

Using social media when attending an event

- Identify the event hashtag.
- Announce that you have registered to attend an event; ask if anyone else is attending.
- Look for Twitter lists set up by the event organiser, or create your own using Zapier* eg for speakers, exhibitors, other delegates.
- Follow members of Twitter lists.
- Prepare for the event by contacting relevant exhibitors to arrange a meeting.
- Prepare for the event by messaging speakers you are looking forward to hearing.
- Prepare for the event by checking out other attendees (mentioning the hashtag) and sending messages eg 'Look forward to seeing you at #eventhashtag'.
- If an event group has been set up for attendees, be active in there before, during and after the event.
- Post throughout the day of the event, mention exhibitors, sponsors, speakers and use the event hashtag. Take photos, include selfies! Share any key learnings.
- On the day of the event, monitor use of the hashtag – share others posts and reply if appropriate.
- After the event – follow up people you met by sending personalised LinkedIn connection requests.
- After the event – write a blog about your event experience/learnings. Even if you don't have a blog, you can post on LinkedIn and then share via any other social media accounts you have.

Note: You don't need to attend an event to join in the online conversation!