

# Winter Holiday Events

Best Practices Report



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# Introduction

In the mosaic of community life, winter holiday events offer communities an opportunity to connect and share joyful experiences. As we prepare for the holiday season, this best practices report distills insights from successful strategies, empowering local representatives to elevate their communication efforts.

## Methodology

- The report includes data collected in the past year between November 1, 2022, and November 25, 2023. The analysis incorporates the social media discourse from 69 partner cities and counties in Washington, Pennsylvania, Ohio, California, Arizona, Georgia, and North Carolina.
- The report analyzes data from local municipalities (cities and counties) and social media accounts. The analysis reflects the interest and sentiment expressed by residents using these platforms.
- The analysis does not include sentiments and attitudes expressed on private social media discussion boards and groups— only those expressed in fully public forums.

## Executive Summary

Based on the analysis, Zencity recommends the following for enhancing winter holiday events communication:

- **Craft effective event posts** to strengthen your event messaging strategy— plan ahead, develop unique hashtags, use positive and inclusive language, craft clear messages with essential details and respond to inquiries.
- **Create compelling event content** to elevate engagement—utilize festive visuals, create enticing teaser posts, build up excitement, and boost participation.
- **Cultivate lasting community bonds** by expressing **post-event gratitude** through sharing highlights and community-generated content.
- **Utilize both active and passive listening tools** to analyze the event's success.

# Crafting Effective Event Posts

- Start planning and **promoting holiday events well in advance\***, to heighten anticipation and allow the community to plan ahead.
- Develop a **unique event hashtag** to encourage community participation and cultivates a shared identity around the upcoming festivities
- Use **positive and inclusive language throughout communications** to create an inviting atmosphere.



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 Prime lights will be back on December 2nd! Our PARCS department is currently in the works setting up the hundreds of lights at The Prime Desert Woodland Preserve Pavilion, to set the mood for the winter wonderland holiday season.

Stay tuned for more details!  
 #PrimeLights #LancasterHolidayLights  
 #ChristmasLights #PDWP #Walkthrough

- Craft concise, clear messages with **essential event details, and monitor and promptly respond to community inquiries** for responsive customer service.

**Roseville Parks, Recreation, & Events**  
 November 13, 2022

The holiday season kicks off with the 61st Annual Sylvia Besana Holiday Parade this Saturday, November 19! The parade begins at 10:30am, but Vernon Street Town Square will be filled with crafters, non-profits, and local businesses starting at 9:00am so you might want to arrive early to get a good parking and viewing spot. We are proud to once again be a sponsor of this holiday tradition. More info at [sylviabesanaparade.org](http://sylviabesanaparade.org)

**The City of Yakima**  
 November 30, 2022

**PARADE PLANS:** The Holiday Lighted Parade will again kick off the [#HolidaySeason](#) this Sunday. We'll need to close off a section of Yakima Ave to parking and traffic for the parade route. Details at <http://ow.ly/Rlts50LQBI7>  
[#ThankYou](#) for your help in ensuring a safe and enjoyable parade!

\*The Zencity [Publishing tool](#) can assist you in scheduling event posts in advance and articulating positive and inclusive content.

# Creating Compelling Event Content

- Utilize **festive visuals to capture attention** and enhance event appeal.



**Downtown Houston**  
November 15, 2022 · 🌐

In just 3 days, #DowntownHouston will transform into a one-of-a-kind holiday destination! Mark your calendar for City Lights Downtown Holiday Magic. 🎄 This Friday, join us for our holiday kickoff from 5:30-9:00pm and enjoy live music, carolers, letters to Santa, roaming entertainers and mini-markets at Main Street Square and Market Square Park!

After the kick-off, spend all season exploring nine unique villages with special holiday activations like ice skating, holiday movies, programs showcasing holidays around the world and much more!

- Create engaging **teaser posts with high-quality visuals** to build anticipation. **Maintain excitement with interactive countdown posts** leading up to the event.



This Small Business Saturday, let's celebrate the unique charm and vibrant spirit of our local Dayton businesses. 🛍️ From quaint boutiques to cozy cafes, our city is bursting with hidden gems waiting to be discovered.

Tell us, where are you spending your day? 😊

#Dayton #DiscoverDayton #DaytonOhio #ThingsToDoInDayton #shopping #holidayshopping #ShopSmall #shopsmallsaturday #smallbusiness #shoppingtime

*Small Business Saturday!*

**visitchandler** · Follow  
The Kind Bean

**DAY 1**

Congratulations @galaxyradio7777!!!!

🎁 DAY 1 OF 12 DAYS OF GIVEAWAYS 🎁

We've got a lot of holiday magic to share with all of you and we are SO excited to announce our 12 Days of Giveaways AND Grand Prize!

@thekindbean! This local #ChandlerAZ coffee shop has all the goodies that are good for the mind and soul!

Here's how you can win this giveaway:

- Like this post
- Must be following us here at @visitchandler and @thekindbean
- Tag who you want to bring along in the comments below. Please keep it in!

196 likes  
NOVEMBER 26, 2022



- Foster community engagement through **interactive content, polls, and contests**. Consider hosting giveaways and local **competitions to incentivize participation**.

# Post-Event Engagement and Appreciation

- Express **post-event gratitude** by sharing highlights and community-generated content.



- Share these posts multiple times to **create a post-event campaign to keep the excitement going and encourage a fear of missing out (FOMO)** for next year's event.

# Trust-building through Event Feedback

Post-event feedback is essential for improvement. Zencity tools streamline the process, efficiently collecting and analyzing attendee insights. **Utilize the following tools to make informed, data-driven decisions to elevate future events:**

- **Zencity Engage** – utilizing an event feedback survey from Zencity can provide a direct feedback from attendees to assist in shaping future events to better meet attendees preferences and expectations.

The screenshot shows a Zencity survey interface. At the top, there is a Zencity logo and a language selector set to 'English'. Below the header, a section titled 'Before you begin' contains a consent form. The consent text states: 'In order to prevent duplicate submissions for this engagement from the same participant, we would like your consent to collect information about your computer that uniquely identifies it. You have the option to continue without consent, but your submission may be excluded from the results of this survey.' A checkbox labeled 'I consent to Zencity collecting my information' is checked. The main survey title is '2023 Event Feedback Survey'. Below the title, there is an introductory message: 'Your opinion matters! The City of Zen wants to hear from you about the recently held holiday event.' followed by a note: '\*\*Please provide your feedback on the holiday event by completing the following short questionnaire.\*\*' The first question is 'Did you attend the 2023 Holiday/Winter event?' with radio button options for 'Yes' and 'No'. The 'Yes' option is selected. Below this, there is a text input field for 'If you did not attend the 2023 Holiday/Winter event, please share the reason(s) for not attending.' The next question is 'How would you rate the 2023 Holiday/Winter event? [Scale: 1 - Poor, 2 - Below Average, 3 - Fair, 4 - Good, 5 - Excellent]' with a star rating system. The first four stars are filled, and the fifth is empty. The final question is 'Do you have any recommendations for future holiday or winter events in the City of Zen?' with a large text input field.

- **Zencity Organic** – request an insight to be delivered after the event to provide passive feedback that can help in assessing communications/marketing, sentiment, and trending topics of discourse around the events.
- **Zencity Report Builder** – have all your data in one place by utilizing the report builder to bring both passive and active resident data around the event into a single report for stakeholders.

**Reach out to your dedicated CSM for more details on leveraging these tools.**