

# Extending Your Live Storytelling Through Social Media



Tips on making the most of live events by encouraging & curating social stories

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## BEFORE

- ✓ Create (or claim) an event-specific hashtag.
- ✓ Create event imagery/branding that incorporates this hashtag.
- ✓ Update your organization's cover/timeline images on social profiles (at least two weeks ahead of time).
- ✓ Compile a handy list of known attendees' social media handles (speakers, staff, volunteers, guests, etc.) to use during promotion, event, and afterward. Consider asking for this info during registration.
- ✓ Develop a rough plan for what you want to do with the content generated at the event.
- ✓ From this plan, brainstorm your content calls-to-action. Do you want people to Tweet? Share pics on Instagram?
- ✓ Designate staff (or volunteers) to collect/curate social content in real time.
- ✓ Equip & train these individuals to ensure confidence and alignment with overall strategy and plans.

## DURING

- ✓ Create and display signage (print & digital) with hashtag & calls-to-action.
- ✓ Mention and encourage sharing during any speeches or presentations.
- ✓ Provide attendees with real-time content visualization (photo/Tweet stream); Try TweetWall Pro or TweetBeam for nonprofit pricing options.
- ✓ Respond to and recognize content creators in the moment.
- ✓ Consider integrating social sharing into the event (scavenger hunt, raffle, contest).

## AFTER

- ✓ Recap the event using others' content on Storify, blog, video, newsletter, etc.
- ✓ Recognize and thank social media all-stars.
- ✓ Nurture all new follower relationships (consider #followfriday shout-outs, etc.).
- ✓ Report on the impact (both financial and social media) of the event on social media. Think visually: infographics, images with text overlay, photos with hand-written thank you's, etc.