

Social Media Event Strategy

This playbook describes a sequential approach for using social media to enhance corporate events. The strategy focuses on engaging audiences and amplifying the event's impact through targeted social media practices before, during, and after the event.

Step 1: **Pre-Event Planning**

Identify event goals and target audience. Craft a unique hashtag for the event. Schedule promotional content across various social media platforms. Organize a content calendar focusing on the build-up to the event.

Step 2: **Engagement Boost**

Create pre-event buzz by running social media contests, teaser videos, exclusive previews, or Q&A sessions with speakers or influencers.

Step 3: **Live Updates**

During the event, post live updates, behind-the-scenes glimpses, and real-time highlights. Engage attendees by encouraging them to post using the event hashtag.

Step 4: **Interactive Content**

Utilize interactive content such as live-tweeting, live-streaming sessions, and audience polls to keep remote followers engaged.

Step 5: **Post-Event Recap**

Share event recordings, summary blog posts, and thank participants and speakers. Use the event hashtag to gather and republish user-generated content.

Step 6: **Analytics Review**

Analyze engagement and reach metrics to assess the performance of the social media campaign and identify areas for improvement for future events.

General Notes

Hashtag Consistency

Ensure the same unique event hashtag is used across all posts and interactions to track engagement effectively.

Multimedia Usage

Variety in content types (images, videos, text posts) can cater to different audience preferences and increase overall engagement.