

# Promoting your SCA Event Online

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Effective advertising for your SCA event is about both getting the word out, so people come to your event, and about communicating essential info, improving the experience for everyone!

Event stewards need good attendance in order to cover the costs of renting the site, buying food, etc. We want active participation in competitions, classes, and training sessions. We need to get the word out when volunteers are needed. And a lively audience improves any demo.

At the same time, attendees need to know what to expect — and what they should bring from home. A newcomer who shows up for their first SCA feast without a feast kit will be in a very difficult position.

I hope that this guide helps you! My experience is with the process in An Tir, but most of these lessons apply to any Kingdom. I encourage event Stewards to recruit an “advertising” person, just like you might have help from a feast steward, A&S coordinator, or Marshal.

## First: Know the Rules

### What kind of Event?

Your Kingdom's *Calendar Policy* will help break this down, but here is it in a nutshell:

	Does it cost \$ to attend?	Must you wear garb?	Kingdom Calendar required?	Kingdom newsletter?	Publish the details on an Official SCA website?	Who “hosts” the Facebook event?
Kingdom Events	YES; member discount*	YES	YES	YES; timing varies by kingdom	YES, Kingdom	Official Kingdom Page**
Events for the local Branch	YES; member discount*	YES	YES	YES; timing varies by kingdom	YES, Kingdom calendar and/or Branch website	Official Branch Page
Official business meetings	NO	NO	NO	N/A	Time & location, Branch website	RECOMMENDED, Official Branch Page
All other “activities”	NO (donations are ok)	OPTIONAL	NO	N/A	RECOMMENDED, Branch website	RECOMMENDED, Official Branch Page

\* Also known as NMR (non-member registration) or NMS (non-member surcharge), a portion of the event fee that goes to the SCA

\*\* Some kingdom Social media deputies will assign this to the local hosting group.

**The exception to the rules = “activities” or “functions”.** This category includes informal classes or workshops, social hour, practices, demos without a site fee, demos at events hosted outside the SCA, guild meetings, and planning meetings. There is only one rule – **announce “activities” to your local group in the way that works best for your populace.** (And one exception to the rule. DO publish the time/location for official business meetings on the Branch website.)

**A special case: social media.** Social media is an essential part of advertising any activity in our internet-savvy world, but by SCA policy, **Events-with-a-capital-E must first be announced on an official SCA website or newsletter.** (See the *SCA Social Media Policy*.)

Most Kingdoms specifically **require your event to be listed in the Kingdom Calendar**, before you can list it in their newsletter – this official online calendar counts as your official SCA announcement. Plan ahead so that you have plenty of time for your social media campaign!

## Mandatory Disclaimers

**The SCA’s COVID-related disclaimer is no longer required**, as of June 2023. See the society announcements for more information: <https://www.sca.org/news/12207/>

**Facebook Event Pages** should include this text in the event details (from the *SCA Social Media Handbook*):

This (account, page, event) is held and managed by (region name), a branch of the Society for Creative Anachronism, Inc. and is considered the Official channel of this group here. Questions regarding its content should be directed to (event steward’s email) or to [socialmedia@sca.org](mailto:socialmedia@sca.org). Inclusion of external links do not indicate implicit nor explicit endorsement of any content or products.

**And in the Kingdom of An Tir, also (from the *Social Media Policy of the Kingdom of An Tir*):**

People interacting with the (account, page, event) must adhere to the SCA Core values, behave with courtesy, honor, chivalry and respect, even in times of inevitable differences of opinion, and comply with SCA policy and modern law. The SCA prohibits harassment and bullying of all individuals and groups. Hate speech is not tolerated in the Society. Hate speech is speech or symbols that offend, threaten, or insult individuals or groups, based on race, color, religion, national origin, sexual orientation, disability or other traits.

**Websites:** Webministers and Chroniclers will take care of the appropriate SCA disclaimers for Kingdom and Branch websites, newsletters, etc. The event team shouldn't have to worry about these.

**Printed site handouts** (if you provide one) require this disclaimer, from the *SCA Policy on Harassment and Bullying* – a statement which **must ALSO be printed out and displayed at the entry gate** to every event:

**THE SCA PROHIBITS HARASSMENT AND BULLYING OF ALL INDIVIDUALS AND GROUPS .**

Participants engaging in this behavior are subject to appropriate sanctions. If you are subjected to harassment, bullying or retaliation, or if you become aware of anyone being harassed or bullied, contact a seneschal, President of the SCA, or your Kingdom's Board Ombudsman.

**Online classes that will be recorded:** (from the *SCA Social Media Handbook*):

*On the channel hosting recorded material/classes:*

All content is claimed to be owned or licensed by the content creator or presenter and shared by their consent; they retain any copyright or hold any copyright licenses and are fully responsible for content. We will remove content that violates SCA rules and regulations. Inclusion of external links do not indicate implicit nor explicit endorsement of any content or products.

*Virtual meetings/classes/events that are being recorded must include the following advice in their advertising and descriptions:*

Please note that, by participating, you are agreeing to be recorded and granting permission to have the video posted to SCA Social Media Channels.

## A Warning about Personal (Modern) Information

**SCA policy protects people's real-life information from online Society use.** This detail is buried in the society's guidance for Seneschals and Webministers and can be easy for event teams to overlook.

Before you use someone's modern name in a publicly accessible online way – on a website, or by tagging someone's real name in a public Facebook event post – **you should have written permission** from them. An email is adequate for permission, but you need to save this email just like you would a release form.

**This applies not only to their modern name, but also to home addresses, work addresses, phone numbers, and personal email addresses.** Permission to use a personal email must come from that email address. Webministers will do their best to help protect your information. For example, the Dragon's Laire Baronial website uses a special WordPress plug-in that obscures your email from automated collection "robots".

## Not-So-Light Reading

Policies incorporated into the guidelines above can be found in these documents:

- An Tir Kingdom Law, section V ([link to An Tir library website](#))
  - An Tir Calendar Policy ([link to An Tir library website](#))
  - An Tir Calendar Procedures ([link to An Tir library website](#))
  - An Tir Webminister's Policy ([link to An Tir library website](#))
  - Social Media Policy of the Kingdom of An Tir (find it in the files section in [this group](#))
  - Atlantian Great Book of Laws ([link to policy page](#))
  - The Atlantian Book of Policy ([link to policy page](#))
  - SCA Governing Documents, Corpora section II & Corporate Policies section VI ([link to PDF](#))
  - SCA Policy on Harassment and Bullying ([link to PDF](#))
  - SCA Social Media Policy ([link to PDF](#))
  - SCA Social Media Handbook ([link to PDF](#))
  - SCA Webminister's Handbook ([link to PDF](#))
  - SCA Non-Member Registration F.A.Q.s ([link to PDF](#))
  - SCA Release Forms Handbook ([link to PDF](#))
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## An Introduction to Each Platform

### Start With Your Kingdom Calendar

**Most kingdoms have an online event submission/request form. Even if a paper form still exists, service will be faster if you use the online version.** For example, Atlantia [has a special website](#) just for submissions. The form for An Tir is on the main Kingdom events website, but it will not appear until you LOG IN – then click the Event Request Form link ([direct link here](#)).

**Submit your event form as early as possible, as soon as your event has a date, and hopefully a location and event Steward.** Everything else – access to editing via the Kingdom Calendar, eligibility to publish an ad in the newsletter (in most kingdoms), and permission to spread the word on social media – has to follow this step.

**Helpful hint for Branches with paid internet domain service:** many of these forms require a steward's email. Uncomfortable sharing your personal info with the world? Ask your Webminister if your hosting service allows them to set up an event steward "alias" email – a non-personal email address that forwards to your personal email, behind-the-scenes.

In Dragon's Laire, this will be a [@dragonslaire.org](mailto:@dragonslaire.org) address. If you do this, MAKE SURE to watch your spam folder. Follow the instructions from your personal email provider, to train their system to send messages from [dragonslaire.org](mailto:dragonslaire.org) to your INBOX. This may include actions such as "add contact", "favorite", "important", "not spam," etc.

**Online Kingdom calendars will typically allow the event Steward to make edits directly. You must log in and have the correct level of access.** If you don't have access to make a change, follow the instructions for whether your type of change needs an email to the Kingdom Calendar deputy or a new event request form.

**Event stewards in An Tir can learn more** at: <https://antir.org/events/calendar-faq/>

**Caution:** at present, the An Tir Calendar only allows STEWARDS to have editing access to an event page. There is no official provision to allow an advertising person or your branch webteam to assist. One work-around is to tell the Kingdom that your advertising person is a "co-steward" who needs access.

**How much detail should the Kingdom calendar entry have?** The practice will vary by kingdom – by SCA policy, only the announcement (enough information for the newsletter) must be made at the kingdom level. **The detailed event information can be on any Official SCA website;** according to SCA policy, your branch website qualifies. The preferred practice in An Tir is to put all event information on the Kingdom calendar, and you should comply if possible. However, if the event steward has difficulty gaining access or navigating the editing system for the Calendar, you can comply with SCA policy by including a link to the Branch website's event page. Then your local Webminister can assist you.

## Submitting to the Newsletter

**SCA policy requires an ad in your Kingdom newsletter for every event with official Court business that might affect society ranking** – which includes giving out awards. Don't miss the very important deadline for your printed Kingdom newsletter!

**Newsletter publication takes a month**, so your deadline is typically the 1st of the month before you want it published. Some kingdoms simply require your event to be in the newsletter for the month in which it will occur (submit 1+ months in advance). The Kingdom of An Tir requires extra time – branch events must be published in the month BEFORE the

event (so your *Crier* copy goes in 2+ months in advance) and Kingdom events for TWO months in advance (submit 3+ months in advance).

**Helpful hint:** look at other groups' advertisements in our Kingdom's newsletter for examples of how your event copy should look. Newsletters: <https://www.sca.org/resources/publications/>

## Publishing on the Branch Website

**Always copy your local Webminister on important emails** – your newsletter copy and major updates to the event. They can use this to update your event's presence on the Branch website. If you want to be more involved and you're willing to use WordPress (or whatever website platform your local branch prefers), you can also ask for an account with editing access to your event page.

**Helpful hint:** Our Barony's Webminister maintains pages of information for all our regular events, with URLs (internet addresses) that never change from one year to the next. We also use an email alias ([webfolks@dragonslaire.org](mailto:webfolks@dragonslaire.org)) that sends messages simultaneously to the Webminister, Social Media Officer, and their deputies.

## Setting Up a Facebook Event Page

**Did you know that most SCA branches have both a Page and a Group on Facebook?** Your page is your public, outward-facing presence, with a very short list of admins. Page admins post, comment, etc. as the Branch itself. Your Group is your inward-facing space – for the populace to chat, share links and photos, and learn what is happening. Groups often have several admins and/or moderators, and anyone in the group can post new content.

**Your event must be "hosted" by the Official Facebook page, so get help from an admin** to set up your Facebook event. Your Branch Social Media Officer/Deputy or Webminister should have access, as well as the Seneschal. The officer will **add the required disclaimers** when they set up your event, **make sure the visibility is set to Public**, and typically will **include the year in the title for any recurring annual events**. If you are working on a Kingdom event, ask the Kingdom Social Media Deputy if they want to set up your Facebook event or delegate this to your local officers. If the setup is done by your local officers, your Branch Page will then Invite the Kingdom Page to be a co-host.

**Ask the Page admin to invite the steward and/or advertiser to be a "co-host"**. This gives you permission to edit and post directly to your Facebook event. ([More about co-hosts from Facebook.](#)) There are two steps you must take, in order for the official Page to "see" you:

- (1) Like the official Facebook Page for your branch.
- (2) Make your Liked Pages public ([instructions from Facebook](#)) – just temporarily – then you can change it back as soon as you receive and accept their invite.

Event stewards who are co-hosts can now add any of their Facebook friends as an additional co-host. To reduce spam, SCA social media officers often restrict event posting permission to co-hosts (or require pre-approval of anyone else's post).

**There are no hard rules about “activity” or “function” pages, but it works best to follow the same process.** This increases the visibility of your event AND gives you some extra help, first in setting up an event and then in managing any internet “bad actors.” Some populace Facebook Groups do allow YOU, as a member, to set up a group event. Or you can make an event from your own personal page. But remember to include the disclaimer(s)!

***Helpful hints:** A common mistake, if you set up a Facebook event yourself – is the visibility set to private or public? You CANNOT change this once you save the event! It is also impossible for a person to add a Page as a co-host. A Page must create an event in order for a Page to host it. Get these two parts correct at the beginning, and save yourself heartache later!*

## Other Social Media Platforms

**The SCA also officially recognizes Instagram, YouTube, Discord, Twitter (X), Pinterest, Meetup, and TikTok.** The user base – especially the average age of users – varies a lot between platforms. YouTube has the broadest demographic. Facebook tends to be older and Instagram and Discord to be younger; TikTok is the youngest of all. Some branches are also beginning to extend an unofficial presence onto BlueSky.

If you want to extend your advertising beyond Facebook, please reach out to your local officers for help. You can always share links to the Branch website or the Kingdom Calendar event using your personal accounts on social media platforms – another reason to have a good event page on an official SCA website!

## Printing a Site Handout

**Even with a good online presence, some events benefit from a one- or two-page handout that people can pick up when they enter.** Printed signage is also useful on-site! Focus on maps and directional signs for large events, a schedule grid if there is a lot going on, and other essential “day of” information.

Balance your printing costs against the use of on-site signage, and remember — if the site has good cell phone coverage, **QR codes can be used to direct people with cell phones to detailed information on the event website.**

***Helpful hint:** Suggest some Instagram hashtags, for people who upload photos of your event to their personal social media. Advertising doesn't have to stop when the event does — people who see their friends' photos might be inspired to come to your next event.*

## Public Demos Need a Different Strategy

**All the guidelines above focus on advertising an SCA event to people who are, by and large, already part of the SCA.** They know what the Kingdom Calendar is and how to find it online. They might be paid members who get the Kingdom newsletter in their mailbox. They are part of your populace group on Facebook.

**None of this is likely to reach the general public!** Think about who your “target audience” is and the media they are likely to encounter. Then reach out to them in their own space.

- Will they see a printed flier at the local book store? coffee shop? game store?
- What about a display at the library?
- Can you add your event to calendars published by your local newspaper, community group, chamber of commerce, or tourism board?
- Or even pay for a bulletin board on the side of a busy highway?
- Public Facebook events can be shared with local community groups on Facebook.
- If you're interested in video editing, a 30-second video can be used on Facebook, YouTube, Instagram, and TikTok — a lot of mileage for a little bit of work. Maybe you'll make a slideshow with some text and music/voiceover?

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## Social Media “Best Practices”

Social media is great for generating excitement and getting the word out! But effectively using social media requires us to understand a few of its good — and bad — points.

**“Best practices” are the goal we strive toward** — not necessarily one we always achieve. Not every event needs the full advertising campaign. And most event stewards are too busy to carry out a “full-sized” advertising campaign without some help. Don't be afraid to recruit some!

## Combine Short Posts + a Detailed Event Page

**Social media is optimized for “short format” content** – brief bits of text paired with a picture or video. **Pair your social media snippets with in-depth, “long format” content on the event webpage** (on any official SCA site) and link your short social media posts to those details. You may also choose to add some details to your Facebook Event “about” tab – understand that many people will never read this content. Plus, if you point everyone to a “one stop shopping” website, you only have to maintain and update one event page.

**Social media will only show people the first 140 to 180 characters of your post** or your “about” info, depending upon the platform. The rest is hidden behind a “read more” link. Nobody will read your content... unless you can hook their attention in the first sentence and get them to click the ... See More. In effect, you have ONE SENTENCE to convey a compelling message. Make the most of it!



Need inspiration? **Think about newspaper headlines.** People who get “hooked” and who want more details can also click on the event website link at the end of your post.

You can also use **text inside an image** to guarantee that more of the words you need people to see will be visible (image, left).

## Use Pictures

**Online platforms are all about pictures.** Facebook’s algorithm favors photos. Instagram is nothing BUT pictures. A picture with some words on it (for example, “Pre-registration is open”) grabs more attention than words alone. People are busy, and your social media posts are competing with a lot of other visual stimuli!

**Images from period manuscripts and pictures from museums** often allow use for non-profit purposes. Check the terms of use for the museum that holds the item/manuscript and follow their directions. Whether the museum requires it or not, it is always good to **cite and link the source**. I guarantee that somebody will ask you about the original!



**Modern pictures and artwork by SCAdians:** Make sure you have the correct permissions to use an image ([link to SCA release forms](#)). Some branches and Kingdoms maintain a digital library of photos, taken by photographers at previous events, with release forms on file. The SCA also has something like this – [link to the Digital Scribes Program](#).



Small changes, like cropping for size or brightness tweaks, are expected. If you are making a large change, it is polite to talk to the photographer about your plans. And always give them image credit!

**Creative Commons Licenses:** Are you familiar with Creative Commons licenses? In short, there are 6 types of licenses that have “some” rights reserved – all of which will allow non-profits to use the images WITH ATTRIBUTION and without making any changes. (If you want to make changes, only some of the license types permit adaptation/alteration.) [Learn more on the Creative Commons website](#).

**Picture sizes vary by platform and use.** Social media uses a variety of picture and video ratios, and one size doesn’t fit all. Below is a table summarizing the best width:height ratios to use for each platform. These guidelines aren’t in pixel numbers, because platforms scale images up and down to fit everything from TV’s to cell phones!

	Cover Image (Thumbnail) width:height	Post Images width:height	Video Ratio and Duration
Website (WordPress)	1.91:1 best any will work	Any	–
Facebook	16:9 ...ish	4:3 best 1:1 or 3:4 ok	Stories: 9:16 and <120 seconds Live feeds: 16:9 or 9:16
Instagram	–	1:1 best 4:3 or 3:4 ok	Reels: 9:16 and <90 seconds
Twitter (X)	–	4:3 best 1:1 or 3:4 ok	Best at 9:16 and < 2 min 20 sec
YouTube	16:9	–	Shorts: 9:16 and 15-180 seconds Videos: 16:9 Live feeds: either 9:16 or 16:9
TikTok	–	–	In-app: 9:16 and 15-60 seconds Uploaded can be longer
Discord	–	Any	–

**Helpful hint:** Facebook instructs you to make event cover photos with a ratio of 16:9, but it will CROP OFF the edges of your image in different situations. The “discover events” page crops the top/bottom until it fits into a very short, wide box (2.1:1). The thumbnails for events in the sidebar are displayed as 4:3, cropping off the left/right sides. It’s best to keep important content away from ANY of the edges. Fortunately, images in posts are forgiving – Facebook and Instagram now ADD blank bars to the sides or top of images.

## Be Mobile-Friendly

**Mobile devices are the primary way of using social media** – and your event website will also get a lot of mobile visits, especially the day(s) of the event. Please be prepared for this by sharing files that can be opened on a cell phone!

**PDF files, JPG images, and PNG images are the most universal formats for downloads.** The software to view these is built into web browsers for desktops, laptops, and mobile devices. Apps, plug-ins, and downloads are required for almost everything else.

## “Save the Date” Early, Remind Often

**Share your Event and the most important update posts directly with the populace groups on Facebook.** Become a group member and do this yourself! ([Link: instructions from Facebook.](#)) Also ask your Webminister and Social Media Officer/Deputy to share posts to the Facebook Page and website. Remember: people have to see your event and click “interested” or “going” before they’ll have a chance to be notified about your posts.

**People are busy, and social media only shows them a small fraction of your posts.** It will take more than one post to get the message across. The good news is, Facebook allows event hosts to **write posts in advance and schedule their release.** So does WordPress. Work on your own best schedule and let the platform take care of the daily grind.

**Every post should be a complete, stand-alone message, including the name of the event.** Never assume that your audience saw a previous post. And Facebook is bad about sharing discussion posts for an event without indicating WHICH event!

**Include a link back to the main event page.** People can click the link to catch up on any news that they’ve missed. Facebook posts may point to the Facebook Event Page, but please point to the official SCA website (the Baronial event site or Kingdom Calendar) for ads shared anywhere else. Facebook likes to ask for logins and tracks people’s activity, causing error messages for anyone who doesn’t use the platform.

**Always include the calendar date on announcements about deadlines.** For example, “Pre-registration closes Sept. 15th” is clearer than “Pre-registration closes Friday”. You don’t know how many days might pass between you posting information and your reader encountering it in their feed.

## Use Hashtags on Instagram & Twitter (X)

Hashtags, like *#societyforcreativeanachronism* ([see it on Instagram](#)), indicate categories or search terms for your post. In short, it helps people find you! In the world of hashtags, capital letters and lower-case letters are equal, so *#SocietyForCreativeAnachronism* is the SAME THING. Easier to read, harder to type on a phone – you choose.

You might use local hashtags, like *#KitsapCounty*, hobby-focused hashtags like *#MySCA* or *#medieval*, or highlight activities such as *#SiegeWeapons* or *#HistoricalCostuming*. Search for hashtags to learn which ones are the most popular, and then use them! You can also look at the hashtags used in posts made by similar events and groups.

***Helpful hint:** Use the hashtag *#regrammysca* ( *#ReGramMySCA* ) to give the Social Media Officers of the SCA permission to share your Instagram post on their feed.*

## Keep Up With Event Team Updates

One of the biggest challenges you’ll face in event advertising? Getting the information you need! **Many details don’t fully crystallize until the last minute, but advertising works best if you publish “teasers” and preliminary information.**

You can build a lot of excitement with preliminary details – just say that “more information is coming later”, or “the event team is hard at work planning...”. But you need some way to find out what activities to expect!

**SCA events are organized by a lot of people**, and generally there are team leads for every important element of a big event. Feast steward. Marshal in charge. Arts and Sciences minister. Class organizer. Camping lead. The Event Steward is in charge of coordinating all of it – planning meetings, reminding all of those different partners to send updates, and setting deadlines. **If you are advertising your own event, you know all of this.**

But if you have a dedicated advertising person on your event team, how can you share information with them?

- Forward an email. Or ask team leads to copy the advertising person on relevant emails (and forward the emails if they forget).
- Invite your ad person to planning meetings or take notes you can share afterward.
- Include them in the chat group / Facebook group / Discord channel that you use for planning discussions.
- Make sure all of your other team leads know who is doing advertising and how to tag or email them with requests.
- Let your team leads know when, and what, you expect them to send to advertising.

## Monitor the Comments Section

**People will ask questions in the comments section of your social media posts** – and Facebook is bad about never telling “co-hosts” that you have a new comment. Discord is bad about this, too, unless someone replies as a “thread”. Please keep an eye on the comments by periodically skimming through your event posts.

If you have time to interact with your audience, **you can even encourage comments by asking a question in the post**, such as: “What’s your favorite ( fighting style / weapon / feast memory / etc.) ?”

Have you heard people talk about “the algorithm”? **Facebook will show your event posts to more people if you have a lot of comments, replies to comments, and likes or shares.** This is one reason why posts that lead with a question automatically get bumped higher in their algorithm.

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## Putting it All Together

### Example Timeline: Advertising Campaign

Having a schedule for posts can help organize your work, especially if this is a big event with many moving parts. (Your event might be smaller, and you may only use part of these steps.)

And remember: you can use the “scheduled post” tools in Facebook and the website (WordPress) to automate part of this work!

- 12 to 3 months in advance** Submit the Kingdom Calendar event form as soon as you have a date. Update it as soon as you have an event steward and location.
- Once the Kingdom Calendar is live, ask the Social Media Officer to set up your Facebook Event Page. Ask the Webminister to prepare your Baronial event page.
- Send out “Save the Date” posts on social media. Share this with the appropriate Facebook populace groups, ask the Web & Social Media officers to share it on official channels, and you might share on other platforms that your audience uses.
- Aim for one or two social media posts a month. Highlight the most important elements of your event, the BIG picture. Is this a tournament? a Championship competition? a teaching and learning event? a feast? a camping event?
- 2+ to 3+ months in advance** Update other details on the event website, like site accessibility info, site restrictions from the contract (fires, candles, etc.), and extra details to help out newcomers. It’s best to have this in place before advertising really kicks off.
- Send in the final ad for your Kingdom newsletter. Please send a copy to the Webminister so that they can update your Baronial event website. Update your Facebook Event Page with the same info.
- 1-3 months in advance** Add a social media post whenever new details are released — examples include the menu for a feast, the format for a tournament, an A&S class listing. Share a few of the most important posts to the populace, and always let the Webminister team know, so they can update your event website.
- Post at least twice for every deadline. First, when the opportunity opens. Then schedule a “closing soon” post 5-7 days before the deadline. Common event deadlines include: opportunities to pre-register and pre-pay, sign up to teach / present / demo / display / compete, sign up to take a class.
- You might also choose to post after the deadline is closed — perhaps with instructions to get on a waitlist, to reassure people they can pay at the door, or to celebrate the number of competitors who signed up.
- Get calls for volunteers out in a timely fashion, and let people know when the need is met. If there is a direct benefit to volunteering (perhaps feast servers eat in the kitchen for free?) communicate that! People may also be motivated by a sense of community, meeting new people, or contributing to a greater cause.
- 1-4 weeks in advance** Try to post once a week. You should have enough information by now to share specific details, such as how many people have signed up to teach / present / demo / display / compete. You can share SCA names, but remember to protect modern personal information (unless you have written permission).
- Share the schedule for the event at least 1 week in advance, more if possible. Please try to use PDF, JPG, or PNG images of the schedule grid — these work equally well on desktops and mobile devices.
- The final countdown** If you have good content to share, you might be posting as much as once a day. It’s a great time for last-minute details and reminders: where to park, what to pack, what not to pack, the schedule, etc.
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## Help Attendees Prepare for your Event

### Be Kind to Newcomers

**Always remember that any event could be somebody's first SCA event. What do they need to know?** Is there anything they should bring that will make their day significantly better? Sunscreen for outdoor summer events. A cup, plate, bowl, and utensils for a feast. (Please try to avoid or translate jargon, like "feast kit", when writing for the public.) Pack a lunch for an all-day event that only serves dinner. Or tell them if they're allowed to leave for lunch and then re-enter – this isn't self-evident to a newcomer.

Get newcomers' information onto as many platforms as possible! We have some articles on our Baronial website ([link](#)) that you are welcome to adapt, link to, or share.

### Talk About Accessibility

**Accessibility is important.** Can a person with mobility challenges get around your site? Is the ADA parking obvious, or do attendees need to know about a separate entrance? What other accessibility considerations or accommodations does your event have – quiet space? a silent (sign language) herald? [Here are some more ideas from the Kingdom of Atlantia.](#)

**Accessibility might affect someone's ability to attend, and not knowing if you can "fit" into an event causes stress and uncertainty.** Event advertisers help by getting this important information out to the populace in a timely fashion.

### Fire Bans & Prohibited Items

**If there are things that people should not bring to your event, please tell them before they arrive.** No real candles (with open flames)? Are there restrictions on beverage types or containers? Is there a fire or burn ban in place?

### Anticipate Frequently Asked Questions

**Frequently asked questions come up again and again, and answering them can suck up a lot of your time and energy.** Most of these are last-minute questions, popping up when the event team is most stressed for time.

Put this information into the long format event page/website – it won't stop all the people from asking you all the questions, but it helps.

<b>Pre-registration</b>	“When does pre-reg close? Where do I sign up? How and when can I pay? What if I miss the deadline? Can I just pay at the door? What is the cancellation policy?” Events with separate sign-ups for feast, camping, and the site fee will have additional FAQs. “I pre-registered for the feast/camping but do I also HAVE to pre-register for the site fee? If I don't HAVE to, can I choose to? Can I pre-register just for the site and not the feast/camping?”
<b>Paying at the door</b>	“How much does it cost? When does Gate open/close? Can I use a credit card?”
<b>Feasts</b>	“What is the menu? What are the ingredients? I can't eat ____ – will there be an alternate option? Can I bring my own meal for off-board seating? (If the feast is full) can I get on a waiting list?”
<b>Potlucks</b>	“What should I bring? How much of it? Will there be a place to keep my food cold? Or to plug in a crock pot?”
<b>Teaching</b>	“What kinds of classes do you want? How long should my class be? Will there be power / a projector / a wipeboard / a kitchen?”
<b>Taking classes</b>	“How and when do I sign up? What if the class I want fills up? What do I need to bring? (If there is a fee) how and when do I pay?”
<b>Competitions</b>	“What is the tournament / Championship / competition format? How and when do I sign up? What is the deadline? How will winners be decided? Is there a prize?”
<b>Camping</b>	“How and when do I sign up for camping? What if I'm part of a group encampment? How and when do I pay? Where do I check in? How do I know where to set up? Can I show up and find a last-minute camping space? Are there showers available? Flush toilets? Is there drinking water, and how far away is it? Will there be RV camping (with or without utility hookups)? Will there be an accessible camping area? Is there a designated RV entrance?”
<b>Event schedule</b>	Do your best. Everyone always wants and needs the schedule, as far in advance as possible. But the schedule is never done – extenuating circumstances usually cause last-minute changes! Just release the best schedule you can... with a disclaimer... and describe how you'll communicate those last-minute changes on site.

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