

6 STEPS
TO BETTER

EVENT
ENGAGEMENT

THE STEPS



BUILD ON
EXISTING PROFILES



BUDGET FOR
PROMOTION



GET SOCIAL
HANDLES



CREATE PHOTO
OPPORTUNITIES



SPACE OUT
YOUR INTERACTION



DEDICATE TIME
TO QUESTIONS



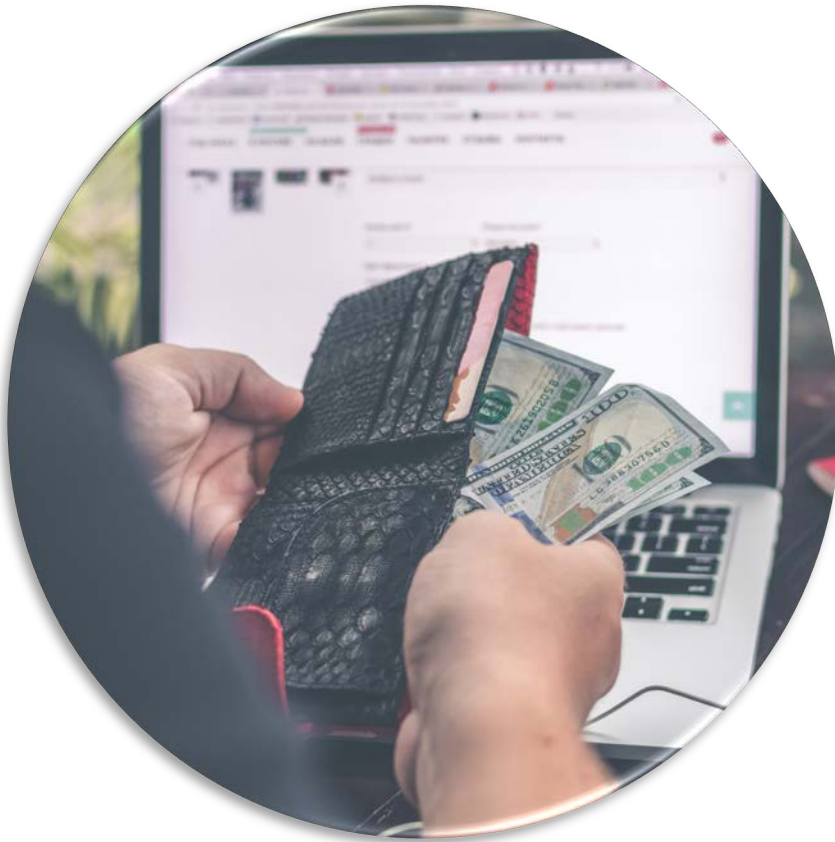
1

Build on Existing Profiles

Don't start new social profiles for an event, use whatever branded socials you already own and have a following on. Starting fresh can be a tedious process.

Instead, you should re-brand & re-skin all your socials specifically for the event, during the event, then switch back once the event is completed.

Take full advantage of profile and cover images – but be sure to not violate any rules specific to the social network.



2

Build a Budget For Promotions

One boost on Facebook could potentially reach 1000-2000 people for \$1 if marketed properly, so even small budgets work!

Try different things out in the Facebook ad manager to find a target that works for your budget. Try making video content that is engaging featuring some speakers from the event, and push that content to create a buzz.

Your videos should provide tips, tricks or hacks that are mini-previews of what attendees are going to learn at the event - make them want more!



3

Get Social Media Handles at Registration

This way you can use their handles during the event to contact them directly, ask them questions, and push them to network with other people at the event online. Your attendees will appreciate your efforts!

Put all the attendees in a Twitter list so it's easy to keep track day of, or make a spreadsheet on Google Sheets with the rest of your team so you can all keep track of who you tagged on Instagram that day!

To keep track of people tweeting at you, or using hashtags, for company record, use an app like IFTTT to automatically save the tweets into a spreadsheet for data collection.



4

Create Photo Opportunities

If you set up an area for photos, make it **FUN** and **encourage attendees to tag themselves** on social. This way they will want to engage with your social account after the event. You could either hire a photographer or if you don't have much of a budget, even get someone to use their phone (just make sure the phone has a great camera).

Be sure to have a backdrop and consider props. If your event is about accounting, **get fun props relating to the event** like pencils, lots of papers with numbers on it etc... This will let your attendees have fun, and make a photo memory that they will want to keep. Once the photo is taken, write down the number of the photo as well as the attendees handles so you can tweet/post it later.



5

Space out your Social Interactions

Don't tweet live during the event, instead post once every 30 minutes or so with a good update or take-away.

Use your social networks to focus on interacting with attendees.

Twitter doesn't display your tweets chronologically anymore due to algorithm changes, so live tweets could display a week late!



6

Dedicate Time to Questions

Give people time to ask questions to panels or interact on socials during the conference. Many people don't take out their phone because they feel as though it looks rude.

Have a "social question time" where people can all take out their phones and tweet or post questions. Ask a question to the audience directly and get them to answer the question or on Twitter, or Instagram, tagging the event with their handle.

After giving them a few minutes to answer, get back on the mic and share a few answers! **The audience will feel involved and engaged.**



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