

Social Media Planning Leveraging Events

Event Name:

Event Date/Time:

Deadline for Completing Follow Up Actions:

Before the event:

- Scan attendee list (if applicable)
 - “Like” attendees FB Business Pages
 - Follow attendees on Twitter

During the event:

- Add people to your Facebook Group with permission (if it is a good fit for the person you are talking to)
- Collect business cards of people you would like to connect with
- Choose a specific service/event to talk about at the event

If you are speaking or presenting at the event:

- Have a small postcard on the table asking people to “like” or follow you on social media with your usernames/web addresses for various platforms
- Have your audience take 30 seconds to get out their phone and “Like” your FB page

After the event:

- Connect with attendees that you enjoyed on Facebook
- “Like” attendees’ business Facebook pages if you haven’t already
- Follow attendees on Twitter
 - Send “nice to meet you” “@” message
 - Retweet a tweet of interest
- Connect with attendees that you want to follow up with on LinkedIn
- If you REALLY hit it off, email and ask if you can add them to your mailing list
- Follow up emails - ask how YOU can help THEM
- Promote the service/event that you were talking about at the event in a post

