SOCIAL MEDIA MARKETNG FOR EVENTS

Presented By
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TURN WORDS INTO WEALTH

SEO Content Writer, Copywriter
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Social Media Marketing for Events

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Social Media Marketing for Events

AGENDA: BREAK IT DOWN

- What's All the Fuss About?
- 5 Simple Rules for Social Media Marketing for Events
- Create a Social Media Strategy for Events
- Develop and Build a Social Plan for Your Events

  Facebook, Twitter, LinkedIn, YouTube
- Integrate Social Media with Your Website/Event Website
- Combine Social Media and Event Registration

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Social Media Marketing for Events

Why Use Social Media Marketing

"Social Media puts the "public" into PR and the "market" into marketing."
-Chris Brogan, New York Times Bestselling Author, Journalist, Marketing Consultant and Speaker

Source: www.pewinternet.org/fact-sheets/social-networking-fact-sheet

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Social Media Marketing for Events

What's All the Fuss About?

According to Pew Internet Project's Research*, "As of January 2014, 74% of online adults use social networking sites."

*An organization that examines how Americans use the internet and how their activities affect their lives.

Who uses social networking sites

% of internet users within each group who use social networking sites

	All internet users	74%
a	Men	72
b	Women	76
a	18-29	89[cd]
b	30-49	82[cd]
c	50-64	65[d]
d	65+	49
a	High school grad or less	72
b	Some college	78
c	College+	73
a	Less than $30,000/yr	79
b	$30,000-$49,999	73
c	$50,000-$74,999	70
d	$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.
Note: Percentages marked with a superscript letter (e.g., [a]) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER

Source: www.pewinternet.org/fact-sheets/social-networking-fact-sheet

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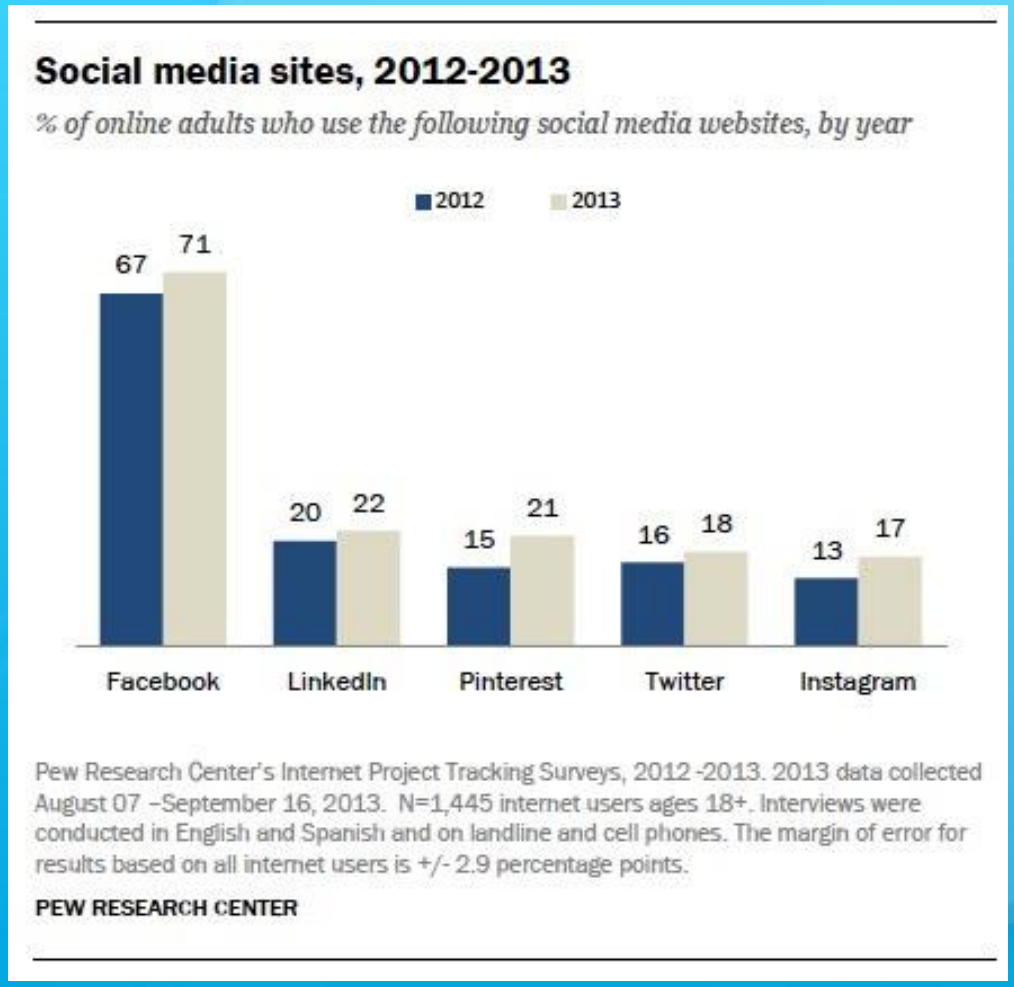
What's All the Fuss About?



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Social Media Marketing for Events

What's All the Fuss About?

FACEBOOK

Most popular social network across multiple demographic groups, e.g., men and women.

However, the social network has more women users than men. Teens still use Facebook.

TWITTER

Male users (22%) vs. women users (15%).

Twitter users

Among online adults, the % who use Twitter

	All internet users	*19%*
a	Men	22[b]
b	Women	15
a	18-29	35[bcd]
b	30-49	20[cd]
c	50-64	11[d]
d	65+	5
a	High school grad or less	15
b	Some college	20
c	College+	21
a	Less than $30,000/yr	23[c]
b	$30,000-$49,999	15
c	$50,000-$74,999	13
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PEW RESEARCH CENTER

Source: www.pewinternet.org/fact-sheets/social-networking-fact-sheet

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What's All the Fuss About?

PINTEREST

Majority of users are women.

LINKEDIN

Appeals to college graduates, business professionals and internet users within a higher income tax bracket; ages between 30 and 49.

Source: www.pewinternet.org/fact-sheets/social-networking-fact-sheet

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What's All the Fuss About?

YOUTUBE
Reaches more adults 18-34 than Cable TV.

INSTAGRAM
Appeals to younger adults.

Source: www.pewinternet.org/fact-sheets/social-networking-fact-sheet

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Social Media Marketing for Events

5 Simple Rules for Social Media Marketing for Events

Create an ATTENTION-WORTHY event!

- Incorporate multi-media, e.g., images and videos.

Engage with your audience.

- Respond to comments.
- Say, “Thank You!”

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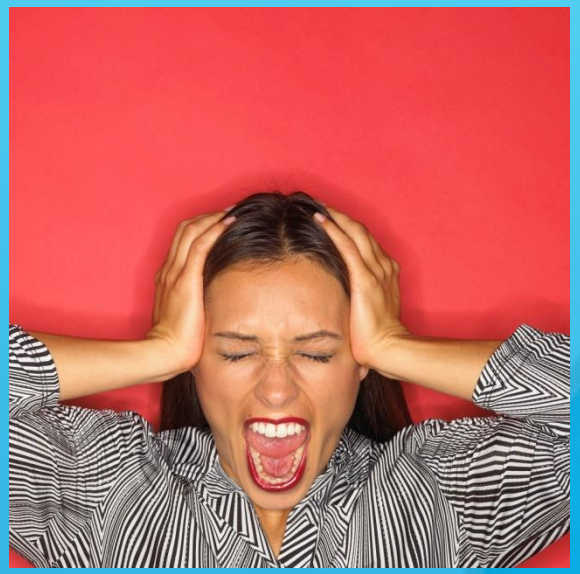
Social Media Marketing for Events

5 Simple Rules for Social Media Marketing for Events

Monitor the progress of events.
- Use analytics, e.g., Google and Facebook Insights.

Ask for and accept constructive feedback.
- Try not to take criticism personally.
  It's about your events, not you as a person.

Tweak your social media marketing for events.
- Discover what worked and what didn't.



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Create a Social Media Strategy for Events

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Social Media Marketing for Events

Create a Social Media Strategy for Events

Define your objective for your events.

Discover your TARGET AUDIENCE.

Develop better listening skills!
Listen and monitor conversations taking place online.

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Social Media Marketing for Events

Create a Social Media Strategy for Events

Determine social tactics and tools for your events.

Use social media throughout your events, from the registration process to the day of your events.

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Social Media Marketing for Events

Create a Social Media Strategy for Events

Define and set goals.

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Social Media Marketing for Events

Develop and Build a Social Plan for Your Event

- Facebook, Twitter, LinkedIn, YouTube

Build a presence for your events on social networks that your audience uses.

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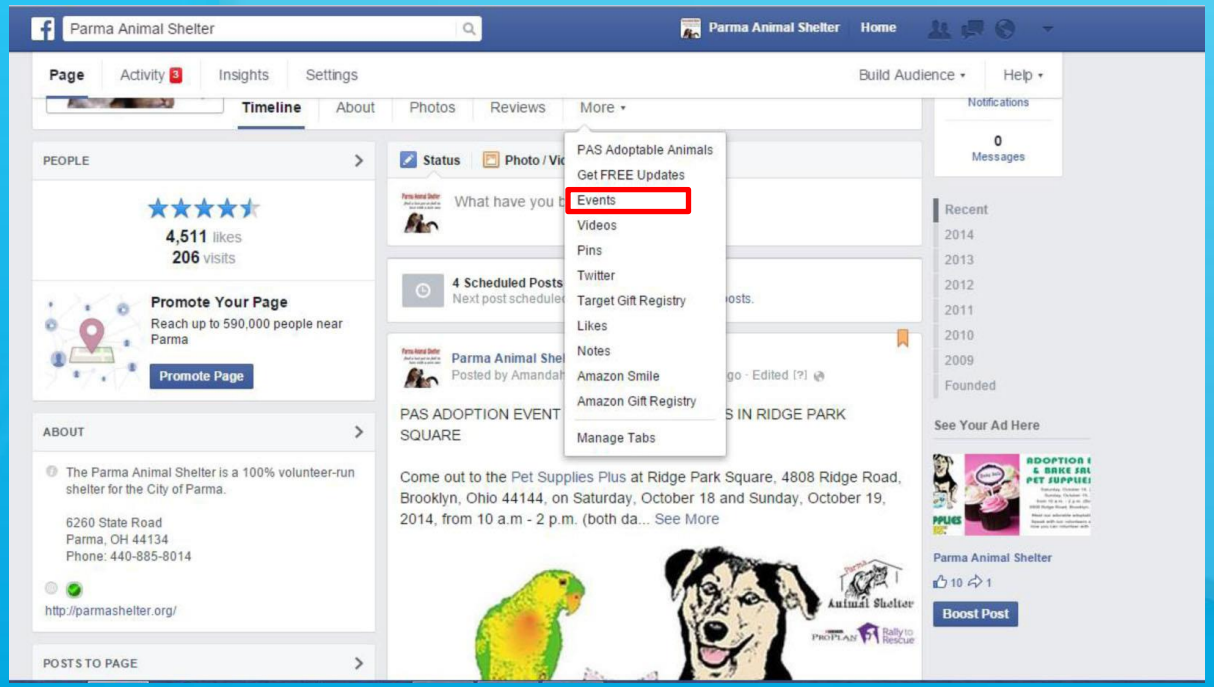
Develop and Build a Social Plan for Your Events

FACEBOOK

- Create your events using the Facebook Events application.



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Develop and Build a Social Plan for Your Events

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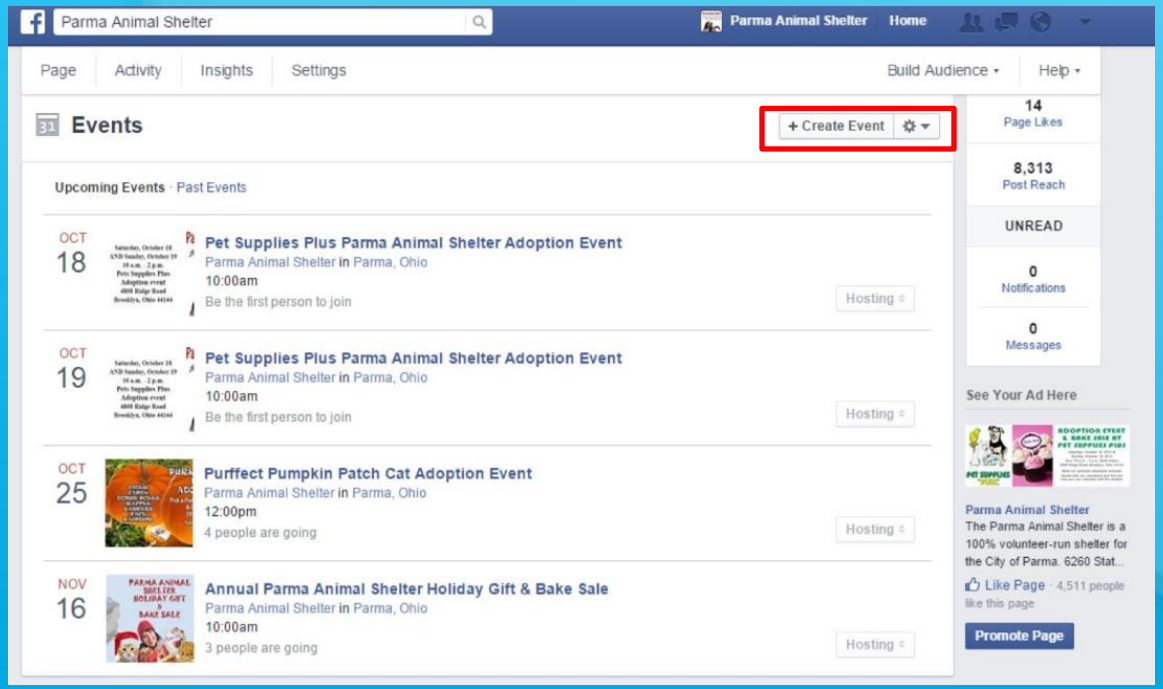

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Social Media Marketing for Events

Develop and Build a Social Plan for Your Events

FACEBOOK

- Create your events using the Facebook Events application.

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Develop and Build a Social Plan for Your Events

FACEBOOK

- Invite others to your event via sharing on your timeline or email.

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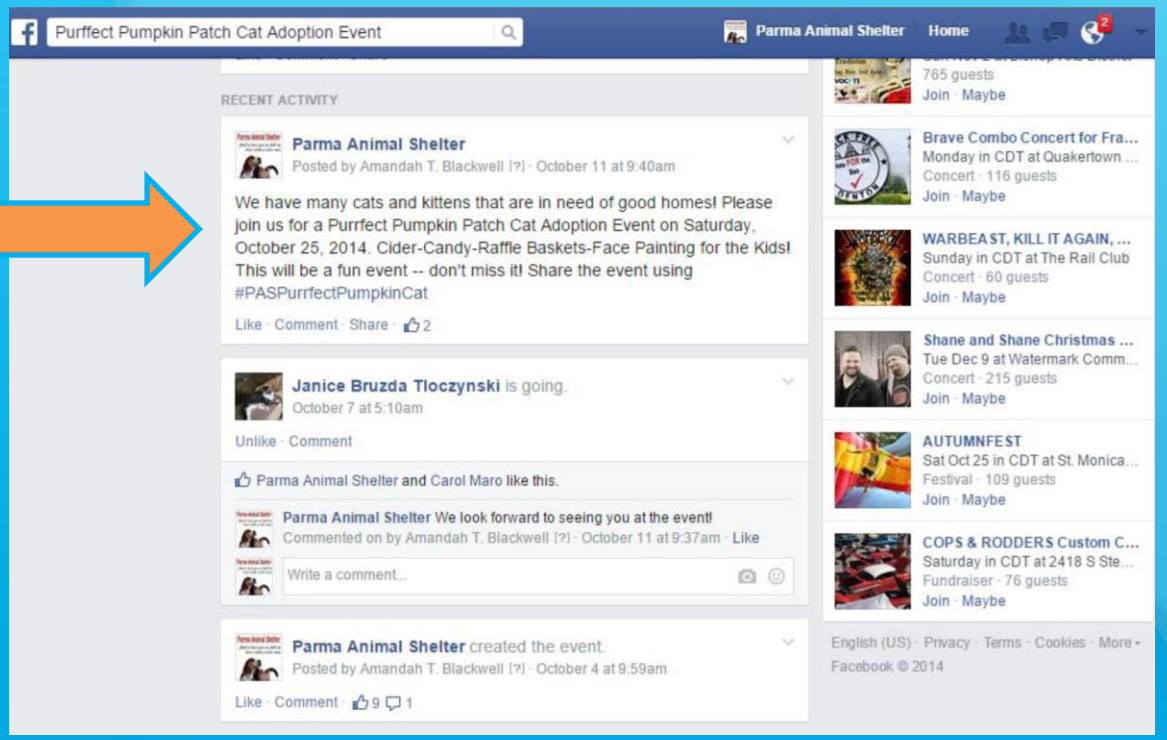
Social Media Marketing for Events

Develop and Build a Social Plan for Your Events

FACEBOOK

- Post and update on your event wall.



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Social Media Marketing for Events

Develop and Build a Social Plan for Your Events

FACEBOOK

- Create a Facebook Cover for your page and Event Cover.

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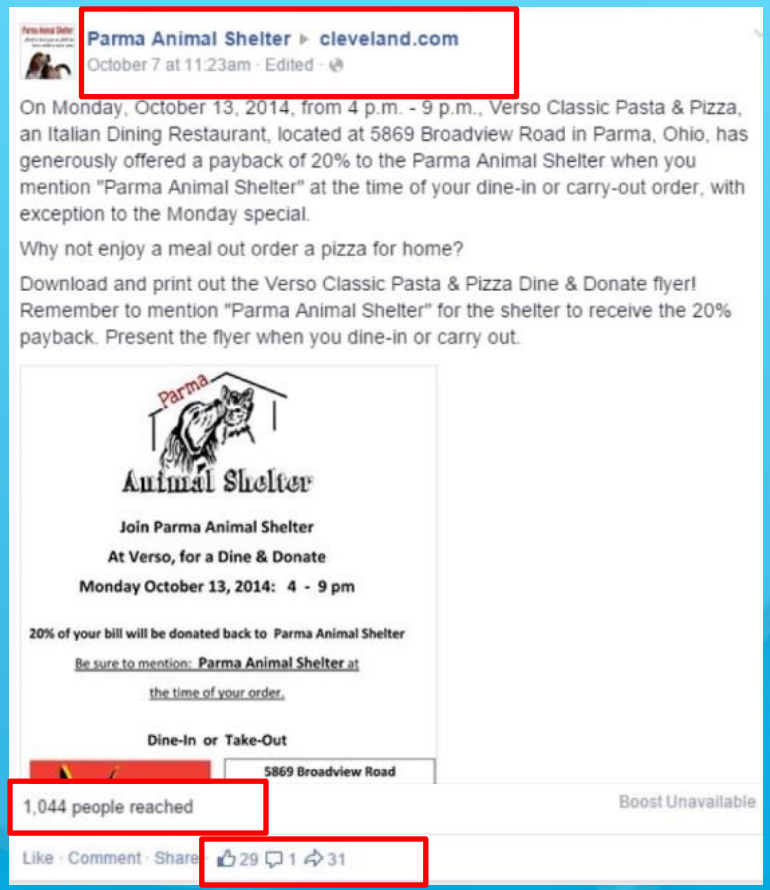
Social Media Marketing for Events

Develop and Build a Social Plan for Your Events

FACEBOOK

- Share your events with your audience on the Facebook pages and groups they use.

- Encourage your audience to check-in to your events on Facebook.



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Develop and Build a Social Plan for Your Events

TWITTER

- Create a Twitter account for each one of your events, or use your organization's existing account.

- Customize the Twitter Profile, i.e., create a header, background and profile picture.

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Social Media Marketing for Events

Develop and Build a Social Plan for Your Events

TWITTER

- Create a #hashtag for your events.

- Tweet about your event.

- Tweet during events – encourage audience participation.

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Combine Social Media and Event Registration

- Create and include an event hashtag and links to your social media networks in your eBlasts and Newsletters.

- Write a strong status/tweet for people to share.

- Give people an incentive to register.

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Social Media Marketing for Events

Combine Social Media and Event Registration

- Create questions for your event registrations. Use answers to develop your social media marketing for events.

- Encourage people to RSVP on social networks.

CLICK IT to RIP IT
A Woman's Journey To A Fit Lifestyle

1. What topics do you most want to learn about?
2. What social networks do you use the most?
3. What is your biggest concern with (fill in the blank)?

Anna Petras | ClickItToRipIt.com

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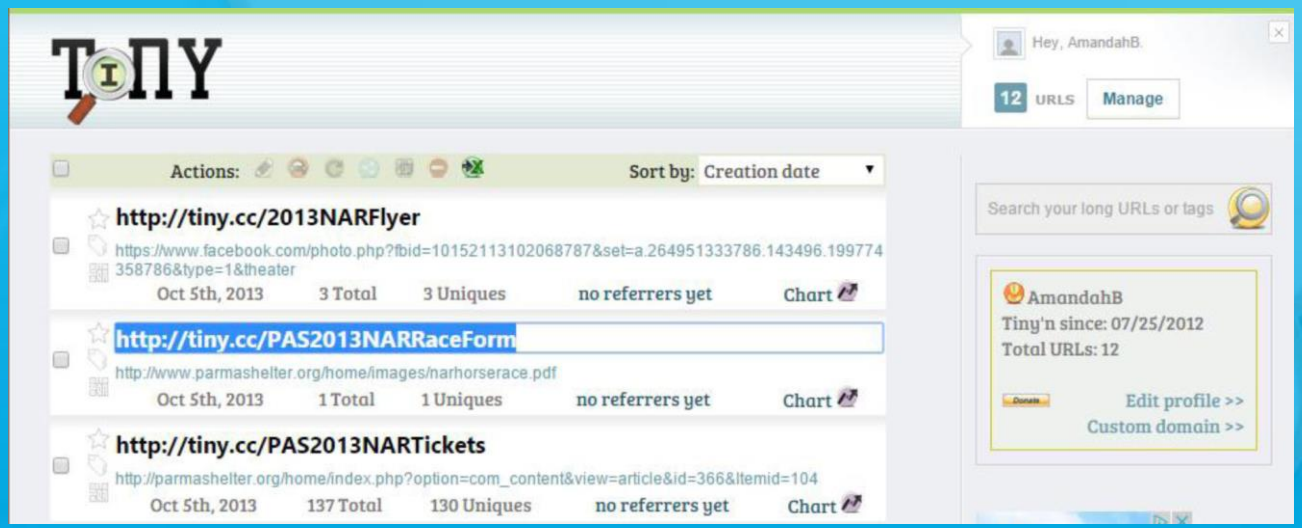
Social Media Marketing for Events

USE Social Media with Your Website

- Link to your social networks on your website/event website.

- Share links via ShareThis, AddThis, Click to Tweet, or a custom button.

- Use analytics to track links.



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Social Media Marketing for Events

Use Social Media with Your Website

- Take advantage of the Embed feature on Twitter and Facebook.

- Give attendees permission to share their contact information, including their names, email addresses and social networks.

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Thank you!

Amandah T. Blackwell

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