

Amplifying Events through Social Media Checklist

Introduction

The following checklist is intended as a starting point to inform how social media could be used to amplify an event. This is not intended to be an exhaustive list. Please feel free to add to this and repurpose for your own events as required.

Before the Event:

- Create a hashtag early on in the planning process and use it from day one with all content to do with the event.
 - Make sure it's unique to your event
 - Keep it fairly short and snappy
 - Is it fairly intuitive?
- Research whether speakers have social media accounts and they're happy to include these and have any links to presentations and so on in promotional material.
- Prepare a few template tweets to fire off on the day with speaker handles, relevant links, etc.
- Create social media sharing buttons on any sites you use to provide information about the event.
- Encourage your speakers and attendees to announce to their followers that they will be attending your event.
- Decide which social media channels you want to focus on for your event and make sure staff on the day are familiar with their use
- Ensure all mobile devices being used for the event are fully charged
 - Investigate whether there is potential to have a charging station at the venue
- Check the event programme and ensure that all sessions have social media coverage
 - Draw up a schedule if necessary and inform staff which sessions they are covering
 - If you are videoing any workshops check with speakers that they are happy with this
 - Reserve a good seat in the sessions for the social media reporter so they can take good photos, set up a tripod and camera if videoing, away from background noise, etc.
- Check if the venue has widescreen TVs you can use to display social media traffic.

- Explore whether or not to create a Facebook event page and decide what content to add to generate a social media buzz.

During the Event:

- Assign dedicated people to manage your social media channels so attendees' posts are responded to and even incorporated into the feel of the event.
- Utilise widescreen TVs (if available) and ensure they are placed in venue areas with a high footfall.
- Ensure staff responsible for social media reporting post a range of media to keep the content fresh - photos, videos, links to presentations, etc.
- Make use of template tweets prepared beforehand if appropriate.
- Monitor social media posts by delegates on the day and engage with attendees where possible.
- Set up any video recording equipment in workshop rooms early to ensure a prime view and good audio.
- Retweet/Like/Share attendees posts as appropriate.
- Don't be afraid to have a little fun with social media and share some of the lighter and more 'social' aspects of the event!

Post Event:

- Have a debrief meeting with all staff responsible for social media reporting at the event and discuss what worked well/what could be improved.
- Keep the conversation going with delegates by thanking them for attending and sharing the post event resources.
- Summarise the event using your social media channels (e.g. Flickr photos / Facebook event posts / Storifys, etc)
- Inform attendees of any future events with information about how they can get involved.