SOCIAL MEDIA EVENT CHECKLIST

Name of event: _____

Date & Time: _____

Hashtag(s): _____

Co-hosts, sponsors, and/or presenters (+ social media tags/handles):
How is social media supporting the goals for event?

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Pre-Event Planning - 6 weeks + before

☐ Create timeline/calendar for event promotions and announcements, especially if you
   have early-bird registration or pricing. (See recommendations for posting schedule below.)

☐ Create visual elements and copy to support your event across all channels
   Also include secondary images and variations of the promotion copy for social

**OFFLINE – If the event has printed materials include hashtag, social media contact
information, and speakers/co-hosts' info on social media, etc.**

☐ Create/post event on your website – make sure it is shareable, user-friendly

☐ Create Facebook Event from FB page

☐ (*Optional*) Create an online "event" using other sites that allows others to invite and share
   with their social networks (Yelp, Eventbrite, Foursquare).

☐ (*Optional*) Consider putting event link in your social media profiles or at least mentioning
   it in profiles.

☐ Post on ALL other social media platforms once event is live on website

> TIPS:
> - Use "Save the date", "Mark your calendars", "Register now" language
> - Post weekly at least on all platforms if before the 6 week+ timeline

☐ Submit event info to relevant area directories/calendars (online & offline)

☐ Assign or hire a photographer for event

☐ (*Optional*) Twitter – create event list including all keynotes, partners, and customers who
   will be attending to start building community

4 weeks / one month before

☐ Designate social media tactical team/member to monitor and engage with your social channels for the specific purpose of the event.

☐ Plan and be clear on what you are capturing and sharing from event:
- pictures
- videos
- Facebook/Instagram LIVE (Consider stories <u>and</u> posts)
- interviews

(Do you need to get permissions and/or set up interviews?)

☐ (For some events) Boost/Run ad for FB event for 1 weeks (can be as low as $5/day max)

☐ Post on Facebook Page 1 x week; Update Facebook Event Page regularly

☐ Post on Instagram 2-5 times x this week

☐ Post on Twitter 3-6 times x this week

TIPS: *With all posts, make sure that you are tagging and mentioning other people/organizations, and locations associated with event. And use event hashtag!*

3 weeks before

☐ Post on Facebook Page 1 x week; Update Facebook Event Page regularly

☐ Post on Instagram 2-5 times x this week

☐ Post on Twitter 3-6 times x this week

2 weeks / 10 days before event

☐ (For some events) Boost/Run FB ad for FB event for 1 week ($10/day max)

☐ Post on Twitter 3 x this week; Instagram 3-4 times/week
Use "Don't Miss Out, Limited Spaces or Tell Your Friends, Share" language

☐ Communicate with event partners and fans, how they can help you promote the event on social media and in their own communications. Create copy, images, tweets for them easily share/re-post.

1 week before

☐ Post on Facebook, with any updates

☐ Post on Twitter/Instagram every day/ every other day – using updates and tags

☐ Reminder post on LinkedIn
   Use "Reminder, Will We See You?", "Have You Registered?", "Almost Sold Out" language

1 day before or day of event

☐ Post on Facebook, with any updates, news, behind the scenes pictures
(If you are going to be doing a FB Live interview, let people know in advance.)

☐ Post on Twitter/Instagram AM

☐ Review with your event/social media team, what are you capturing and sharing from
   event:
   - pictures
   - videos
   - Facebook/Instagram LIVE (Consider stories <u>and</u> posts)
   - interviews

Do you have a timeline? Assign someone to be dedicated to social media. This is an important step because live events can distract, and social media can get lost.

Event Day

☐ Use the proper hashtag to drive engagement and start your event by telling presenters and attendees the proper Twitter handles and hash tags to use.

☐ Encourage attendees to "check in" at the event location on social media

☐ Ask attendees specific questions or to check-in or give reviews on social media to drive engagement (especially at registration)

☐ Before event starts or opens, post across all channels, "Here we go", "Who will we see?"

☐ Bring the event to life through real-time posting: post photos and updates on Facebook, Twitter and Instagram

☐ *(Optional)* Find space and time for Facebook LIVE broadcast (not too noisy)

☐ *(Optional)* To help drive engagement, create a challenge to encourage attendees to share socially, i.e., if we get 100 participants, everyone gets a free x, y or z.

After Event

☐ Post and tweet about the success of the event after it closes event, and thank sponsors, presenters, attendees, workers, volunteers, etc.

☐ Extend the event's life and include non-attendees by sharing event assets by uploading photos to event Facebook albums, sharing photos/videos from the event, posting event videos, etc.

☐ *(Optional)* Add notes, comments, links to Facebook LIVE video

☐ Send a follow-up email to attendees and participants

☐ Share highlights with non-attendees via social media and email

☐ Use best content (yours or user-generated) from event for future promotions

☐ Evaluate the success of event--what worked and what did not. Learn from both for the next event.

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