

Community Engagement for Events

This playbook outlines the steps necessary for engaging with potential attendees through community platforms and forums. It's designed to help event organizers create a supportive community around their event.

Step 1: **Identify Platforms**

Research and identify relevant community platforms and forums where potential attendees are active. Look for platforms specific to the event's theme or industry.

Step 2: **Create Profiles**

Set up profiles or official pages on the selected platforms. Ensure that your profiles are complete, professional, and clearly affiliated with the event.

Step 3: **Share Content**

Regularly post engaging and valuable content related to the event topic to spark interest and discussions. Content can include articles, infographics, and event updates.

Step 4: **Encourage Interaction**

Ask questions, conduct polls, and start discussions to encourage community members to interact with each other and with your event's social profiles.

Step 5: **Monitor Engagement**

Keep track of the engagement levels on your posts. Respond promptly to comments and messages to maintain active conversations and demonstrate attentiveness.

Step 6: **Gather Feedback**

Use the platforms to gather feedback about past events or potential ideas for the upcoming event. This can help tailor the event to meet community expectations.

Step 7: **Build Relationships**

Connect with community influencers and regular members to build relationships. Personal interactions can help create advocates for your event.

Step 8: **Promote Event**

Promote the event details, such as date, location, speakers, and registration information, ensuring not to overdo it and risk alienating the community.

Step 9: **Leverage Analytics**

Use analytics tools provided by the platforms to assess the success of your engagement strategies and to refine your approach for future events.

General Notes

Consistency

Maintain a consistent presence on the community platforms; sporadic activity can diminish the sense of community and engagement you are trying to build.

Authenticity

Ensure that all interactions on community platforms are genuine and transparent to foster trust and long-lasting relationships with attendees.

Compliance

Be aware of and adhere to the rules and guidelines of each community platform you are participating in to avoid any potential issues.