

How to use Social Media to Amp Up Your Event

Social media has officially infiltrated nearly every type of event – even weddings have their own hashtags. Channels like Facebook, Instagram and Twitter have fundamentally changed the event experience, enabling events and their planners to have long-term relationships with attendees.

We've compiled a few tips for putting social to work for you – before, during, and after your event.

Choose your hashtag wisely.

People are going to be tweeting about your event and at your event – make it easy for them. Choose a hashtag and make sure it's easy to remember, totally unique, and prominently displayed on all of your event marketing materials.

A hashtag can help you create buzz, answer questions, and collect feedback post-event. One tip: keep a close eye on it and respond as quickly as you can.

Run a contest.

Contests – for a free event ticket, or perhaps an activity or outing in the evening – are a great way to build buzz. You could also consider day-of contesting, awarding a prize for the best post from an attendee.

Most channels have contesting rules so do your research, but they're a great, fairly low-cost way to get people excited and talking about your event to their network.

Make people jealous they missed out.

On event day, your social media content should switch to a journalistic live-at-the-scene approach. Make people who didn't attend wish they did by sharing great quotes from speakers, Snapchats from behind the scenes, and plenty of photos of those highly Instagram-able little details, like the menu.

Talk about your event. A lot.

Many planners make the mistake of creating the Facebook page and forgetting about it. Regularly posting information about your event – on multiple channels – can help build excitement, drive attendance, and start your partner relationships off on the right foot.

Tickets on-sale? Tweet about it. Confirmed your venue? Add it to the Facebook invite. Recruited a new sponsor? Instagram their goods (and make sure to tag them). Prospective attendees are looking for reasons to attend, and look forward to, your event.

Leverage your speakers.

If you're planning an event with high-profile speakers, use social media to connect them with your guests. Share their Twitter handles, arrange a Q&A using your hashtag, and ask if they'll promote your event to their own follower base.

Create a wrap video.

This one requires some foresight, planning and a bit more of a budget, but it's worth it if you'll be hosting an event year over year. A short event recap video hosted on YouTube – with an even shorter cut for Instagram – can remind past attendees how much fun they had, and encourage people who didn't attend to make it a priority next year.

If a video budget isn't in the cards, you can still create an event recap using great tools like Storify to aggregate event content.

Ask for feedback.

And finally, be sure to use your social channels to ask for feedback. It's generally difficult to collect feedback forms from attendees and it's certainly impossible to chat with them all one-on-one – but social media is a great tool to help make sure your next event is even more of a success.

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