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Using Social Media to build epic buzz for your next event

You've got an awesome event coming up, and you want a lot of buzz around it.

You've heard that social media is the way to do that, but when you tried it before, your efforts fizzled.

What gives? Is social media an overhyped event marketing tool?

No way!

Social media is a fantastic way to market events. You've just got to do it right.

Here's how.

First, make sure you're doing all the usual stuff:

- Create a Facebook event.
- Have a unique, event-specific hashtag. (Research it to ensure it hasn't been used before and can't be co-opted for use in a bad way.)
- Give attendees the option to tweet after they register. (Write a tweet for them -- with a call to action, like "click to tweet.")
- Share collateral and photos for the event on all your social platforms.

Then, take it to the next level:

- Before the event, interview the speakers or attendees and post on all your social media platforms. Ask the interviewees to post on their platforms, too. These don't have to be long, drawn-out journalistic stories. In fact, it's better if they're quick and informal. They should be interesting and even funny to encourage more sharing.
- During the event, give people a reason to take photos and share, share, share. Rent giant funky furniture (lips couch, anyone??) for attendees to climb on and pose in. Have a box of fun photo props available by the step-and-repeat. Come up with an unusual display for your product that inspires people to take pics.
- Give a sneak peak behind the scenes by sharing snippets of video using Periscope or Meerkat.
- After the event, put any presentations up on SlideShare and release them once a day to keep people engaged. No presentations? No problem! You can do the same thing with photos. Create a PowerPoint of pics grouped by a theme. For example, Day 1, Day 2... Or, Fab Food broken out by breakfast, lunch, dinner and snacks. Save it as a slideshow and upload.

Have you had success marketing your events on social media? Share your tips in the comments.

Or, if you need help developing a social media event marketing plan, let's talk!