

# Social Media Pre-event checklist

# stimulation<sup>ltd</sup>

Digital: • strategy • training programmes • social engagement • amplification


# Location, Location, Location

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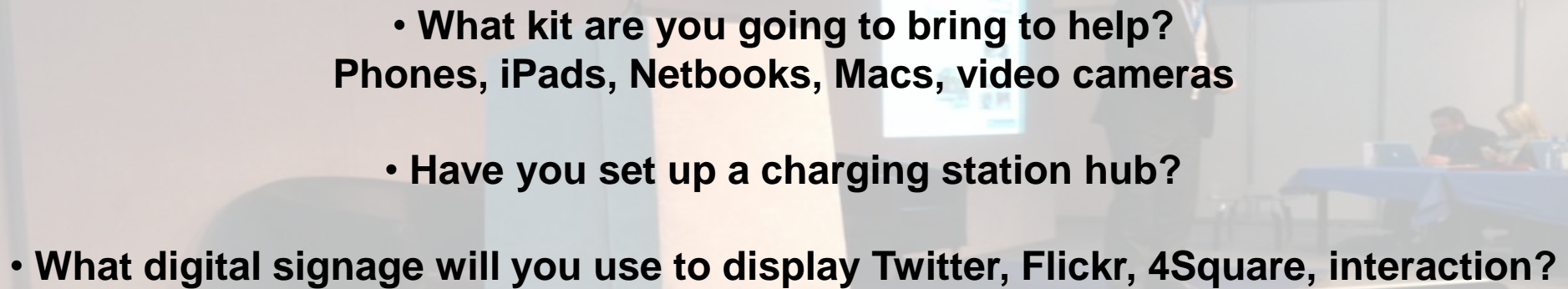
- Check the venue has good mobile signal - across all the leading networks
  - Check the venue has integral wifi access and obtain codes
- Check if the main room is underground, consider installing wifi boosters



# Social channel set up

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- Design a hashtag for twitter – test it in Twitter and Google first
  - Consider including a date and location e.g. MyEventLON or MyEvent11
  - Set up your social channels to maximise conversation in your spaces
    - Define who can post to different social channels from your team
      - Consider how you might signify tone of voice or not
  - Use a tool that will enable multiple social network channel posting
    - Test it before the event

# On-site technology

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- **What kit are you going to bring to help?**  
Phones, iPads, Netbooks, Macs, video cameras
  - **Have you set up a charging station hub?**
  - **What digital signage will you use to display Twitter, Flickr, 4Square, interaction?**

# Maximise offline materials

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- Include all your speakers' twitter names in the brochure
- Ensure all slides have the speakers' twitter names included

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# Social Marketing

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- Engage social media influencers in your industry to review, discuss or promote your event
  - Encourage all speakers, attendees, exhibitors to share details about the event
    - Monitor social channels, follow attendees and engage in conversations

# Resources

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- Monitor live conversations in Hootsuite, Tweetdeck
- Post to Facebook and Twitter in Co-Tweet, SoDash
  - Track your weblinks in Bit.ly, Yfrog, Ow.ly
  - Cache all tweets via TweetReach

# Stimulation clients

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