

Cultural Daily

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The Importance of a Social Wall for an Ethnic or Humanitarian Event

Jennifer Bell · Wednesday, December 9th, 2020

If you are hosting an ethnic or humanitarian event, you could greatly benefit from the use of a social wall. Social walls are live feeds of social media posts that are then displayed on a digital signage display. Social walls allow businesses, nonprofits, and in terms of this post, social event committees, to showcase their best posts in an organized and attractive fashion. From [Tampa rhinoplasty](#) conferences to Native Hawaiian or Hispanic heritage celebrations, social walls are becoming increasingly relevant.

Social walls have copious benefits that will drive people to your organization's website. If you are in charge of running an ethnic or humanitarian event, you will be able to attract people to your event using a social wall that features videos of past events, posts that demonstrate your cause, posts that give details about up and coming events, and pictures of members.

Are you still wondering how a social wall can help your ethnic or humanitarian event? Keep reading!

How a Social Wall Can Help Your Event

Some ethnic and humanitarian [events](#) that can benefit from the use of a social wall include:

- Parades
- Conferences
- Seminars
- Trade shows
- Reunions
- Parties
- Galas

Social walls can be used in two different ways when it comes to ethnic and humanitarian events:

1. They can be used as a digital campaign embedded on your website
2. They can be streamed live on TVs at your event

You may be wondering, *what's the point of using a social wall for my ethnic or humanitarian event? Is it really necessary?* Below are three ways that social walls can help these specific events.

1. Raise Awareness

One of the main purposes of social walls in regards to ethnic and humanitarian events is to raise awareness of your organization as well as future events. Social walls encourage your current followers to share images and videos on social media with the hopes to get posted on a social wall; which in turn exposes their followers to your event who otherwise would not have come across it. Social walls act as a form of marketing as they create the potential for your event to reach the vast majority of people.

2. Inspire Engagement

Most people, especially the millennial generation, crave their few seconds of fame, and being posted on a social wall gives them just that. By employing a social wall, you will inspire people to want to be engaged for the chance to be posted on the social wall. Similarly, a social wall will get people talking via the comments; allowing followers to become engaged and want to attend your ethnic or humanitarian event.

3. Create Opportunities for Funding

In addition to posting pictures and videos of attendees of past events or of other things your organization is doing, post advertisements. Allow companies and businesses to advertise on your social wall and charge them for it. When you charge for advertisement space, you can use that money for your event which will allow you to make it more extravagant; this is especially beneficial if you are a non-profit ethnic or humanitarian organization.

Consider Using a Social Wall Today

Social walls have the potential to greatly affect the outcome of your ethnic or humanitarian event. If you are unfamiliar with how to create your own social wall, consider talking to a digital marketing agency or a social wall building company that can create it for you. Social walls are an innovative and attractive marketing strategy to consider for your next ethnic or humanitarian event.

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