



Event Promotion Guide

The purpose of this document is to set out simple the promotional schedule for events listed in the BLUF calendar, and the constraints that may affect where they appear on social media.

To be promoted, your event needs to be in the BLUF calendar. It needs to have adequate information, and it will have to have been reviewed and classified by a senior member of the admin team. This last step is to protect us from any legal issues, and normally happens the same day an item is added, **but you should always try to add events with as much notice as possible, and ideally over three months.**

Where are events promoted?

We have two ways of promoting events. Automated, and manual. Most of the social media feeds are automated, so once an event has been added to the calendar, it should appear in the feeds as long as it meets the appropriate constraints.

Manual promotion includes email shots. These are usually only available for BLUF events, and have to be done manually by someone with admin access to the BLUF systems. All email is strictly opt-in, and members choose which information they want to receive.

Note that changes made at Twitter/X mean that we no longer operate any automated feeds there, and generally won't be posting event promotions on the platform.

Current social channels

Name	Our ID	Constraints
Facebook	BLUFclub	Not currently automated
Instagram	BLUFhq	Events with no image will not be posted in 'New today' or in 'Tomorrow' if they are the only event
Mastodon / Fediverse	events@bluf.com	
Telegram channel	BLUFcalendar	
Blue Sky	blufclub.bsky.social	Not current automated

Automated email promotions

There are two automated email promotions that events will usually feature in. *This Week on BLUF* is sent to opted in members at 0800 UTC every Monday. It is available in all four core BLUF languages, and includes descriptions of every event in the calendar for the next seven days.

The Leather Forecast is sent at 0200 UTC on the first day of each month. It is available to non-members as well as members. The first part of the email details events coming up in three months

time, so the January email will highlight April's events, to allow people to plan travel etc. The second part of the message has a shorter summary of the events in the current month.

While available to non-members, the non-member version omits any events that are marked 'Private' in the calendar.

Social media scheduling

Note that all times are UTC.

Monthly

1200, 1st day of the month. The Telegram Channel announces the new month, and how many events are included, with a link to bluf.com/e/thismonth, for example:



A similarly worded post is made on the Mastodon feed at the same time.

Weekly

1200, Sunday. Telegram and Mastodon feeds get a post indicating how many new or updated events there are in the calendar for the previous week, with a link to bluf.com/e/latest

1200, Tuesday. All automated feeds post a version of 'This week on BLUF' highlighting all the public events in the calendar for the next seven days.

Instagram: an image is posted with the number of events happening this week, and the caption text lists all the events, with a link to bluf.com/e/thisweek.

Mastodon & Telegram: an image is posted announcing the summary of events, followed by an individual post for each event

Daily

1230, if necessary, depending on whether or not events are scheduled.

Telegram posts a message announcing what's happening tomorrow, followed by a post for each event.

Mastodon posts a message announcing what's happening today, followed by a post for each event. *This will very likely be changed to post the following day's events, for consistency with other channels*

Instagram posts a message with up to ten images for the events happening the following day, and the caption listing the events and where they take place.

1815: For all events that have been marked as 'new' in the calendar, all channels make a post for each event, announcing it and including the full description. See notes below for which events will be marked as new.

Notes

Marking events as new

Normally, each individual event is marked as new when added to the calendar, so will get a post of its own on the day when it's approved.

However, for repeating events - for example, if putting in a whole year's worth of regular BLUF meetings - we will usually only mark the first one or two to be posted as new. This is because otherwise, the system would make a post for each event, with identical text and image, and only a difference in date. To most browsers, it would just look like a glitch in the feed. Each individual event will still receive the other automated posts as mentioned above.

When to submit an event?

There is no fixed deadline, but the further in advance, the better. If you want people who may be travelling to know about your event in advance via *The Leather Forecast* then you should submit details at least three months in advance.

If your event is happening next month, then you should always try to submit it to us a few days before the end of the current month, so that it will appear in the 'this month' section of *The Leather Forecast* and in the monthly list that appears at bluf.com/e/thismonth

If it is a last minute addition, we will do our best to get your event featured, but sometimes illness, family matters, or other things mean it's just not possible. If you tell us about an event late on a Sunday, for example, while it's technically possible to get it added so that it's included in *This Week on BLUF* the next morning, it's not always going to be feasible for us.

Why hasn't my event appeared on a feed?

If your event is in the calendar, but hasn't appeared on a feed, check that the date is correct and it would normally be scheduled for a particular posting slot.

If the event is marked as private, it will not appear on public social media feeds (we do this, for example, with events held at members' homes).

If there is no image for an event, it won't appear on the Instagram feed as a new event, and it may not appear in the daily summary if there are no events with images.

Note also that, as the social media system relies on a lot of things outside our control, sometimes things don't work, and images fail to upload, or other issues occur. We try to minimise this as much as we can, but it can never be 100% reliable. Please try to avoid including things like emoji in your event details when submitting them, as these in particular can cause issues with the postings.

Feedback

If you have feedback on the promotion system, please contact webmaster@bluf.com. Are there other platforms where you would like to see the feeds? Any changes to timings, or the format of the posts?