# Live event social media

## 1. Run up to the event

a. Be authentic - do not use photos from one event to promote another, no matter how similar they may seem. One exception to this, is if the people have been taking part in both which makes for a compelling story.

b. What's iconic or different about this event or the people taking part? Share it!

c. Preparation

    i. WhatsApp or similar is great for sending content from different locations, and allows requests for particular photos to be made.

    ii. Charging block - don't risk a dead battery.

d. Be ready with practical information - there have been few events I've been involved with where someone didn't get lost or delayed en route. Helping them out makes for a great experience for all involved.

## 2. Know your hashtags

a. These can change from year to year, they will settle closer to the event time

    i. Keep an eye out for official event hashtags - it will increase reach and chance of being picked up by the media.

    ii. Share the official posts if they are helpful, this shows the organisation is engaged with the event and will help increase the chances of being seen on various timelines.

b. Remember that if you need to create a hashtag, think about it carefully no one needs another #susanalbumparty - no matter how amusing it might first appear.

c. At some events you may chose to use a social media wall, plan this in advance and you can have it projecting onscreen for everyone to see.

## 3. Influencers?

a. Someone taking part a valuable influencer online? Encourage them to make a noise about it, but do not alienate other participants who appear less popular.

b. Event specific micro-influencers are worth identifying, they may not have huge followings, but their network is particularly interested in the cause/event so will likely be more engaged and will likely have a greater percentage of their social media timeline filled with relevant content.

## 4. It's a story, it has:

a. An introduction

    i. What's happening and why?

        1. Make sure everything relates back to how the money raised funds the great work that is being done by the charity.

    ii. Have we done it before? - Is there a good story etc?

        1. What did we do with the money raised?

        2. Are there repeat participants?

        3. Any compelling human-interest stories?

            a. Some people may be running due to the support they have received through the charity before.

b. A prelude
   i. Show the event production moments, behind the scenes moments grab people's attention and gets participants excited.
c. A beginning
   i. Show them the start line etc
   ii. Reiterate how they will be helping us to help and support others
   iii. Thank supporters for coming along too, if it's a race, and attendees if it's a conference etc.
d. A middle
   i. How's it going?
   ii. Encouraging words.
   iii. Milestones, announcements etc
      1. Good things
      2. Emotional things
   iv. Try to make mentions of sponsors as natural as possible.
      1. A broadcast advert is less effective that something showing sponsors taking part in the event.
   v. Again remind people how all the money raised will help us to help and support others.
e. Sometimes some exciting sub-plots
   i. Embrace the UGC - choose wisely and share
   ii. They did what? How funny - share it!
f. An end
   i. People have made a big effort, show appreciation
   ii. Thank sponsors for making it possible
g. A thank you
   i. Participants
   ii. Supporters
   iii. Sponsors
   iv. Team members if it seems appropriate
h. And later a round up.
   i. Use albums
   ii. Twitter Moments are made for this

## 5. Finally, get those stats.
a. Make sure you measure the engagement and reach for your event.
b. Better still if you managed to encourage people to sign up for the next event, get those conversion stats.