

**ADMIT
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**SAMPLE
SOCIAL MEDIA
PLAN FOR EVENTS**

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Sample Social Media Plan for Events

Event Name: _____

Event Date & Time: _____

Social Media Manager(s) assigned to event: _____

Event goals for social and mission statement: _____

Event Hashtag: _____

Pre-Event Planning

- ☐ Create timeline for event promotions and announcements
- ☐ Create visual elements to support your event across all channels
- ☐ Create event pages on Facebook and LinkedIn
- ☐ Submit to relevant directories such as GarysGuide.com, WebinarListings.com
- ☐ Claim location on foursquare and set up offers
- ☐ Designate social media tactical team members to monitor and engage with your
- ☐ social channels
- ☐ Assign or hire a photographer

Pre-Event Social (1-2 weeks before event)

Facebook

- ☐ X posts per day
- ☐ X pieces of visual content per week
 - ☐ Meme
 - ☐ Infographic
 - ☐ Comic
- ☐ X paid promotion posts per week
- ☐ Participate in or create event Facebook Group

Twitter

- ☐ X tweets per day
- ☐ X partner tweets per day
- ☐ X promoted tweets per week
- ☐ Build event list including all keynotes, partners, and customers who will be attending
- ☐ Build private list to monitor competitors

Google+

- ☐ X posts per day

LinkedIn

- ☐ X posts per day
- ☐ Participate in relevant LinkedIn conversations around event

Pinterest

- ☐ Create event-themed Pinterest board
- ☐ Pin X related images to board per week
- ☐ Create Pinterest contest for event

Blog

- ☐ Create X blog posts per week
- ☐ Post X infographics per week

During Event Social

- ☐ Interview attendees, customers, speakers, influencers for blog and social content

Facebook

- ☐ X posts per day
- ☐ X photos posted per day

Twitter

- ☐ X tweets per day
- ☐ Tweet out presentations at the start of each session (if you have a session)
- ☐ X influencer and partner tweets per day
- ☐ Monitor event hashtag and company mentions
- ☐ Retweet and reply back to interesting points and questions from attendees
- ☐ Encourage employees who are attending the event to engage by posting updates, photos, and retweeting as well

Google+

- ☐ X posts per day
- ☐ Monitor hashtag and company mentions
- ☐ Host live Google+ hangout

LinkedIn

- ☐ X posts per day
- ☐ Monitor LinkedIn groups for event relevant content

Live Blogging

- ☐ X posts per day live from the event

Post Event

- ☐ Post-event content assessment: videos uploaded to YouTube, photos posted to Flickr
- ☐ Measure the buzz with www.hashtracking.com
- ☐ Sum up the best tweets with www.storify.com

Blog

- ☐ Wrap up blog post about event
- ☐ X blogs summarizing individual sessions and offering slides

Social Networks

- ☐ Connect with and thank influencers
- ☐ Promote follow-up materials