



12 TIPS FOR USING TWITTER AT EVENTS

1. Hashtags

- a. Choose a hashtag early and share it widely
- b. A simple, short hashtag is best - using as few letters as possible
- c. Share it ahead of the event in joining instructions to delegates, on your website, in handouts at the event itself, on email signatures from your office etc
- d. Use it yourself ahead of the event to generate a stream of tweets
- e. Send it out to people that you know will be attending who are on twitter and ask them to use it at the event

2. Scheduled Tweets

- a. Use a system like Hoot suite to schedule tweets throughout the day where you know what will be happening to save time at the event and enable you to focus your efforts on activity as it happens
- b. This might include the early morning set up, key speakers sessions, networking opportunities

3. Monitor

- a. Use Tweetdeck to set up a column for your hashtag so you can see when it's being used
- b. Create a list of registered attendees that you know are on Twitter and follow them throughout the conference
- c. Follow any people who appear in the stream for the conference using the hashtag

4. Engage

- a. RT any useful comments made during the conference by attendees and use the hashtag
- b. Acknowledge your attendees and engage with them
- c. Send them a welcome on Twitter as you see them at the event
- d. If someone complains about something, however minor - the sound's not good or the room is too cold - respond to them to let them know you are listening and on the case
- e. Organise a Tweetup at the event where people can meet other Twitterers at a certain time

5. Resource

- a. Designate at least one person to manage Twitter throughout the event
- b. They will need a laptop with Tweetdeck to monitor and share throughout sessions
- c. If you have concurrent sessions try to have an appointed person tweeting key elements from each session

6. Curating

- a. A big part of Tweeting from an event is curating the most relevant and important points that speakers make and sharing them with followers who may not be attending
- b. Not everything is worth sharing, so find the best sound bites that summarise material that will be of interest to your audience
- c. Questions from the audience can also be of great interest
- d. Wherever possible use the speaker's Twitter handle to identify them
- e. If you can't find it a quick search on Google for 'their name' + twitter should get it for you

7. Preparation, preparation, preparation

- a. It's worth taking the time to check everything before the event
- b. Be sure you have strong reception for your phone / laptop wherever you are based in the building
- c. DON'T FORGET YOUR CHARGER. Constant tweeting can rapidly use up battery life so make sure you have a charger at hand during the event

8. The Whole Event

- a. Share information beyond the conference itself - details of set up, arrivals, networking etc
- b. Share links to interesting topics around the conference
- c. Have links to key speakers biographies or LinkedIn profiles ready to share

9. Photos & videos

- a. Share photos as well as comments
- b. For example a photo of set up in the morning, one of the keynote speakers being briefed ahead of a session, delegates chatting at a networking lunch break
- c. If a speaker mentions a useful video then look for the link and share it in a tweet

10. Tweets on Display

- a. Consider a rolling list of tweets displayed in hallways or on a flat screen at registration
- b. These may need moderating before being displayed depending on your conference and attendees!
- c. Displaying tweets during the presentations can be tricky as speakers may find it distracting that attendees are reading comments whilst they are presenting
- d. Perhaps better to have a non-speaker moderate the session and pose questions based on those from Twitter

11. Think before you tweet

- a. Don't just retweet what you hear at an event. Verify the facts where you can or attribute to the person that made the statement
- b. Think about your followers and share information that will be of interest and use to them
- c. Add value with links, photos, your own interpretation on a comment made – add personality to your tweets from the event

12. Post event

- a. Save the best, most informative Tweets and share on a website / blog after the event
- b. Some tweets might be used for event reviews or for promotional material in the future
- c. Send a 'thanks for connecting' message to the followers that joined you during the event
- d. Learn from the experience - review your twitter stream and see what worked best, which messages were most retweeted etc and adapt what you do at your next event