



Social media strategy tips for successful events

By now we know that social media is an effective tool for a successful League event. When planning an event, it may seem obvious to post to social media to advertise it; however, there are ways to get more out of your advertisements by setting an intentional social framework ahead of time. The goal is to create a buzz around your event before, during, and after. Here are some tips!

Before the Event:

- Create a hashtag and use it in your social posts and promotional materials including flyers, pamphlets, the event webpage, registration, printed signage, slideshows, presentations, videos and more. Make sure the hashtag is original and creative yet easy to remember, so others can use it when they share your event information.
- Create instructions with how to post and use the hashtag. Share the hashtag and give the instructions to members, speakers, partners, and other local Leagues.
- Create interesting and appealing graphics sized for Twitter, Facebook and Instagram. Graphics could include photos of your speakers, photos of past events, original designs and more. Canva.com is a helpful (and free) tool for creating graphics. Be sure to follow the [LWV brand standards](#).
- In social media posts, direct people back to your registration or event webpage. Tag partners, sponsors, legislators.
- Consider paying to promote the event on Facebook and Twitter if trying to reach a larger audience than your immediate followers.
- Assign or hire a photographer who can take quality pictures at your event.
- For events that feature speakers, post links to interviews, reviews, and other information about the speaker so potential attendees can learn more about them.

During the Event:

- Encourage attendees, speakers, and partners to post in real time using your official hashtag. Retweet and share some of their posts.

- Designate social media monitors to post and respond to social media in real time. This is particularly important to do on Twitter.
- Consider live streaming your event to increase your audience.
- Post calls-to-action, a photo with other attendees, or quote a speaker. Tag partners, sponsors, legislators, etc.
- Set up props and backdrops for nice photos. You could hold up League signs, use a LWV logo backdrop, and stage photos in advance.
- Consider creating a Facebook group and have attendees share ideas and continue the conversation after the event.
- Interview attendees, members, speakers, and partners for future website and social content.

After the Event:

- Repost photos from the event and ask people to share theirs. Consider creating a slideshow of your photos.
- Re-purpose content from the event to ensure it sticks with your audience and gives them a tool to share what they learned with others.
- In your website posts and newsletter articles, try to drive members and the public back to your social channels to see event photos and videos.
- Promote a survey link (if applicable).
- Report lessons learned, value created, next steps in a social post.
- Be sure to follow up as soon as possible so people are still engaged and the event is fresh in attendees' minds.
- Thank speakers, partners, staff, and everyone who attended your event and remind them of your call to action.