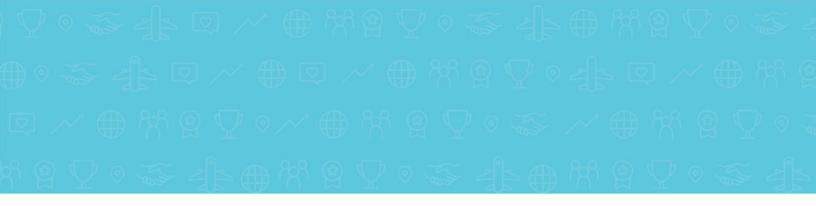# Social Media Checklist for Events

Before Your Event

- ☐ Designate tactical team members to monitor and engage with your social channels.
- ☐ Assign or hire a photographer. ($)
- ☐ Create a list of anticipated topics and questions that might come in through social channels.
  - o Marketing
  - o Customer Service
  - o Way-finding
- ☐ Consider apps; including gamification and crowdsourcing. ($)
- ☐ Create a hashtag (make sure it's original and see it through both digital and printed signage, pamphlets, materials, etc.) Try to use a hashtag that can be used year after year (don't make it year-specific).
  - o Share the event hashtag and social media links with influencers and speakers.
  - o Make sure you create instructions with how to post and to use the hashtag.
  - o Add the hashtag to your videos before the event.
- ☐ Create visually interesting content that people will want to share on social media and get people excited for the event.
- ☐ Update your social media cover photo and profile picture to the event date, place, time, etc.
- ☐ Let social media followers know if it will be streaming live.
  - o Live broadcast some or all of your event.
  - o Your AV partner can create professional, high-quality videos and smartphones can be used for short video. ($)
  - o Determine what you want the video to do to decide whether or not to use funds for professional video or not ($)
  - o If doing it yourself, you can storyboard in advance. Make sure you're close enough and the video is not shaky.
- ☐ Create an event website with speaker info and link to it on social before/during/after event. ($)
  - o Set up Google Analytics for your website well before the event so you can track any increase in web traffic after the event.
  - o Link back to your event website or your information hub as often as possible.
- ☐ Think about influencers in your niche community. Engage them by inviting them to the event and encourage them to tweet/post throughout.
- ☐ Use social media ads to promote your event (Facebook/Instagram, Twitter, LinkedIn, etc.) ($)
- ☐ Post highlights from past events (videos, photos, other visuals).
- ☐ Design a geofilter on Snapchat. ($)
- ☐ Post behind-the-scenes preparations.
- ☐ Create individual images featuring each guest speaker.
- ☐ Offer a discount to early bird registrants.
- ☐ Create a poll on Facebook to engage with followers.
- ☐ Share teaser slides from event presentations.

During Your Event

- Create a command center.
- Designate and empower social media monitors to respond in real-time.
- Prepare to answer questions or act on requests. Participants may try to contact the event organizer via social media (What time is the bus leaving?) so make sure the channels are monitored and moderated.
- Post online calls-to-action (take a photo with new member, quote a speaker, meet a sponsor).
- Tag companies, repost/retweet tags.
- Project your social media feeds live on a screen at the event (many event apps have an option to do this too).
- Decide if you want your stream to be instantaneous or moderated. There are pros and cons to both. Your A/V team or technology tool provider can "black list" words so they automatically do not show.
- Create an online group for people to be able to share ideas and continue the conversation after the event is over using Facebook, LinkedIn, or another forum.
- Interview attendees, customers, speakers, influencers for future blog and social content.

After Your Event

- Re-purpose content from the event to ensure it sticks with your audience and gives them a tool to share what they learned with others.
- Drive people back to your social channels to see event photos and videos.
- Send e-blast reminders to drive people to the website and/or social.
- Repost photos from the event and ask people to share theirs.
- Promote the survey link.
- Report on the value created, lessons learned, and next steps
  - Web Traffic
  - Conversions
  - Link Clicks
  - Comments
  - Shares
  - Followers or Fans