

How To: Leverage Social Media During Events

Tips on how to leverage social media before, during and after conferences and events to capitalize on organic conversations and increase the virality of your event.

We attend conferences and events for lots of reasons: to learn, network, meet the love of our life (maybe not all of us). No matter what the reasoning might be, as attendees wander expo halls or sit in on keynote sessions, they're actively participating in conversations via social media. By incorporating social sharing cues into your event, not only do you receive key insights into what attendees find interesting about your event, but it also makes creating real-life connections easier for attendees.

Start With Pre-Event Buzz

The first thing you should do is to decide on an event hashtag – if you don't create one someone else will. The sooner you begin educating attendees about the event hashtag and handles the better. Once attendees have filled out registration forms, made payments, etc... make it easy for them to share their plans with friends and colleagues by adding social sharing buttons to your confirmation pages and website.



Set Visual Cues and Reminders

As attendees check-in to workshops and sessions, set visual or verbal reminders for them to share what they're learning via social media. This can be as simple as having the MC make an announcement or incorporating calls-to-action in event signage. Try putting the event hashtag on other collateral like napkins at cocktail hours, swag bags and more.



Create Social Sharing Incentives

Perhaps the individual with the most retweets at the end of the conference gets a free pass for next year or a one-on-one meeting with a keynote presenter. Whatever it might be, leverage gamification through social media to inspire competition and create more buzz amongst attendees.



Keep Connections Going

Just because your event has ended doesn't mean the connections and energy created during the event should too. A lot of time and effort has gone into creating your community, so encourage attendees to keep that spirit alive and share best practices, pictures and more on the event hashtag. Ask for honest feedback about the event through social media or provide survey links using the hashtag.



The power of social media is quite phenomenal when put to good use at events. Social media grows the virality of your conference or event while creating a more positive experience for attendees. DoubleDutch event apps not only make social sharing easy for attendees, they create real communities of their own within the app. Contact us to learn more.

DoubleDutch

Branded Mobile Apps for Conferences, Tradeshows, and Meetings

Thrill attendees and exhibitors, update content on the fly,
and maximize ROI with a scalable mobile event app by DoubleDutch.

[REQUEST A DEMO](#)