**Using Social Media**

**Build a following**

* Find other accounts who are interested in the same things – follow the people they follow.

**Reshare others’ content**

* Add your voice to the discussion by resharing/retweeting others.

**Ask questions**

* Engage in proper conversations by encouraging suggestions and comments from followers.

**Be responsive**

* To emotionally engage your audience, make sure you respond to the people who take time to engage with you.

**Use images**

* Make sure the images you publish have an emotional impact.

**Add Value**

* Make sure your content shares tips, tricks, insights and ideas.

**Promoting Events**

An effective social media event strategy will involve connecting with your followers, before during and after an event.

**Create a Facebook event page**

* Include all the details your guests will need. The discussion section of the event page is a god space to post announcements or answer questions.

**Post a countdown**

* The countdown sticker on Instagram stories lets you set and end date and time. It’s a great tool for driving ticket sales or reminding people about deadlines for contests.

**Post teasers with necessary details**

* Share relevant details leading up to the event. You could share guest speakers one-by-one or participants who will be at the event.

**Create a hashtag**

* A branded hashtag (#) is a usable way for guests to find all content related to your event. Create a hashtag that hasn’t been used a lot previously, is short and easy to spell.

**Give a sneak peak**

* With time in advance, reveal bits of what your guests can look forward to at the event. Share behind the scenes photos and videos of the venue and fun photographs of staff and volunteers.

**Host a giveaway**

* Ask people to share a contest post from your account and use a hashtag to enter. If your event has any sponsors, consider asking them for giveaway items.

**Cover an Event Whilst it’s Happening**

**Interview attendees**

* Use Instagram/Facebook stories to share people’s reactions and feelings about the event on the spot.

**Live Tweet**

* Share images and highlights as they happen as an informative and entertaining play-by-play of the event.

**Post Event Content**

**Respond and share**

* Celebrate your success and show off your event from several perspectives by sharing user-generated content, helping to make a personal connection with your attendees.

**Save event highlights**

* Instagram stories disappear within 24 hours but you can pin that same content to your story highlights to share it longer term.

**Create summaries**

* Share content, like videos, which give people a taste of what they missed.

**Run a post event survey**

* Asking for feedback with social media polling features is more informal and makes it easy for people to respond.

**Follow up**

* When the show is over, reconnect with people to say thank you. If people had remaining concerns or complaints, follow these up to make sure they’re addressed.