



THE EVENT CONTENT PLANNING CHECKLIST

**FOR ARTS, CULTURE, FESTIVALS AND
CREATIVE ORGANISATIONS**

Most arts and cultural organisations capture events too late, too quickly, or without a clear content plan.

This checklist helps you turn one event, campaign or industry moment into strategic social content before, during and after it happens.



CONTENT PURPOSE

So, let's get to it.

Before you plan your next batch of social posts, it's VITAL to decide what the job of that content actually is.

WHAT DOES THIS CONTENT NEED TO SUPPORT?

- ☐ Ticket sales
- ☐ Event attendance
- ☐ Membership growth
- ☐ Community engagement
- ☐ Fundraising
- ☐ Submissions or applications
- ☐ Partner visibility
- ☐ Funder/stakeholder reporting
- ☐ Audience development
- ☐ Brand trust
- ☐ Cultural visibility
- ☐ Sector leadership



PRE-EVENT PLANNER

Plan content that builds understanding and anticipation.

Here's a few useful prompts to consider before you start planning

- Why does this event or campaign matter?
- Who is it for?
- What problem, need or opportunity does it respond to?
- What would make someone care before they see the ticket link or announcement?
- Who could explain the value on camera?
- What behind-the-scenes moments could be captured before the day?
- What audience questions need answering?



Example content ideas:

- **"Why this event matters"**
- **"Who this is for"**
- **Speaker, artist or filmmaker introduction**
- **Behind-the-scenes prep**
- **First-time attendee guide**
- **Countdown with useful context**
- **Myth-busting or FAQ post**



DURING THE EVENT PLANNER

Now we focus on capturing proof, energy and human moments

Here's a few useful prompts to consider before you start planning

- What moments show atmosphere?
- Who can give a quick reaction?
- What audience, member or participant voices can be captured?
- What details show the event experience?
- What would be useful for future promotion?
- What would a funder, sponsor or partner want to see afterwards?

Capture checklist:

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| ☐ Arrival shots | ☐ Community interaction |
| ☐ Venue atmosphere | ☐ Volunteers or team BTS |
| ☐ Audience reactions | ☐ Partner/funder visibility |
| ☐ Short interviews | ☐ Key emotional moments |
| ☐ Speaker clips | ☐ Still images for posts |
| ☐ Artist/filmmaker/performer moments | ☐ Vertical video clips |



POST EVENT PLANNER

How can we make the event extend further?

Here's a few useful prompts to consider after the event

- What did people say?
- What changed because this happened?
- What were the strongest takeaways?
- What can be repurposed for future campaigns? Evergreen content?
- What proof can support funding, partnerships or future ticket sales?
- What stories should be saved for later?

Content Ideas:

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| ☐ Highlights reel | ☐ Blog recap |
| ☐ Audience reaction montage | ☐ Newsletter section |
| ☐ Impact post | ☐ Case Study notes |
| ☐ Thankyou post | ☐ Future event teaser |
| ☐ Partner/funder focused post | ☐ Fun BTS reel - include your team! |
| ☐ Quote Carousel | |



A “NOTICEBOARD VS COMMUNITY” SELF-AUDIT

Noticeboard content

Community- building content

“Tickets are now on sale in our bio”	“Here’s why this event matters for this audience”
“Submissions are open”	“How being selected impacted filmmakers last year”
“Join our membership”	“Here’s what members are struggling with and how we help”
“Thank you for attending”	“Here’s what this moment meant to the people in the room”
“Deadline reminder”	“Here’s what you need to know to apply”

Ask yourself: How much of my current content is noticeboard content?

- ☐ Mostly noticeboard – you’re mainly posting announcements
- ☐ A mix of noticeboard and community
- ☐ Mostly community
- ☐ Not sure



A SIMPLE REPURPOSING MAP

ONE EVENT CAN BECOME A CONTENT ENGINE

- Highlights reel
- Audience reaction reel
- Talent or team focused reel
- 1 Instagram carousel
- 2 quote graphics
- 1 funder/partner impact update
- 1 future event promo asset or ad creative
- 1 testimonial or proof point

Strategic content capture is more valuable than “just filming a recap”.



A SMALL TEAM REALITY CHECK

If your time is limited and you only have one hour to plan

Do this:

1. Choose the main goal.
2. Choose three audience questions to answer.
3. Decide who needs to be filmed or quoted.
4. Create a shot list.
5. Plan one post before, during and after the event.

If you only capture five things

Capture:

1. A clear explanation of why the event matters.
2. A human reaction from an attendee, artist, speaker or participant.
3. Atmosphere footage.
4. One useful insight or takeaway.
5. One moment that shows community, emotion or impact.





FINAL CHECK LIST

Before the event

- ☐ Content goal chosen
- ☐ Audience identified
- ☐ Key message clarified
- ☐ Questions prepared
- ☐ Shot list created
- ☐ People to interview confirmed
- ☐ Posting plan drafted

Before the event

- ☐ Atmosphere captured
- ☐ Human reactions captured
- ☐ Key voices recorded
- ☐ Behind-the-scenes moments filmed
- ☐ Partner/funder visibility captured
- ☐ Record ALL in VERTICAL FORMAT

After the event

- ☐ Best moments reviewed
- ☐ Short-form edits planned
- ☐ Quotes pulled
- ☐ Impact points noted
- ☐ Future content opportunities saved
- ☐ Performance reviewed





If your organisation has an event, festival, campaign or industry moment coming up and you want to turn it into strategic short-form content, Your Content Thread can help you plan, capture and shape the content so it builds value beyond the day itself.

Book a content planning call

