

Event Social Media Plan



» Event Information «

Event Name: _____

Event Date & Time: _____

Individual(s) assigned to event: _____

Event goals: _____

Event Hashtag: _____

» Pre-Event Planning «

To Do List:

- Create timeline for posts around key dates, announcements and events
- Create visual elements to support your event across all channels
- Create an Event page on Facebook
- Submit to NAU Social
- Designate team members to monitor and engage with your social channels
- Assign day of photography/video
- Create talking points. To avoid any lulls in your broadcast, know what you're going to say in advance

» Pre-Event Social «

Ask attendees specific questions to drive engagement

Facebook

- ____ posts leading up to event
- Participate and engage on Facebook posts, comments, event pages
- Schedule a post to let people know when to tune in
- Schedule a “Go Live” notification. In your video settings toggle the switch from off to on.

Twitter

- ____ tweets per day
- ____ RTs, replies, likes per day

Instagram

- ____ posts leading up to event
- ____ like, comment, reply on other Instagram posts

Snapchat

- ____ stories leading up to event
- Coordinate with NAU Social if your department does not have a Snapchat account

» Day of Event Checklist «

Equipment Check

- Phone
- Charger
- Camera
- Microphone
- Tripod
- Extra Batteries

Double Check:

- Sign into all social accounts
- Batteries are charged
- Establish your network connection

- Check connection prior to any livestreaming
- Turn your phone on do not disturb or airplane mode

» During Event Social «

- Interview attendees for social content
- Promote your platforms (Have a sign with handles out at registration)
- Ask attendees specific questions to drive engagement
- Encourage attendees to “check in” at the event location on social media

Facebook

- ____ posts per event
- ____ photos posted per day
- Facebook Live
- Add photos to Facebook Event page and encourage participants to do the same

Twitter

- ____ tweets per event
- Monitor event hashtag and mentions
- Retweet and reply back to interesting points and questions from attendees
- Encourage attendees to engage by posting updates, photos, and retweeting as well

Instagram

- ____ posts per event
- Monitor event hashtag and mentions
- Instagram Live or Stories

Snapchat

- ____ story during event

» Post Event Social «

- Post a recap of the event
- Upload your content to one shared drive (Flickr, YouTube, etc)
- Promote follow-up materials
- Evaluate the success of event--what worked and what did not. Learn from both for the next event.