

Event Promotion on Social Media by Brooke Pollard

The following document outlines social media tactics used on various platforms to promote events—pre-event, during and post-event. This was created while working at the Ajax-Pickering Board of Trade.

General tactics

- Create and promote an event hashtag on all event-related posts.
- Use a consistent eye-catching image for promotion leading to event.
- Add social media feeds to website to keep content up-to-date and boost SEO.
- Prepare ahead of the event by recording memorable quotes or details from each presentation, details about each presenter and announcements in the order they will be presented (if available ahead of time).
 - Save as drafts, or schedule tweets to upload throughout the event (ensure relevant hashtags are included).

Facebook tactics

The 'Upcoming Events' tab on the Facebook page should be listed towards the top of the page for accessibility and visibility. Under the 'General About Information' will show a list of upcoming events.

Pre-event:

- Create event and post on Facebook page.
 - All event updates communicated via Facebook event to notify attendees directly.
- Boost Facebook event to extend reach.
- Include visual testimonials (i.e. photograph or video) from previous attendees and/or speakers to capture the excitement about specific sessions, speakers or other event details (for annual or reoccurring events only).

During:

- Check-in at the event.
- Facebook live video.
- Direct followers to our live feed on Twitter using promotional hashtag.

Post-event:

- Post message to thank attendees for coming out, include key highlights from the event, and ask users to stay-tuned for more images.
- Upload all images taken at the event to a new photo album and ask users to comment on their favourite photos, tag friends, etc.

Twitter tactics

Pre-event:

- Post about upcoming event to Twitter.
- Share link to upcoming events on Facebook.

- Twitter poll (Example: "What are you most excited for AGM & Christmas Lunch 2018?" Answers: "Singing tables" "Prizes" "Everything! Best event ever!")

During:

- Live tweet from Twitter during event.
- Display a social media feed on-site (using the event hashtag to populate event posts, comments and photos) to increase social media engagement during the event. This can be done in various ways:
 - Dedicate a projector or TV to the social media feed;
 - Have multiple screens for each social network located around the event; or,
 - Stream the feed below the PowerPoint being presented.
- Monitor, share and reply to social activity.
 - Respond to tweets and retweets with a simple thank you message.
- Ask guests to ask questions via Twitter by using the event hashtag or tagging us.
 - Ensure Event Planner has dedicated enough time to answering social media questions at the end of the presentation.
- Capture pictures, videos, and post quotes and takeaway points.
- Ask guests for their Twitter handles during registration. This is a great way to compile a list of attendees to engage with during the event. If you reply to a tweet with a cryptic handle, you can reference the list to locate their name (and possibly company and job title).
- Encourage social media use during the event by continuous promotion of the event hashtag (i.e. ask guest speakers to share reminders at the end of their presentation).

Post-event:

- Twitter poll (Example: "What was your favourite part of the Business Links Golf Tournament?" Answers: "Lunch & Prizes" "Showing off my Golf Attire" "Hitting an Ace!")

Instagram tactics

Pre-event:

- Instagram stories leading to event (i.e. word art, Instagram polls, asking questions, sharing images of tickets, countdown, etc.)

During:

- Use mobile device to capture photos, boomerangs, and video for Instagram stories.
- Share live content during the event (i.e. guests entering, fun boomerangs, décor, short video of presentations, quotes, direct users to live feed on Twitter).
 - Poll example: "(Speaker name) shared a whole new outlook on Mental Illness. What did you think of #BellLetsTalk 2018?" Answer options: "Educational," "Eye-opening" "All of the above"

Post-event:

- Upload a photo or carousel of the best images taken at the event within 24 hours, and thank guests for attending. Include a short blurb about upcoming events and where to find more information.