



Events Social Media Planner

Grass Roots Media



Social media event engagement

Social media engagement during events is usually really high as it's driven by savvy social media users who attend. However, most event organisers forget to include social media in their awareness marketing, during the event, and then use attendee generated content post event.

You want to build demand, engage with your audience during the event, which generates amazing indirect feedback about how they're feeling during your event, then share that valuable content after it concludes. This creates a feeling of FOMO for other members of your audience, that the chances of them wanting to attend your next event will increase. Also people LOVE nostalgic content – it creates a sense of belonging - that's a fact.

Checklist

Here's our top 10 tips for social media event engagement in a handy checklist for your next event planning session.

- Choose which platforms you'll focus on based on target audience
- Create an event on Facebook
- Sell tickets through Facebook
- Develop a hashtag relevant to the event #tip Check the use of the hashtag on your chosen platforms before allocating it to an event, in case its used for inappropriate content
- Plan & execute a pre-event content plan
- Create a targeted advertising campaign
- Develop ideas on how you will capture the activity at the event to share during and after it
- Use experiential marketing on site/at the event
- Maximise live video
- Utilise event content post event to create nostalgic and FOMO posts

#TopTip Ensure you set measureable engagement goals