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**SAMPLE
SOCIAL MEDIA
PLAN FOR EVENTS**

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Sample Social Media Plan for Events

Event Name: _____

Event Date & Time: _____

Social Media Manager(s) assigned to event: _____

Event goals for social and mission statement: _____

Event Hashtag: _____

Pre-Event Planning

- Create timeline for event promotions and announcements
- Create visual elements to support your event across all channels
- Create event pages on Facebook and LinkedIn
- Submit to relevant directories such as GarysGuide.com, WebinarListings.com
- Claim location on foursquare and set up offers
- Designate social media tactical team members to monitor and engage with your social channels
- Assign or hire a photographer

Pre-Event Social (1-2 weeks before event)

Facebook

- X posts per day
- X pieces of visual content per week
 - Meme
 - Infographic
 - Comic
- X paid promotion posts per week
- Participate in or create event Facebook Group

Twitter

- X tweets per day
- X partner tweets per day
- X promoted tweets per week
- Build event list including all keynotes, partners, and customers who will be attending
- Build private list to monitor competitors

Google+

- X posts per day

LinkedIn

- X posts per day
- Participate in relevant LinkedIn conversations around event

Pinterest

- Create event-themed Pinterest board
- Pin X related images to board per week
- Create Pinterest contest for event

Blog

- Create X blog posts per week
- Post X infographics per week

During Event Social

- Interview attendees, customers, speakers, influencers for blog and social content

Facebook

- X posts per day
- X photos posted per day

Twitter

- X tweets per day
- Tweet out presentations at the start of each session (if you have a session)
- X influencer and partner tweets per day
- Monitor event hashtag and company mentions
- Retweet and reply back to interesting points and questions from attendees
- Encourage employees who are attending the event to engage by posting updates, photos, and retweeting as well

Google+

- X posts per day
- Monitor hashtag and company mentions
- Host live Google+ hangout

LinkedIn

- X posts per day
- Monitor LinkedIn groups for event relevant content

Live Blogging

- X posts per day live from the event

Post Event

- Post-event content assessment: videos uploaded to YouTube, photos posted to Flickr
- Measure the buzz with www.hashtracking.com
- Sum up the best tweets with www.storify.com

Blog

- Wrap up blog post about event
- X blogs summarizing individual sessions and offering slides

Social Networks

- Connect with and thank influencers
- Promote follow-up materials