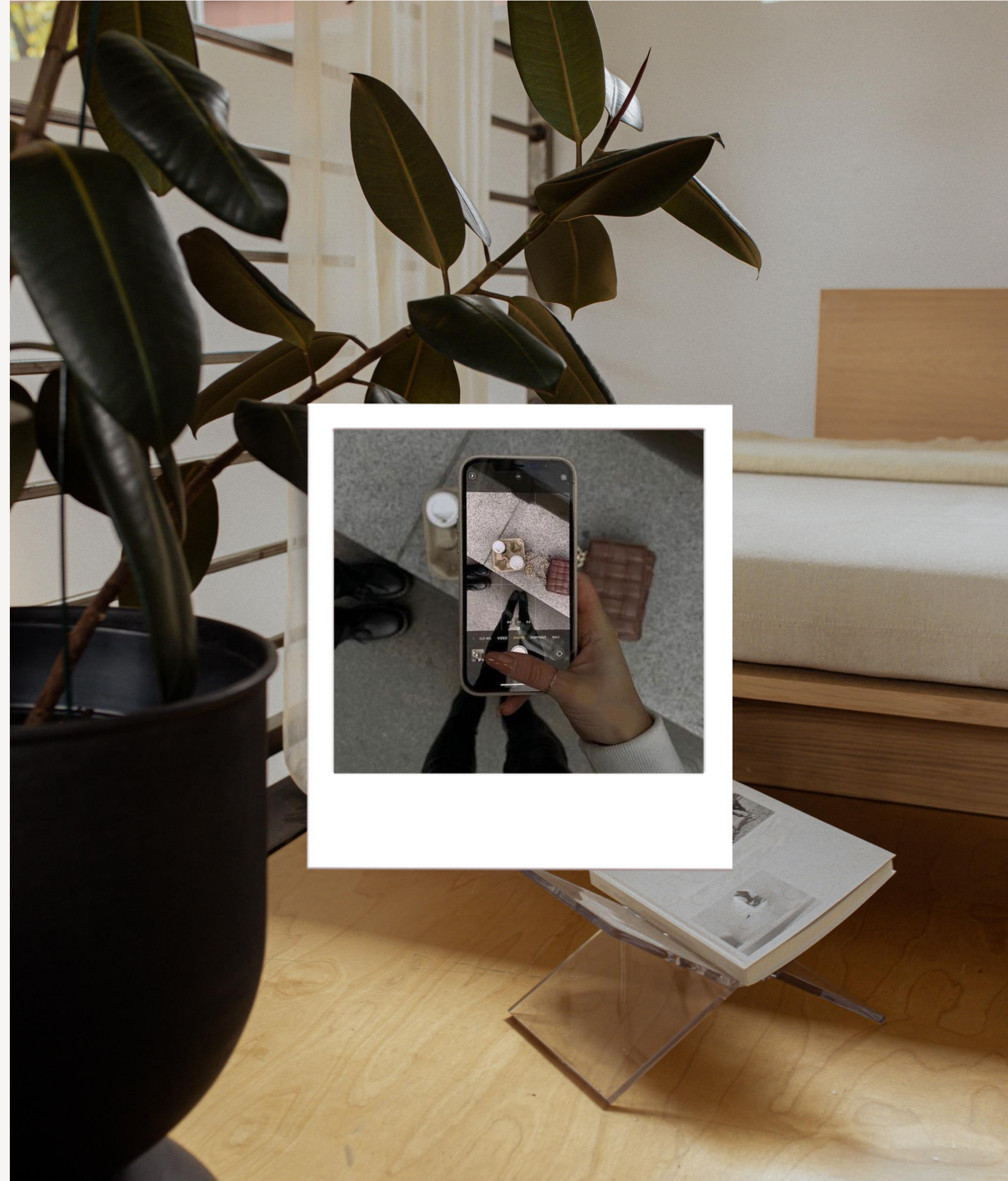


WAS YOUR HYPOTHESIS SUPPORTED?

Yes, the hypothesis — "Higher social media engagement increases event attendance" — was supported by the survey data. The majority of participants indicated they had attended events discovered through social media, and those who engaged more with event-related posts (likes, shares, comments) were more likely to report attending in-person events. This supports the idea that interaction with content is a strong predictor of behavior.

ANY SURPRISES?

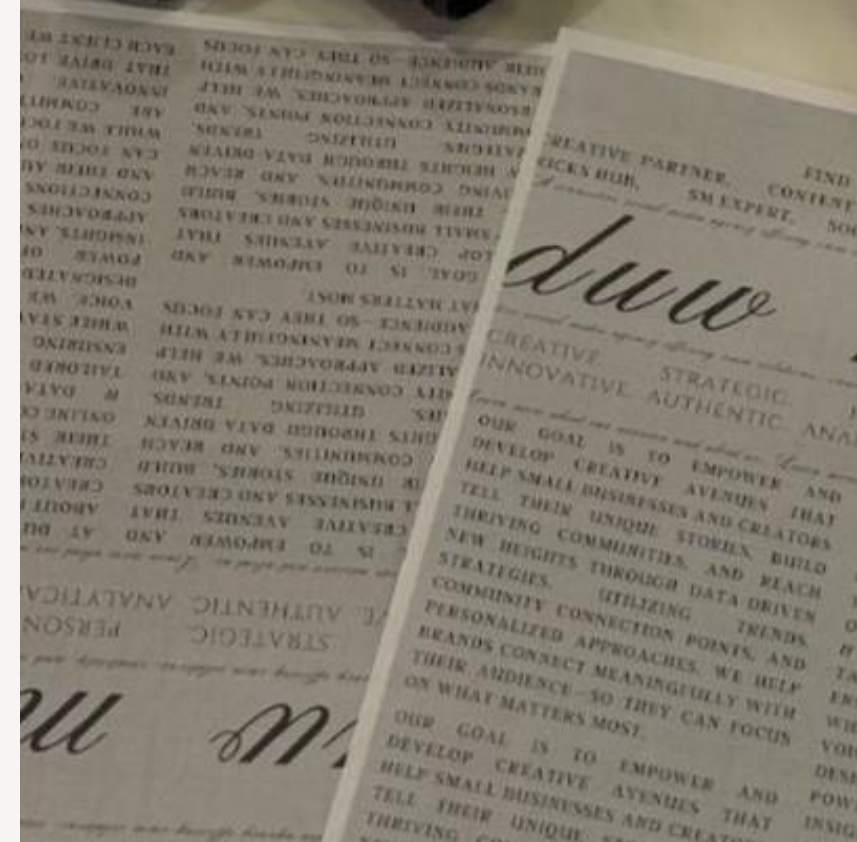
One surprising insight was how dominant video content was in engaging users. While photos and stories were also effective, videos stood out as the most engaging type across all platforms. Additionally, some respondents reported that although they didn't attend the event, social media content still influenced them to look into it — showing that even without attendance, social media builds awareness and interest, which could lead to future participation.

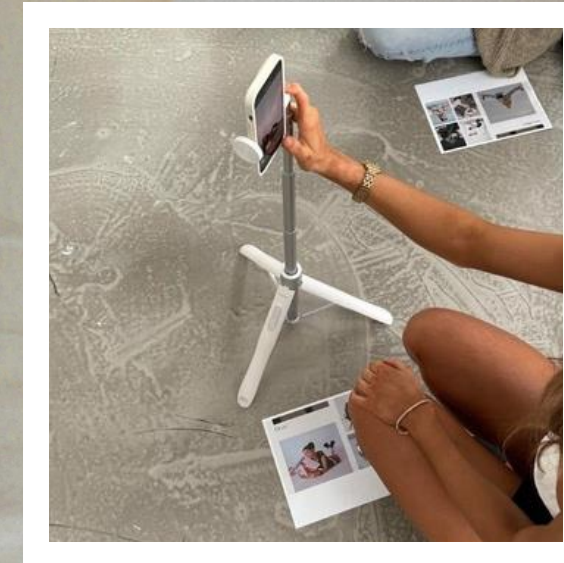
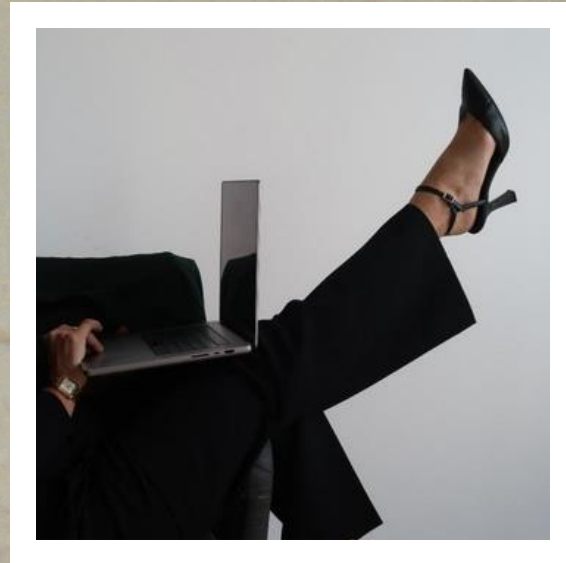


VISUAL CONTENT IS MOST EFFECTIVE

Key Points:

- A majority of respondents use Instagram, Facebook, and TikTok to find events.
- 85% of participants said they have attended an event they discovered through social media.
- This indicates that social platforms are a primary tool for event awareness, especially among younger audiences.





CONCLUSION

The findings of this study confirm that social media plays a significant role in influencing event attendance. The fact that so many respondents said they have attended events they found on social media sites like Facebook, Instagram, and TikTok shows how effective these platforms are at promoting events. Furthermore, the most engaging content was visual, particularly images and videos, which emphasizes the importance of event planners giving attention to visually appealing media. Lastly, heightened interest and attendance were strongly associated with significant levels of social media interaction, including likes, shares, and comments. These findings imply that successful social media marketing can encourage participation in the real world, especially when tactics emphasize visual storytelling and material tailored to a particular platform.

RESOURCES

- GCCEC Report – highlights social media’s role in visibility, engagement, and cost-effective promotion.
 - Multi-post Digital Blog – explores reach, influencer marketing, and real-time engagement.
 - U.S. Census 2020 – provides demographic insights.
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