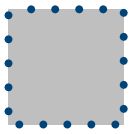




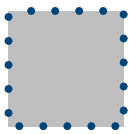
Social Media for Special Events

Checklist



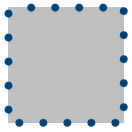
Understand the WHY

Write down the history of the event. When/how it got started and what makes it special. What's the story?



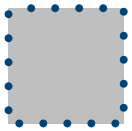
Create Your Timeline

What is the natural flow of events?
Start/end time? Meals? Breaks? Speeches?



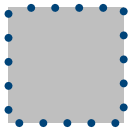
Identify VIPs

Who's attending? Who do you want to feature?
Identify their social handles. Don't forget your creative partners.



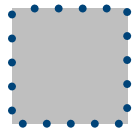
Build Your Strategy

Create a photo/video shot list. Draft your posts in advance.
Build into the timeline. What text & photo to what channel & when.



Delegate

This is a team effort! Have a team meeting to discuss execution.
Who's taking pictures & video? Who's posting to what channel?



Post-Event Communication

Draft while it's fresh! Post-event email, thanks you's, recognition.
Newsletter articles and social media posts.

Remember - Taking the time to plan for this year will help you next year. Use this year's photos to build enthusiasm for next year's event. Your communication plan will already be in place, save a few updates and adjustments. Effective communication makes for a more memorable event!