

# Social Media for Meetings & Events

Tips, Tools & Resources

*Provided by*



*in partnership with*

sparkloft

# Why Social Media?

## Create Buzz

Ensure that your conference and the destination receive maximum exposure



## Drive Attendance

Influence potential attendees through peer recommendations and targeted discussions

## Improve Experience

Improve conference outcomes, enhance and broadcast the benefits of the conference experience



# Planning is Critical

## Determine Your Social Media Objectives

- Attendee marketing
- Exhibitor/sponsor procurement
- Industry outreach
- Attendee communications



## Evaluate Tools & Functionality

- Facebook content posting
- Twitter conversation engagement
- Linkedin discussion groups
- Rich content (Flickr/YouTube)



## Develop a Plan

- Do a few things well
- Assign specific tasks to specific people
- Pre-produce content and monitor for opportunities
- Have fun AND...



# Measure It!



- New Registrants
- New Exhibitors/Sponsors
- Increased Satisfaction
- Improved Social Assets
- New Fans and Followers

# Platform Development

## Functionality and Opportunity

Increasingly, conference attendees are requesting that social media tools and resources be integrated into their conference experience. It is important to note that what you don't provide, attendees will often create for themselves. In addition, many attendees who are less social savvy really appreciate when the conference experience provides them with exposure to and some training in this medium. For that reason, the following section provides some best practice suggestions.





# Facebook

Reaches the largest audience with the most functionality of any platform

## Best practice suggestions to consider:

- Post about the conference: about topics, speakers, exhibitors and sponsors of the conference. Post teasers about speakers, food, events, workshops, parties, etc. from the dedicated conference Facebook account.
- Create specific places on Facebook Locations for the conference and sessions that attendees can check-in to using their smart phone or laptop during the conference.
- Create custom Facebook tab on the organization Facebook page with all conference details, social media links. A custom tab can serve as a social concierge for the conference.
- Create a Facebook group for all attendees and non-attendees to get involved in real time. Post photos, videos, and start discussions.



# Twitter

Discover, monitor and engage in conversations related to your conference and industry

## Best practice suggestions to consider:

- Add Twitter @handle to the registration form and provide attendees with links to engage their social networks (Twitter Followers) e.g. Tweet this: "I'm going to the Oregon Coast for this event in July. Who else is coming?"
- Introduce a hashtag specific to the conference and place it on the home page next to the conference information, use it in all the tweets. Place hashtag in all the emails that go out to attendees and on your other web properties (e.g. Facebook page, LinkedIn event profile, etc.)
- Follow the conversations happening in Twitter about your conference. Engage in those conversations by answering questions and thanking participants. Re-Tweet relevant messages that use the hashtag and/or your conference account.
- Set up a Twitterwall(s) visible to all attendees during the conference so that the conversations can be viewed and discussions can continue face-to-face.



## LinkedIn

Connect your organization's employees with industry leaders and partners

### Best practice suggestions to consider:

- Conduct pre-conference research of LinkedIn to find discussion groups taking place on subjects related to your conference topics. Engage in those discussions while taking care not to be too push with your conference pitch.
- Create an event for your conference on LinkedIn and invite professionals to attend.
- Use LinkedIn to share summaries of the day's events during conference and encourage attendees to share their thoughts and insights gained.
- Continue the conversations post conference by moderating discussion groups, involving your speakers and staff to maintain momentum for other organization objectives and future conference participation.



# YouTube

Easily create and post content on social media's most engaging platform

## Best practice suggestions to consider:

- Film short speaker/exhibitor profiles to be used as teasers. Put video on YouTube/Facebook, promote through Twitter/website)
- Create a short "welcome" video with information on how to be social at the conference: "join the buzz about the conference" Plus hashtag, Facebook account name etc.
- Run mini preview webinars to drive interest for the conference and particular sessions. Promote on Twitter, Facebook and company website.
- Create short training videos on how to use conference social tools (i.e. the Twitter hashtag, Flickr groups, Facebook discussions, etc.)

*It is important to note that social videos do not need to have high production value. Using a simple consumer HD camera and mic can produce footage that can be up loaded straight to the organization/conference YouTube channel or fast edited through a variety of consumer editing products like iMovie.*



# Pinterest

Create a visual library of your organization, stakeholders and events

## Best practice suggestions to consider:

- Create boards based on themes from the conference and highlight the location. Boards showcasing speakers and sessions during the conference will increase excitement among attendees.
- During the conference, pin photos daily in almost real-time so attendees can get an enhanced conference experience and non-attendees can still feel like they are participating.
- Encourage conference attendees to share in collaborative boards. Connect with these members on Pinterest by adding them as followers.
- Pin industry news articles and information from the conference for attendees to refer back to.



# Instagram

Create a unique, visual experience of your organization, stakeholders and events.

## Best practice suggestions to consider:

- Upload photos from previous conferences and add interesting filters, descriptions and use event hashtag. This will allow attendees to get an inside look and will generate excitement before events.
- During the conference, upload photos daily in almost real-time so attendees can get an enhanced conference experience and non-attendees can still feel like they are participating.
- Encourage conference attendees to share their photos using the event hashtag. Connect with these members on Instagram by adding them as followers.
- Embed photos from your photostream onto your website, newsletters and other forms of electronic marketing.



# Foursquare

Use location based services like Foursquare to encourage attendees to exhibitors to visit sponsors

## Best practice suggestions to consider:

- Create special locations on Foursquare for attendees to check-in to the conference, sessions and events. Provide instruction and give incentives for check-ins.
- Encourage attendees to leave tips at the sessions or events they attend. This feedback can be accessed later to help evaluate the success and future opportunities for those functions.
- Work with your exhibitors and sponsors to develop social scavenger hunts which will encourage attendees to visit their booths or sponsored events at the conference. Prizes can be awarded for the most check-ins or most tips generated.
- Create badges on Foursquare that attendees receive for checking-in at your conference (Note: Badge creation does come with an additional cost from Foursquare)

# ...and Many More!!

Social media tools are ever changing and the pool of new tools is ever expanding. For every unique conference objective, there is a unique tool or tactic in social media to apply.



## How Can Travel Lane County Help?

We have “social” content and want to share it with you and your attendees



**Maps:** Download maps and guides of Eugene Cascades & Coast here: [CLICK FOR MAP.](#)

**Video:** Our destination video and other Eugene Cascades & Coast videos can be found on our YouTube channel: [CLICK FOR VIDEOS.](#)

*You can link to this page or we can send you video files by disc.*

**Photos:** Please feel free to link to photos from our Instagram page: [CLICK TO VIEW PHOTOS.](#)

**Twitter:** We have a few accounts on twitter, but for your attendees, you may want to recommend [@EugeneMeetings](#) and [@TravelLaneCo.](#)

**Website:** Check out Three Days in Eugene, Cascades & Coast for sampling of things to do: [CLICK TO SEE ACTIVITIES.](#)

# Who is Sparkloft Media?



Sparkloft Media is a strategic marketing partner of Travel Lane County

## What does Sparkloft Media do?

Sparkloft Media is a social media marketing and consulting firm with a specialized product of services for the meeting and events industry called *ConferenceConnect*<sup>™</sup>.

## How does *ConferenceConnect*<sup>™</sup> Work?

This document has shared a number of best practice ideas and Eugene Cascades & Coast resources to build into your next conference. For those who are looking to incorporate a social media program which goes beyond their own internal resources, Sparkloft Media can develop a proposal of services and provide full-service management of that program of work. The services offered are tailored to the unique needs and goals of each conference.

## Who should I contact at Travel Lane County and/or Sparkloft Media for more information and assistance?



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