Social Media for Events
ABPCO Annual Conference 2011

Kursha Woodgate
Managing Director
Mexia Communications
Why listen to me?

• Communications career spanning 18 years, established Mexia in Jan ’06
• Experience in journalism, agency PR, in-house marketing, event management
• Regular speaker on social media and articles published
• UK and overseas
Client experience

No-nonsense PR, Marketing & Social Media

© Mexia Communications Ltd 2011
Workshop Structure

• Changing rules of customer engagement
• What is social media?
• How can social media help with events?
  – Tools: Twitter, LinkedIn, Facebook, YouTube
  – Tips: great sources of information, specialist packages
  – Experiences to share
• Thoughts to take away
Changing rules of customer engagement

Erik Qualman - @equalman
Socialnomics

The social media revolution…
Changing rules of engagement
What is social media?
What is social media?

- Online community
- Sharing information
- Opinion
- Networking
- Recommending
- Reviewing
- Helping
Social media channels

- Blogging – Wordpress, Eblogger, Twitter
- Professional – LinkedIn, Viadeo, Ecademy
- Multimedia – YouTube, Flickr
- Personal – Facebook, Myspace
- Location based - Foursquare, FB places
- Special tools – Eventbrite, Plancast, Event-master.com, Ning, moreconference.com
How can social media be used?

- Brand building
- Customer/delegate insight
- Community engagement
- Customer service
- Advocacy and loyalty
- Feedback
- Website traffic
Which channels to use?

• Answer important questions first:
  • Who are you trying to reach?
  • Can you identify these groups on that channel?
  • What are your goals?
  • What is your timescale?
  • What is the etiquette on that channel?
## Main tools - overview

<table>
<thead>
<tr>
<th>Channel</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Fast response&lt;br&gt;Great viral nature&lt;br&gt;Can post links and drive traffic&lt;br&gt;Google loves Twitter!</td>
<td>Need to build following&lt;br&gt;Short tweet – need to link for more information&lt;br&gt;Broadcast to everyone</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Very well respected&lt;br&gt;Main professional tool&lt;br&gt;Inmail high open rate&lt;br&gt;Very qualified network</td>
<td>Much stricter on spam&lt;br&gt;Groups can be closed&lt;br&gt;Takes time to build interest</td>
</tr>
<tr>
<td>Facebook</td>
<td>Highest penetration of all channels&lt;br&gt;&gt;500 million active users&lt;br&gt;Great viral nature&lt;br&gt;Good search properties &amp; multimedia links</td>
<td>Kept for personal use&lt;br&gt;Can irritate if posts too frequent&lt;br&gt;Better for consumer brands&lt;br&gt;Watch out for spam posts</td>
</tr>
<tr>
<td>YouTube</td>
<td>Easy to communicate messages&lt;br&gt;2\textsuperscript{nd} largest search engine!&lt;br&gt;Can embed and link with other tools&lt;br&gt;Great for search engines</td>
<td>Invest time and money in production</td>
</tr>
<tr>
<td>Wordpress</td>
<td>FREE and easy to set up&lt;br&gt;Extends your space to write&lt;br&gt;Supports SEO offsite with backlinks</td>
<td>Another thing to do!&lt;br&gt;Need to monitor for comments</td>
</tr>
</tbody>
</table>
Tips for events: Twitter

• To help boost delegate numbers:
  – Build a following well in advance of the event
  – Create either profile (@event) or hashtag (#event)
  – Engage Inform and Retweet #EIR
  – Leverage existing relevant # (eg #eventprofs)
  – Encourage followers to RT
  – Tweet links to relevant blog posts, sign up forms online
• To engage the audience:
  – Q&A using conference hashtag
  – Publish etiquette guidelines for tweets
  – Third party monitoring tweets and feedback to moderator
  – Engage audience outside of the event
• To encourage dialogue and networking:
  – Ask delegates to register their @profile and create a #hashtag for them to use for the event
  – Sign up Twitter advocates to tweet during the event
  – Register a Twub to record appropriate tweets
  – Display conference tweets during the event
Listing your event on social media

- LinkedIn – events tool, can RSVP, post to groups and ‘share’ posts with your network
- Facebook – create an event on your page, can show RSVPs
- Blog – post event on your blog and share on other social media
Useful social media info sites

• www.Engage365.com
• www.mashable.com
• www.socialmediab2b.com
• www.jeffhurtblog.com
• www.icon-presentations.com/blog/