

Social Media for Events “cheat sheet”

Here’s a community created list of ways to utilize social media for your messaging goals surrounding a specific event. We’re going to divide up the list under the following categories listed in [10 Event marketing ideas using social media](#) (basically Before, During, After)

1. Organizing the event
2. Promoting the event
3. Encouraging attendee engagement during the event
4. Extending the lifetime value of the event through photos, videos and blog posts.

This document is open for everyone to edit, so play nice and have fun ;-)

Organizing the event

General

- Identify your audience (it’s never “everybody”... never)
- Identify your event goals. Attendance? Teaching students about healthy eating?
- Identify messaging goals. (students prepared to ask questions at career fair. etc...)
- Identify the platforms that will help you best engage your audience and messaging goals.
- Photos/video from past events?
- Prep info for attendees
- posts about sponsors - cause that helps encourage sponsors to promote the event also
- ? how do we promote to news media ?
- create premade posts to help sponsors easily promote
 - formatted for each platform
- how do you reach out to other orgs on campus or in community
 - email specific people?
 - don’t
 - Cross-promotion using print/other media

Platform specific

- web
 - do you make webpage
 - does doing so match your goals?
 - bring people into your overall website
- Facebook
 - event created by your page
 - image
 - link to web event page (if you have one, track with Analytics)
 - regular updates
 - engage with people who sign up to attend
 - photo posts leading up to event?
 - other posts leading up? have content calendar ready to go
 - how many weeks out to post/promote?
 - 2 weeks max?

- post on initial post
 - then reminder day before event
 - depends on event
 - photos from past events
 - Twitter
 - hashtags
 - do you create a hashtag for the event
 - is there international org using for larger context of event? (national nutrition month?)
 - short... very short
 - post before event for participants
 - look for variations that may show up
 - use if recurring event
 - create some pre ready tweets. if during a presentation... have them in the slides
 - designate people to tweet for you beforehand
 - <http://tweetchat.com/> is helpful for insterining hashtag automagically
 - will there be a twitter board displayed on screens at event such as <https://tagboard.com/> and a million others
 - it's about networking - conference types of things
 - @mention news org?
 - dm them?
 - build relationship first
 - how do we build relationship with
 - occasional thanks to them - it's public and
 - monitor who's new on the news beat - welcome them
 - **REMEMBER... RELEVANCE of what you are pushing**
 - <https://storify.com/> prep - but mostly for afterwards/followup
 - photos on twitter
 - not just cross posted from instagram
 - have photos ready for sponsors to use
 -
- Instagram
 - hashtags
 - lead up photos
- Google+
 - hangout?
 - before conference in prep
 - speakers from conference in hangout?
 - event page
 - is your audience there?
 - a community the is around the event?
- LinkedIn
 - don't forget linkedin... (um....)
 - is your event relevant for beavercareers linkedin group
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Promoting the event

General

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-
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Platform specific

- Facebook
 -
- Twitter
 -
- Instagram
 -
- Google+
 -
- LinkedIn
 -

Encouraging attendee engagement during the event

General

- Twitter scavenger hunt
- Trivia and games for those tweeting with prizes
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Platform specific

- Facebook
 -
- Twitter
 -
- Instagram
 -
- Google+
 -
- LinkedIn
 -

Extending the lifetime value of the event through photos, videos and blog posts.

General

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Platform specific

- Facebook
 -
- Twitter
 -
- Instagram
 -
- Google+
 -
- LinkedIn
 -
- (add more networks)

Measurement

Platform specific

- Facebook
 -
- Twitter
 -
- Instagram
 -
- Google+
 -
- LinkedIn
 -
- (add more networks)