

Social Media Tipsheet

1. Be a resource

Know the event, dates, route, race facts, and be a resource for your local customers. (Use IRONMAN.Greater.com for information gathering.)



2. Tell your local customers you're open

Your business is open during the event. Do your local customers and followers know? Post a story to let them know where to park and how to get there especially if it requires a small detour. Give them your hours and what they'll find once they get there.

3. Be a part of the conversation

Use and follow the event hashtags: #im703wc #legendsrising #ironman #greaterzion (and tag @greaterzionutah and @greaterzionsport (FB) and @im.greaterzion (Instagram))
Interject in existing posts and conversations with helpful tips on the area, promote your own business in social media groups and talk about the event.

4. Consider social media "deals"

Targeted toward your built-in audience (or in conversations), offer a percentage off, a free item or other promotion to anyone who mentions your social media post. Offer a special "IRONMAN" product – even if it's just a temporarily renamed item.

5. Talk about your connection to the event

How close are you? Are you a prime location to watch the event? Invite patrons to your location and live-stream the event while they dine, drink or mingle. Do a live video from IRONMAN Village and show how close you are to the happenings or finish line.

6. Show you and your employees at the event

Whether you're volunteering or spectating, show your faces to the world that you're experiencing and supporting this iconic event.

7. Tell an IRONMAN customer story

If you see an IRONMAN athlete in your business, ask to do a casual, fun video with them about where they're from, what they're enjoying about the area or your business.

8. Share happenings

Take photos of happenings in downtown or around the area. Capture the event from your perspective.

9. Celebrate

This event is happening in YOUR community. Be proud, brag about it – to your local and/or worldwide audiences.

10. Encourage customers to post their experience

Whether it's a local or an IRONMAN visitor, encourage them to share their experience on social media, direct them to your hashtags, have them tag you (and us). Consider a prize for the best or most popular post.

11. Acknowledge the community effort

Use your social platforms to recognize all the volunteers, the public safety teams and municipalities that it takes to put on such a world-renowned race!

12. Use our content as yours

Don't hesitate to look up @greaterzionutah on Facebook, Instagram and YouTube and share anything you wish. Our content is yours for marketing purposes.

13. Don't stop with the event

After the event, throw a big shout-out to those who visited, tell them you hope they'll visit again soon, and thank them for their business!

Sample posts

We're still open during the IRONMAN 70.3 World Championship. Park {here} and walk {here} to get to us on {dates}. We'll make it worth your while!

We're so proud to be a part of Greater Zion and the City of St. George (or Washington/Hurricane, Ivins, etc.) as our communities host the IRONMAN 70.3 World Championship. Over 6,000 athletes and their friends/family are in town, bringing their triathlon dreams. We can't wait to showcase the area to these elite competitors.

Watch party! Join us for {items} as we watch the IRONMAN 70.3 World Championship. Mention this post and receive {free item}. Support the athletes and enjoy the event with us. No triathlon experience required.

Greater Zion Social Media

Facebook: @GreaterZionUtah or @GreaterZionSports

Instagram: @GreaterZionUtah or @IM.GreaterZion

Hashtags: #im703wc #legendsrising #ironman #greaterzion