

Social Media Plan for Event

1. Develop a unique, short, memorable hashtag specific to your event

Is it unique? Branded event hashtags are designed to help attendees and speakers isolate relevant information, so it would be a shame if everything got lost in the noise if someone else is currently using or has used the same hashtag in the past.

Is it short? You want the branded hashtag to be equally format-friendly for all the social networks your brand is using, so be mindful of the character limits on channels like Twitter.

Is it easy to spell and remember? See if you can create a play on words associated with your event or brand, or use alliteration to help the hashtag stick in people's minds. Avoid something that can be easily misspelled—or misread.

Event Hashtag: # _____

2. Knowing what you do based on our earlier exercise, what keywords and other hashtags in this topic might be relevant to your audience? Make a list of them below, and think about how you might incorporate these into your social media posts:
3. What resources do you have that this event is going to tap into? This could be YouTube videos, information about your speaker, blog posts about the topic, resources available on your website, or other items that relate to your event (such as activities that will be going on at the event that may get attendees excited). Begin to list your resources below:
4. Think about how you can leverage your community advocates. Develop a protocol or email that you can send out to them, asking them to assist in promoting this event. Inform them about using your **hashtag** and provide any relevant links. You can even give them a pre-worded message that they can copy and paste right to Facebook and Twitter!
5. Develop a message to send to your email/newsletter subscribers inviting them to the event. You want this to be engaging and get them excited about the event. Don't forget to invite them to talk about the event on social media prior to the event using your #hashtag!

6. Now that you have thought about the different ways of promoting your event, access the blank **“Social Media Content Calendar”** template and begin plotting out your posts leading up to the event. Place your resources and determine a good timeline to follow for promoting them on Facebook and Twitter. Once you’ve plotted out when to share what resources, begin filling out the “Content Repository” sheet so that you can track where all these resources live. Once all of your resources are aligned, see if you can begin drafting out some of your social media posts for the event in the “Twitter Updates” and “Facebook Updates” sheets. See how much you can fill out in this document to prepare to promote your event!