

Social Media for Events

PRESENTED BY





Table of Contents

- 1** SECTION ONE
Pre-Event Promotion 4
- 2** SECTION TWO
Event Engagement 9
- 3** SECTION THREE
Post-Event Momentum 13

EXECUTIVE SUMMARY

Social media is a coordinating media; it should support all other marketing initiatives and events.

Conventions, conferences, and trade shows are big business for companies and associations. Approximately **225 million people attend more than 1.8 million events each year**. This includes **270,000 conventions** and **11,000 trade shows**, with an estimated spend of **half a trillion dollars**.

The digital tools and applications companies now have at their disposal are changing the way marketing teams view their current initiatives. Conferences in particular are primed for a digital evolution. Like it or not, participants are attached to their phones, tablets, and laptops—and through these devices to their social media streams, feeds, timelines and walls. Conference organizers are using social media to create new, more connected experiences. Unfortunately, many event organizers are not aware of, or do not prioritize, digital interactions alongside in real life (IRL) experiences.

Social media has the potential to elevate your attendees' experiences before, during, and after the event—so it's essential you plan efficiently and effectively. Some of the best event content is video, which takes more time, planning, and money to produce. But done right, the investment will be a powerful force multiplier for your future branding, marketing, advertising, and programming initiatives.

The eBook is subdivided into three primary areas:

- 1. Pre-event promotion;**
- 2. Event engagement; and**
- 3. Post-event momentum**

Our hope is that this eBook will be a resource for associations, non-profits, and corporations interested in creating more engagement and more value for their targeted audiences, while generating greater ROI for all parties through expanded brand awareness, ticket sales, new member acquisition, and increased loyalty.

1

SECTION ONE

Pre-Event Promotion

Don't Miss Out!

Infrastructure

There's a wealth of digital tools, technologies, and strategies available to today's conference planners and producers. These resources form the foundation upon which your content is served, people are engaged, and results measured—and how you use them could be the difference between success and failure.

Of course, even the best tools and strategies are only as effective as the people responsible for them. So when building the infrastructure for your outreach campaign, be sure you have the right people responsible for the day-to-day execution.

CHANNELS

There is often a debate over whether an event or conference should have its own Facebook, Twitter, and Instagram accounts. While there is no one right answer, there are some guidelines for making the decision.

DO

CREATE SEPARATE EVENT PROPERTIES IF:

- It is a large conference that happens once a year and is not tied to a particular organization's brand
- There are many different partner organizations involved
- The channels have relevant event-specific information to share with a community of followers throughout the year

DON'T

CREATE SEPARATE EVENT PROPERTIES IF:

- The organization and the conference have the same name
- The event only happens once and will never happen again in the future
- The conference has a very small attendee list
- The organization manages many different events throughout the year
- There are not enough human resources to manage and maintain multiple sets of channels



Hashtags

Regardless of the decision to create separate channels, all conferences should have hashtags. Hashtags help the organizers, attendees, speakers, and sponsors find and interact with content specifically related to the event.

The hashtag you select should be:

- Communicative and on-brand
- Able to be repurposed for future years
- Unique and not used elsewhere on the Internet (check resources like [Hashtagify.me](https://hashtagify.me))
- Short
- Very well promoted

Once these strategic decisions are made, there are additional tools for each channel that should be incorporated into the overall strategy.



FACEBOOK

Events

This feature can be helpful with engaging an audience that is already on Facebook and promoting the conference to their networks. Be careful not to send people to the event page instead of the ticket page where they can actually make a purchase. A new integration with Eventbrite makes them one in the same and creates a seamless experience.

Groups

A Facebook group can be a great tool to facilitate interaction between attendees, speakers, and sponsors before and after the event. A private group requires an administrator to approve members, but that typically takes very little time. A good group administrator also starts conversations, answers questions, and connects people.



LINKED IN

Showcase Page

A showcase page on LinkedIn is a lot like a business page, but is primarily for a particular service, product, division, initiative, or event. A showcase page has its own followers (separate from the main company page) and its own analytics. This is a great tool for promoting a conference or event for any organization.

Groups

Groups work a lot like Facebook groups, but because most people aren't on LinkedIn every day, these groups have a lower interaction and engagement. Barring a specific reason, it is typically better to invest in a Facebook group rather than LinkedIn. Either way, don't try to set up and manage both; it divides the audience and dissipates the message.



TWITTER

Lists

Prior to a conference, set up designated lists for speakers and sponsors. This will make it easy to interact with both groups, track their activity, and promote them. Promoting the list is also an easy way to facilitate interaction with attendees on Twitter.



SNAPCHAT

Snapchat Filters

Creating a filter for an event is an inexpensive and fun way to boost engagement and brand awareness during your event. Before you begin creating, make sure to check out Snapchat's filter guidelines to make sure your filter will be approved. Prior to your filter going live, you will be asked to provide the time range and geographic location you would like your filter to run. From there, just add some fun copy, a creative cartoon image, or the location/name of the event. Encourage attendees to follow you on Snapchat and use your filter to share with their friends at the event. These filtered photos can also be repurposed on other channels. The photos you take within your Snapchat account can be saved to your smart phone and later reused for different content purposes.



INSTAGRAM

Instagram Stories

Brief videos (which disappear after 24 hours) are a great way to boost anticipation and give sneak peeks before the event or conference.



MANAGEMENT

There are many social media management and distribution tools available on the market today, all with their own pros and cons. Regardless, it can be extremely helpful to set up a process to create efficiencies and ensure there is as much listening happening as promoting. Creating two-way conversations early on will pay off with greater interaction and reach through the end of the event.



Mobile.

According to a 2016 comScore study, roughly 80 percent of all social media time is spent on mobile devices. That means that most traffic to websites, including ticket pages, is coming from mobile devices. To have a successful social media plan for a conference, all websites, landing pages, and other digital properties must be optimized for mobile traffic. Check and test everything before beginning a social media effort to ensure that there is no conversion loss and no frustrated customers.

Email integration.

Social media can be a great tool for collecting email addresses that are used for follow-on marketing. Facebook now offers tools specifically for email address collection that could be part of your overall strategy. Similarly, the conference website should be set up to make it easy for a potential attendee to sign up for more information in the future if they are not ready to make a purchase in the moment.

CONTENT

Conference attendees can become easily overwhelmed and unsure about logistics. Social media managers need to have all the information about where, when, whom, and what time, along with answers to all the frequently asked questions.

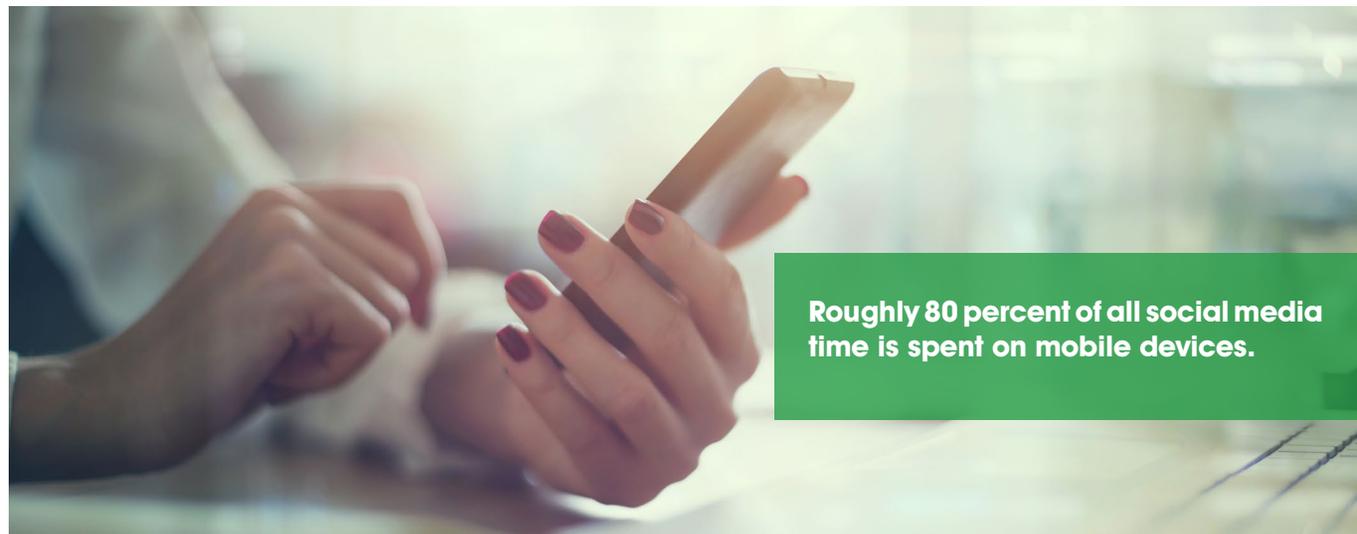
Customer service. Photos of the location, maps, a list of speaker Twitter handles, and other resources should be gathered and developed in advance. The moment someone buys a ticket for an event is the best moment to begin to engage. Make it easy for them to share on their social channels that they are attending and interact with them immediately. Promoting this information in advance creates comfort for attendees.

Event planning. In the months leading up to the conference, ask for feedback and planning help. Twitter polls asking attendees what kind of white wine should be served (chardonnay or pinot grigio) or what song should be played during breakfast (please, no more Pharrell's "Happy") are a fun way to get people involved and excited early on. Speakers can also interact with attendees in advance through Twitter chats, Facebook live videos, or guest blogs. These types of content can all be heavily

distributed and promoted in advance to create awareness, interest, and sales.

Free stuff. Create opportunities for people to win before they even step foot in the event. Prizes can range from a ticket upgrade to a behind-the-scenes exclusive experience. The competition can be anything from answering trivia about a speaker to getting the most retweets, to signing up for a newsletter. There are two important considerations: the contest must be focused on increasing brand awareness, and the perceived value must be significant compared to the effort taken to enter the contest.

Promotional advertising. Ads can be used to drive ticket sales and boost brand awareness, among other things. Facebook ads are a great tool to drive people to a targeted landing page with event information, to promote speakers, and to reach your target audience. While Facebook ads are generally more cost-efficient than LinkedIn and Twitter, knowing your audience will determine your campaign's success. Understanding your target's interests, pain points, geographical location, demographics, etc., will ensure a low cost-per-result.



PEOPLE

Social media is inherently social, which means it is about people—not technology. Too often, marketers overlook the human beings and focus too much on the channels. This cannot, and should not, be the case for promoting a conference, because the ultimate indicator of success is whether attendees show up and have a great experience.

Speakers

At many conferences, the speakers are the most valuable resource. People come to listen to them, learn from them, and meet them in person. Paid or unpaid, speakers can make or break an event. However, social media does not come naturally to all of them and promoting an upcoming event is rarely their top priority. One simple thing to do is to add social media promotional requirements to the speakers' contracts. For example, insist each speaker puts out a certain number of posts and tweets on her or his channels. In many cases, the speaker's fans and followers will purchase tickets to help promote the event. Of course, this requires that someone on staff write the posts to make it easy for the speaker. It also requires that someone follow up to ensure compliance. Most speakers are happy to promote the event—you just need to make it easy for them to do so.

Hosting training sessions for speakers by video or conference call in advance of the event can significantly improve speaker engagement during and after the conference, resulting in greater reach. Host two to three training sessions in advance

and encourage (or require) speakers to participate. Use the time to provide an overview of the overall social media strategy and key messages, share sample posts and tweets, and showcase great examples. Also share with them the plan for live coverage of the event on Twitter, Facebook Live, and beyond. Knowing they are supported and have a specific role to play will encourage them to participate.

Sponsors

Many conference organizers today are including social media mentions as part of sponsorship packages. This is good idea because it delivers measurable brand impressions. It also provides content and creates natural interaction between sponsors and attendees. Posts should be planned and interspersed with other resource and speaker content.

Similar to the speaker training above, hosting training sessions with sponsors will deliver ROI. They will feel as though they are getting value from their sponsorship before the event even occurs. They can also contribute to the success of the conference, and therefore their own success.



PROMOTE YOUR EVENT USING VIDEO

An organization should take full advantage of the power of video before, during, and after an event to capture the targeted audience's attention with clear and engaging messaging. These videos can be featured on the event's microsite and shared through your social media and email campaigns. To provide a consistent, persuasive argument for potential attendees across all of your marketing and branding materials, be sure video content reinforces your established brand message and design.

The Promotional Trailer

The video campaign should start well before the event, so seats are filled quickly and buzz is generated. Past attendees will be reminded of the event's ROI, and the video will generate awareness for first-timers. It's important that the promotional trailer is exciting and draws people in. Here are some tips:

- The promotional video can be edited to different lengths to suit various marketing platforms, but try to stay under 90 seconds
Longer videos tend to lose the attention of viewers, so your important call to action and registration information may never be seen.



Social media is inherently social, which means it is about people—not technology.

ANALYTICS

Leading up to the conference, your reach, mentions, and interactions are critically important. They should be monitored and measured using a third-party tool or the native channel analytics. Website traffic, email sign-ups, and ticket sales are even more important—and engagement via social media and video can play a role in generating all three. Reliable tracking requires that website analytics are set up correctly, links are tagged for good data collection, and conversion goals are set up to easily measure website conversions. All of this should be done well in advance of any promotional effort and results should be reviewed weekly in order to make timely adjustments.

Set goals for conference engagement, interaction, and reach. Ensure that relevant data is being captured well in advance and benchmarks are being set. This is critical to measuring success after the event.

Data drives everything. Here are a few social media analytic tools to turn to for reliable social media monitoring and tracking



- Choose upbeat music, dynamic visuals, and a strong message to help define your conference as a “can’t miss” event.
- When possible, use footage from past events testimonials and shots of people networking, socializing, and participating in programs—to tell the story. Mix in some brief sound bites from speakers and panelists to add substance, but remember that too much speaker content could quickly make the video dull and detract from the event’s appeal.
- Remember: People love seeing themselves in videos. Ask influencers and attendees featured in the video to share it on their platforms to increase the reach. Many of your key influencers are subject matter experts, so including them in your videos will promote your event to their audience devotees who value their opinion and follow their lead.

The Motion Graphics Teaser

If you don’t have video assets from previous years, consider the use of a kinetic motion graphics “teaser” video to highlight the exclusive attractions your event will feature. This is a great opportunity to highlight the graphic identity of your company or organizational brand as well as the event brand.

Speaker Promos

Consider making short video to promote each of your speakers. Speakers are more likely to share these videos on their public platforms, giving you additional publicity. Producing these videos takes extra forethought, time, and resources, so make them a part of your early planning. You can use these videos on site and after the event in a variety of ways.

2 SECTION TWO

Event Engagement

Let's Get This Thing Started!

Infrastructure

A live conference should incorporate both physical and digital infrastructure to create a comprehensive and integrated experience. Each part should serve the other, with a particular focus on bringing together the pre-established social media channels and the in-person decor.



SIGNAGE AND SLIDES

With zero cost and a little thought, signage and slides can be the most powerful communication supporting social media interaction. The event hashtag should be on each and every slide presented at the conference.

- Speakers should be encouraged and receive training on how to incorporate the conference hashtag and their own Twitter handles into their presentations. This will make it easier for the audience to live-tweet and interact, thereby creating deeper connections with the speakers and more awareness for the event.
- By making hashtags readily available, attendees will spend more time paying attention and less time searching the internet for the right handle. Ideally, the hashtag will also be included in any videos produced for the conference and in your event app, should you have one.

Incorporating hashtags and Twitter handles into physical signage is also a best practice. With just a little more ink, attendees can be reminded to get involved wherever they are. Table signage, event schedules, conference guides, and any printed materials are fair game. Anything that lists speakers should have their Twitter and Instagram handles, and the same goes for sponsor lists.

LEVERAGE THE EXPERIENCE

Conference attendees are looking for ways to show off on social media. Providing attendees with photo backdrops, photo booths with props, Boomerang stations, Instagram cutouts, and Snapchat filters all encourage engagement and sharing, which in turn promotes brand awareness. Of course, making sure your social handles and hashtags are easily accessible and available is key.

Show off. A variety of photo and video booths that offer the options to share real-time visual content have been available on the market for years. New technologies, including virtual and augmented reality, can merge the digital and real in exciting ways for conference attendees. Spectacles by Snap, the parent of Snapchat, are becoming more mainstream. All of these create opportunities to delight the audience and encourage them to show off to friends and colleagues.

Wi-Fi. Arguably the most important tool for social media at your event is strong Wi-Fi. Without Wi-Fi, your guests will be hesitant to use their data and might not want to go out of their way to engage via social. Offering your attendees the Wi-Fi network name and password is the first step to engagement. Everyone at a conference expects it to be ubiquitous and consistent, and access can also be an opportunity to encourage social sharing. Require that users check in on Facebook or submit an email address in return for the must-have resource, and turn it into a win-win.

Live streams. You've worked hard to secure your speakers, so why not show them off? Live streaming from your event allows people who could not physically attend to get a taste of what's happening. The key here is not giving away

everything, but teasing highlights to pique interest. Snap a 10-second clip of your opening speaker and tell your followers they need to tune into Facebook Live to see the full keynote. Use a tripod to set up your tablet or mobile device, and make sure to go through a trial run before going live so you know everything will look as it should. For a stream with pro-quality video and sound (and for your added peace of mind), hire a specialist to manage the live stream for you.

User Generated Content collections. Using your branded hashtag encourage attendees to share their photos on social media. Using a tool such as TweetBeam or VisibleTweets, you can gather posts from that hashtag and stream them on a wall or screen within the contest. For an attendee, seeing their own posts projected is exciting, and makes them want to engage more in order to be featured.



INTERACTIONS

Creating a truly interactive experience for your attendees and your greater community will require you to establish clear internal processes for facilitating two-way communication well in advance of your event. With social media, word travels fast and conference attendees are looking to leverage their social channels to connect with other attendees and share their take on the subject matter they are taking in. It is important to have a plan in place that fosters interaction and encourages attendees to engage.

Live coverage. Assign a dedicated person or team to make live coverage a priority during the event. Have them snap, tweet, post, and stream as much as they can. They can live-tweet presentations using the speaker's most interesting quotes, post photos, or even interact with attendees by asking questions using your branded hashtag. The more live engagement you do, the more engagement you will get from your audience and your own network.

Tweet-ins. During presentations, speeches, or even on your own feeds, ask attendees questions. Questions like "What's been your favorite presentation so far?" or "Who are you most excited to see today?" will spark a flurry of engagement. Ask speakers to prompt the audience with questions that allow attendees to tweet in their answers.

Tweet-ups. Tweet-ups (a twist on "meet-ups") are a great way to take social media and bring it into real life. You can host a tweet-up by making a free registration page on a site like EventBrite.com and promoting your tweet-up to people who are already registered for your event. You can choose to host a breakfast, a happy hour, or even just a coffee break in a certain area of the conference. Tweet-ups allow for stronger networking because the groups are much smaller than a conference full of people, and attendees really get the opportunity to interact with one another.

Contests. One way to liven up your event is to host contests. They don't have to be huge, but giveaways or games are fun and encourage people to interact and engage. Ask attendees to retweet something for a chance to win a giftcard, or have them tag friends on an Instagram post.

With social media, word travels fast and conference attendees are looking to leverage their social channels to connect with other attendees and share their take on the subject matter they are taking in.

MAKING CONNECTIONS

A great conference or event depends on excited and interesting people. They attend because they want to meet new people; contacts they can sell to or refer to or learn from or recruit. Connecting the right people who can do business together is the magic of a truly great conference. It is what keeps people coming back year over year. Encouraging social media interaction will enable people to discover and connect with more of the right targets, even if they do not meet at a booth or connect at the bar.

Staff

Great social media interactions start with great social media staff. Conferences with active and strategic community managers will see significantly more engagement than those who do not make the investment. In the least, there should be a social media professional in a command center reading, reviewing, collecting, supporting, and responding to what is being posted across channels. It is a hard job that takes a lot of focus and no mistakes. The manager should be an expert in the brand, know the conference in-and-out, and have clear guidelines on voice and tone.

Ideally, there should be additional social media community managers deployed throughout the event, at breakfast, lunch, cocktails, and all sessions. A best practice to have a minute-by-minute schedule of where every manager is and what channels they are using so as not to create confusion or overlap. Well-staffed conferences have two managers in each session, one focused on Twitter interactions and one focused on Facebook, Instagram, Snapchat, and LinkedIn.

Attendees

Interaction with attendees at a conference must be the highest priority. They must “feel the love.” The easiest way to do this is to listen and respond, just like a normal in-person conversation. Use any opportunity on Twitter or Instagram to monitor what attendees are saying and respond. Begin conversations. Connect like-minded people online. Answer questions. Share relevant content. Be friendly and helpful. All of this positive reinforcement will spread throughout the conference and create even more interaction and positive experiences.

Speakers

Support the speakers throughout the conference by regularly promoting their sessions and letting attendees know when the next speakers are about to begin. Staffing to have social media managers in the room with the speakers will ensure that each and every event gets covered and that each speaker’s presentation is recognized and has reach beyond the room. Ensure they know that there will be staff in the room and encourage them to check their Twitter handles immediately following their sessions. There is nothing like seeing one’s Twitter feed “blow up” after a presentation.

Sponsors

Most sponsors will have an entire marketing plan to make the most of their investment in the conference. Find out what the plan is in advance in order to support it during the event. If they are having a photo booth, follow and retweet it. Encourage people to visit it. Take photos of all sponsors’ marketing activations and feature them prominently on all social media channels. In particular, take a photo of the most important sponsor representative with the association, non-profit, or corporate executive organizing the show. No one can argue with the value of a smiling, happy sponsor.

Influencers

This is one of the most powerful opportunities of the year to engage influencers. First, it is important to know who the influencers are. An easy place to start is the press room. Any reporters or editors in attendance are likely to have reach online. Next, begin asking for Twitter handles as a standard registration question. Make it optional, but those who are active on the platform will be proud to share theirs. Research them in advance and add anyone with a large following or a lot of interaction to the influencers list. Then, invite everyone on the list to a pre-conference meeting or cocktail party. Lay out the social media plan for the event, including any Tweet-Ups. Show them the tools that have been developed to encourage interaction. Make them feel special and in-the-know. While there may be some additional cost for an influencer event, it will be well worth the additional reach and brand awareness.



ENGAGE YOUR ATTENDEES USING VIDEO

Video can play a multitude of roles during the event itself. Animated, looping (but not overpowering) background graphics behind speakers elevate your event by adding flair and polish, projecting a professional feel and high budget impact. Animated motion graphic bumpers at the start of each session serve as an effective call-to-order for the room, while reinforcing your brand with a consistent look and feel across all conference events. As with the promotional video and all collateral, assure the visuals are on brand.

The Kickoff Video

An exciting way to start the conference – highlighting what participants can expect and generating enthusiasm for the days to come.

Short Docu-Style Speaker Videos

Screened before or during panel discussions, speeches, and programs, speaker videos provide background, set context, personalize policy talk, and encourage participation. Producing these videos takes extra forethought, time, and resources, so make them a part of your early planning.

Future Thought Leadership / Marketing Videos

Consider using the meeting of key stakeholders and

ANALYTICS

During the conference, it is critical to collect data on interactions, reach, and mentions in order to adjust and change to meet the interest and demand of the attendees. Each day, regroup with the social media managers and identify which posts got the most interactions, which topics, speakers, and/or experiences were the most mentioned, and which people are getting the most reach. Also identify how long it takes to answer each inbound question or complaint and work the next day to be more responsive. Adjust the next day's plan to take action on what the analytics are showing.



subject matter experts as an opportunity to film interviews for future marketing, advertising, and programming content. This can be an exceptional way to save time and money, eliminating the need for travel to multiple locations by filming them all under one roof.

Tip: If you don't have a clearly defined existing need for the footage, consider conducting the interviews with topics that look beyond your organization and event. Talk about issues that are of interest to your community, then edit the interviews into short and compelling videos for sharing across your social networks. Providing people with interesting and useful content that's not overtly selling your next event will heighten the perceived value of your organization and keep you relevant.

The Recap Video

Consider engaging a production team to produce a recap video for screening at the conference's closing session. Include testimonials, fun activities, engaged networkers, and attractive locations to solidify the positive association between your attendees, your event, and your brand.

These videos can be shared beyond the event to support your ongoing attendee and member acquisition efforts. And, of course, one of the biggest benefits you'll get from filming an event recap video this year, is the asset library you are creating for promotion of the event next year.

3 SECTION THREE

Post-Event Momentum

How Great Was That?

Infrastructure

Once a conference is complete, there is always social media and digital marketing “stuff” remaining. Each item should be treated with respect because each represents something that mattered to people. People are an everyday concern. They must be respected and cared for, even when they are no longer physically present and go back to being measured as a “like” or follower.



Keeping these channels “warm” will also keep the followers engaged and reminded of the good time they had at the conference.

ARCHIVING AND UPDATING

Just as email addresses are saved and signage is stored and reused for the future, the same applies for your digital marketing – it’s time for cleanup. Immediately following an event, the team should work to archive old information and update your platforms. A Snapchat filter should immediately disappear. So should a Facebook event. In the case of the website, it should be updated as soon as possible with preliminary information about the next event.

The big question is often what to do with the social media channels—Facebook pages, Twitter accounts, Instagram accounts, LinkedIn showcase pages—after a conference. If the channels used for the event were the organization’s main channels, they can be easily phased back into the day-to-day content with some mentions of the recent event over the subsequent weeks.

Tip: if there are dedicated channels just for the conference, they should be put into a “simmer” mode. Once a week or so, continue to put something relevant out so there is no perception that the channels have been abandoned and are therefore available to others. They can feature photos from past events on #ThrowbackThursday, re-post content from the host organizations, feature something one of the most popular speakers is currently working on, or share relevant third-party content. Keeping these channels “warm” will also keep the followers engaged and reminded of the good time they had at the conference. It will also help create momentum more quickly when the time comes to start promoting the next event.

SURVEYS

Instead of sending one general survey, segment the list into speakers, sponsors, influencers, and attendees. Ask them tailored questions related to their role and remember to include questions about how they interacted online.

Try to understand how they used social media during the conference and what benefit it provided them. Try to gauge their awareness of the social media interactions and ask them what they would like to see in the future.

Distribute the surveys via email and the social media channels and maybe even put some money into social advertising to reach the right folks over and over again for a short period of time. Ideally, offer an incentive like discounted tickets for an upcoming event to those who complete the survey.



CONTENT

While the staff is typically exhausted by the end of a conference, there is no rest for a weary social media team.

Recaps and slideshows.

Ideally, recap slideshows or videos are done and shared at the end of each day, but if that is impossible, a complete wrap-up should be posted within a week. All recaps should be paired with a call to action to sign up for the next event, contribute content, help on the organizing committee, or learn about sponsorship.

Infographics.

How many people were at the conference? How many speakers? Sponsors? How much reach and how many impressions? Did the hashtag trend regionally or nationally? All this data should be collected and made into an infographic that can be used to promote the conference now and in the future.

ANALYTICS

Take a half-day with the social media event team to regroup on goals set prior to the conference. Understand what worked, what didn't, and what could be better in the future. Identify where there are gaps in data, staff, or timeline. Write up all findings and recommendations, consolidate them into a single page, and present that page to the organization's executives. The key to continued investment in social media is education. Data and analytics are the best tools to use after an event to ensure growth for the next one.



Remember that people love to look at photos and videos of themselves. When sharing recaps on Twitter and Instagram, choose those that feature speakers, sponsors, and influencers and tag them. Do this throughout the year and the good memories will keep coming back.



CAPTURE MOMENTUM USING VIDEO

Organizations should move quickly after an event wraps to build on the momentum just generated. This can be accomplished by periodically releasing videos that spotlight the event's fun experiences, engaging speakers and sessions, and subject matter experts.

The Recap Video

If you engaged a production team to produce a recap video for screening at the conference's closing session, circulate it after the event across channels. Done right, these videos generate a healthy case of FOMO, leaving those not in attendance to be sure they're present the next time around. Include testimonials, fun activities, engaged networkers, and attractive locations to solidify the positive association between your attendees, your event, and your brand.

User Generated Content

Keep an eye out for videos and other content produced by attendees, sponsors, and speakers and post the best on social media and the conference's microsite to continue the buzz.

Repurpose Event Video

Video content shot at the event can be repurposed for your organization. Curate the recorded content for clips of attendees, activities, locations, etc. that best represent your brand. Build a trove of video assets for future promotional and social media campaigns that convey the message, "This is who we are."

Capturing your event on video takes time, planning, and money. But, done right, the investment will be a powerful force multiplier for your future branding, marketing, advertising, and programming initiatives.

Be sure to include key information about next year's conference on all videos so people can save the date and make plans to attend.

CONCLUSION

All social media marketing professionals have a responsibility to ourselves and others to prove to the wider business community that what we do has value.

This eBook lays out many ways that you can use social media and video to extend your event experience and engage your audiences. It may seem overwhelming, but do not be afraid. Social media, video, and conferences are not going away.

Taking even small steps as outlined in this document will significantly increase the value you provide to you attendees. For the first event after you've read this eBook, focus on engagement during the conference. Update signage and slides, actively engage on Twitter and Instagram, and measure mentions to create a baseline. Create a post-event video. For the following event, go deeper on in-event engagement. Produce a promotional video in advance. For the one after that, add social media requirements to speaker contracts and use social media to generate awareness and sell tickets. Eventually, you will work your way up to using many of the strategies and tactics we recommend on the previous pages.

Regardless of what you decide to do with the knowledge you've gained from this eBook, please remember to measure your activities and outcomes. All social media marketing professionals have a responsibility to ourselves and others to prove to the wider business community that what we do has value. That means we must measure outcomes and explain to the people we work with how we can continue to generate return on investment from our activities.

Please also note that the recommendations made in this eBook are current as of its publication. Social media changes every day. That means some of the tools and best practices listed here may not be relevant in the future. We will do our best to update our blogs at www.SliceCommunications.com and www.MeanGreenMedia.com regularly and we will always be available to answer questions on Twitter at [@SliceComm](https://twitter.com/SliceComm) or [@MeanGreenMedia](https://twitter.com/MeanGreenMedia).



THE AUTHORS



Cassandra Bailey
CEO, Slice Communications

Cass is the president and CEO of Slice Communications, an agency that makes people pay attention to their clients using public relations, social media, and email marketing. She is deeply involved with her community, serving as Chair of the Board for Tree House Books, Marketing Chair for the Philadelphia chapter of the Entrepreneurs Organization, and member of the Board for Hopeworks 'N Camden and the Philadelphia Ad Club.



Kelley Galloway
Social Media Strategist, Slice Communications

Kelley has seven years of social media marketing and consulting experience, having worked with SEPTA, The Pennsylvania Turnpike Commission, and various B2B and B2C tech startups in NYC and Philly. Kelley specializes in content creation, paid advertising, creative campaigns, and community growth through a strong understanding of social media strategy. An expert in Facebook, Twitter, and Instagram, Kelley is also the owner of a food blog, Lavender & Cream.



Glenn Greenstein
CEO, MeanGreen Media

A veteran of Washington's deadline-driven, results-oriented message machine, Glenn Greenstein has crafted media for more than twenty years. He is an experienced producer, director, editor, writer, and collaborator who loves working with teams to develop and implement creative, effective solutions to strategic challenges of all shapes and sizes. Glenn serves as CEO, Executive Producer, and Creative Director of MeanGreen Media, the full service creative studio he founded in 2008. MeanGreen works with clients of all stripes to shape messages and craft media that persuades, motivates, and moves the needle.