



Creating a Social Media Strategy for Events Whitepaper

Integrating web tools with live events is a great way to expand your reach without busting your budget. In particular, social media can help event marketers economically and effectively establish two-way communication, maintain ongoing relationships, and extend the life of programs. Plus, you can capture valuable information about your audience, draw more attendees to the event, and even reach people not in attendance.

Given the amazing speed and growth of the internet and web tools, it can be daunting determining a social media strategy. This whitepaper provides an easy-to-use framework for utilizing social media to strengthen the impact and results of your events.

PLATFORMS

To implement a campaign quickly and with minimal cost, event marketers should focus on utilizing existing social media platforms. This also allows the event program to take advantage of the network effects of these platforms by tapping into their large user communities. Currently, the platforms most used in corporate social media programs are:

- Facebook
- Twitter
- Flickr
- YouTube

A core platform is typically a Facebook page, with Twitter, Flickr and YouTube integration following. Given Facebook's current popularity, this document focuses on the implementation of a Facebook business page.

CONTENT

The Facebook site should be populated with content that includes:

- Company logo or themed graphic
- Company information
- Information about upcoming events including:
 - Event listings with program information



- Free-form, event-related information such as information on promotions and “insider information” that are exclusively for the page’s Facebook fans
- Forum topics and initial entries
- Photos
- Video
- Links

Below is a chart of the Facebook sections to populate:

Section	Content Needed	Time Investment
Profile Picture	Company logo or event theme graphic	Once
Website	Primary website to link to	Once
Company Overview	Short company description (optional)	Once
Mission	Short mission statement (optional)	Once
Products	Short product statement (optional)	Once
Discussions	<ul style="list-style-type: none"> • Create a starter topic and an initial post. • Possibly invite relevant company personnel and/or customers to “seed” the discussions 	<ul style="list-style-type: none"> • Initial setup once • Daily monitoring
Notes	<ul style="list-style-type: none"> • Free-form content such as information on promotions and “insider” information • Import an existing blog 	
Photos	<ul style="list-style-type: none"> • Create albums • Upload photos • Allow fans to add photos? • Allow fans to tag photos? 	<ul style="list-style-type: none"> • Create one for each event • Upload after each event • Set permissions once • Set permissions once
Video	Upload video	Upload after each event
Wall	Optional ask company/customer personnel to “seed”	Daily monitoring

This chart shows the content sections for event listings within the business page.

Section	Content Needed	Time Investment
Events		Add events as they are scheduled.
Event Name		
Tagline		
Host	(Pre-filled with name of page)	
Description	Short description	
Start Date/Time		
End Date/Time		
Location	Name of venue	



Street		
City/Town		
Phone	(Optional)	
Email	(Optional)	
Event Photo		
Event Options (Yes or No)		

Settings to Consider:

- Let guests know if they can bring friends to the event
- Show the guest list
- Enable the wall
- Enable photos
- Enable videos
- Enable posted items
- Publicize - Show event in search results
- Invite your friends
- Allow fans to tag photos

ONGOING MANAGEMENT

Content needs to be monitored and updated on a regular basis. This includes monitoring comments in discussions and on the page’s wall, and responding to those comments as necessary.

Photos and videos should be updated/added to after every event. A management/publication schedule needs to be developed that assigns monitoring and updating responsibilities to specific individuals.

PROMOTION

Although there may be some traffic that comes via search engines, it is important to promote the site in order to maximize its effect. Promotions can include:

- Links to the Facebook page from other sites, especially the company’s corporate web site
- Cross promotion with partners who also have Facebook pages
- Email and/or mail to targeted audience promoting the Facebook page
- Facebook ad

MEASUREMENT

To insure that the social media strategy is achieving its goals and to help provide ideas for improvement, it is important to include a measurement component. Facebook provides:



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- Facebook Insights, which provides metrics and data on activity, demographics, performance, and trends.
- Polls, which can be directed at all “fans” of the page, or only those who meet specified demographics. Results can be viewed in real time.



Rich demographics data
Facebook Insights

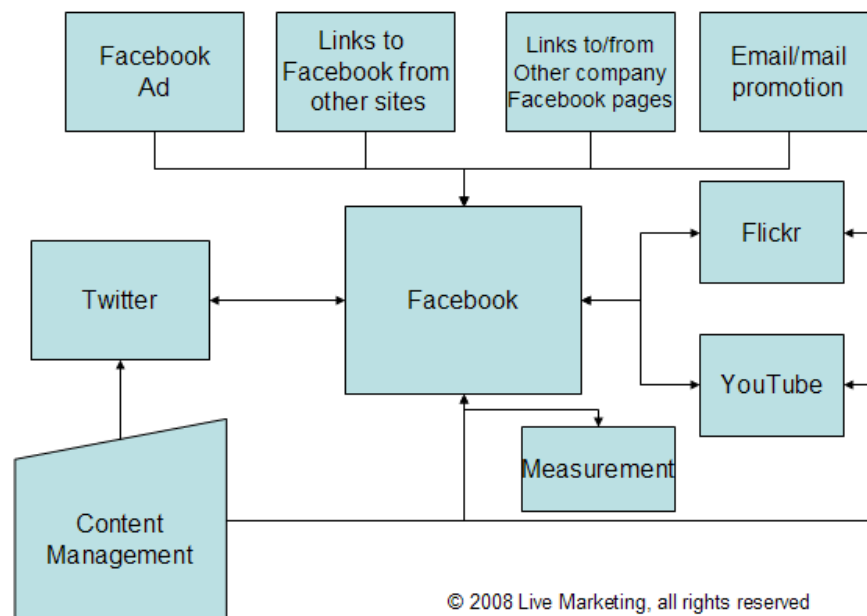


CONCLUSION

Including a social networking program as described in this document with live events can be an effective tool for promoting a company brand. What’s more, it is extremely cost-effective, can be implemented quickly, and can be maintained with minimal effort.

If you have additional questions, or would like more information about other strategies for integrating online programs with your live events, please contact Live Marketing at 312.787.4800 or visit us online at www.BringItToLife.com.

Social Network Platform Architecture



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