

Part 1:

Pre-event

Social Media Cheat Sheet



Social media cheat sheet

Here's five ways to leverage social media to engage attendees before, during and after your event

Before the event:

The power of the # (hashtag):

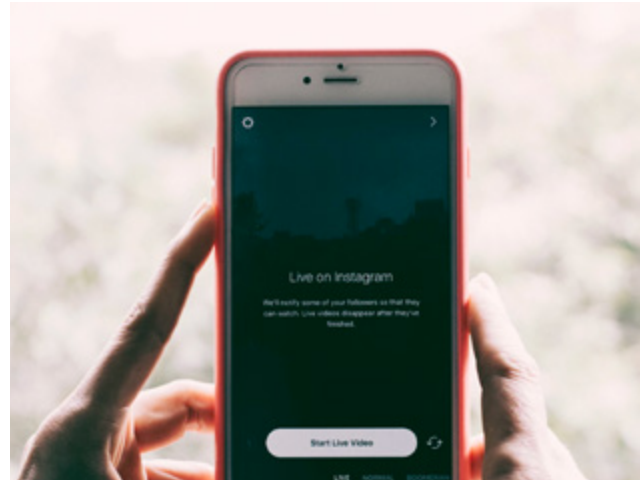
- Create buzz by encouraging attendees to use a hashtag.
- Keep hashtags as short as possible due to limited character counts for posts.
- Campaign ideas:
 - Ask attendees to post a picture in a fun location and include #GartnerPeerInsights and your event hashtag.
 - Create friendly competition — write a review with #GartnerPeerInsights and be entered to win a (fill-in-the-blank).

Paid social promotion:

- Create a targeted social ad campaign to reach people based on their interests.
- Measure, evaluate and adjust your efforts so you can use your learnings in the future.

Event-related content:

- Publish blogs featuring guest speakers from your event in the months and weeks leading up to it.
- Have guest speakers promote the content to their social networks to help increase your social reach.
- Share promotional videos from past events to build excitement.
- Don't forget to use your event hashtag when posting any related content!



During the event:

- Make sure the event hashtag is visible on all event materials and signs to encourage attendees to post on social media.
- Post about the event multiple times a day on your own platforms to engage attendees.
- Respond to any attendee questions or comments in real time.

Postevent:

- Keep an eye on your hashtag after the event. True success is when the conversation continues!
- When sending your postevent satisfaction survey, ask attendees to tweet event highlights or suggestions for next year.
- Don't forget to thank your attendees via social media to make them feel appreciated and to make those who did not attend feel like they missed out.

Pre-event

At the event

Postevent

