

# Event Hashtag Promotion

This playbook outlines the steps for creating and promoting a unique hashtag for an event. The objective is to amplify the event's presence online by encouraging sharing and facilitating the tracking of conversations related to the event.

## Step 1: **Brainstorm**

Begin by brainstorming potential hashtags for the event. Consider the event name, brand, theme, or any relevant puns or keywords that are catchy and easy to remember. The hashtag should be short, unique, and relevant to your event.

## Step 2: **Research**

Conduct research to ensure the chosen hashtag is not already widely in use. Use social media platforms to search for the hashtag; you want to avoid confusion with other conversations or events.

## Step 3: **Finalize**

Select the best hashtag from your brainstorming session based on relevance, uniqueness, and the results of your research. Ensure it resonates with your event and audience.

## Step 4: **Promote**

Start promoting your hashtag well before the event. Include it on all promotional materials, such as event posters, digital media, emails,

and your event website. Encourage your speakers, attendees, and event partners to use the hashtag.

## Step 5: **Integrate**

Integrate your hashtag into the event experience. Display it prominently at the venue, include it in opening/closing remarks, and consider projecting live social media feeds that feature the hashtag to encourage participation.

## Step 6: **Monitor**

Monitor the use of your hashtag before, during, and after the event. Engage with users who use it, reshare interesting content, and use the data collected to measure the reach and impact of your event online.

# **General Notes**

## **Cross-platform**

Make sure your hashtag is suitable for use across various social media platforms to maximize reach.

## **Analytics**

Consider utilizing social media analytics tools to track the engagement and reach of your hashtag across platforms.