



Social Media Best Practices

Build a venue brand guests want to be part of

Pick One Platform and Win It

For private event venues, that platform is almost always Instagram. Master it before you spread thin across TikTok, Facebook, and Pinterest.

Profile Setup

Username: your venue name, no underscores or numbers.

Bio: one line about the vibe, one line about who you serve, one CTA with a Linktree or direct link to your Venue Connect listing.

Profile pic: your hero photo cropped square, or your logo on a brand-color background.

Highlights: create highlights for Weddings, Corporate, Birthdays, Tour, Reviews, FAQs.

Content Pillars

Pillar 1 — The space (40%): styled shots, alternate angles, seasonal vibes.

Pillar 2 — Real events (40%): with permission, share moments from real events you've hosted.

Pillar 3 — The story (20%): behind-the-scenes, owner introductions, vendor shoutouts.

Posting Cadence

3 feed posts per week is plenty. Quality over quantity always.

Stories: 3-5 per day during events, 1-2 per day otherwise. Use stories to show real life.

Reels: 1 per week. Aim for cinematic 7-15 second clips of the space being styled, lit, or set up.

Captions That Convert

First line is the hook — make it specific or surprising.

Middle paragraph tells the story or shares useful info.

Last line is a CTA: 'DM us your event date,' 'Tap link in bio for booking,' 'Tag the friend you'd host this for.'

Hashtag Strategy

Use 10-15 hashtags per post. Mix three sizes:

Big (1M+): #weddingvenue, #eventspace — these get you discovered.

Mid (50K-500K): #losangelesweddings, #austinevents — these convert better.

Niche (under 50K): #silverlakewedding, #SoMaeventspace — these are gold for ideal guests.

Engagement

Reply to every comment within 24 hours. Reply to DMs within 1 hour during business hours.

Engage with local vendors, planners, and recent guests by liking and commenting on their posts. The algorithm rewards this and so do they.