

2017 SOCIAL MEDIA CHECKLIST FOR EVENT PROFESSIONALS BY TOURISME MONTRÉAL

When it comes to social media, it's all about connection. But which platform will best connect you with your attendees? Use this simple guide – updated for 2017! – to optimize your next big event. Good luck—and don't forget to share this checklist with your team!

Before you begin, prepare your game plan:

- Define your objectives (Attendance-building? Information? Media buzz?)
- Establish your hashtag (something easy and memorable)
- Set a budget for the time and money you can invest
- Create a content calendar, even if very high level



FACEBOOK

Good for: People-oriented events with a high visual and social content, groups with promotional budgets

Not so good for: Smaller, elite events

Pros: Sheer numbers and ability to incorporate updates, event invitations and rich media

Cons: Long lead time to build fan base and engagement; high level of monitoring time required; organic reach has never been lower (i.e. for bigger reach, expect to pay)

Pro tips: Set aside a budget, however modest, for paid promotions and try Facebook Live to stream behind-the-scenes preparations or snippets of the event.



TWITTER

Good for: Tech-friendly events with high level of information; making contact with media and influencers; sharing quotes from keynote speakers

Not so good for: Expressing long thoughts or impressions

Pros: Instantaneous dialogue and conversation, reach beyond event attendees

Cons: It's a "noisy" environment, hard to compete for attention, requires active daily moderation and interaction to build following

Pro tips: Always include a visual (photo, GIF, video), tag or retweet influencers and, if your budget permits, invest in Twitter ads to promote your hashtag.



INSTAGRAM

Good for: Events with visual appeal and highly social attendees

Not so good for: Events with text-heavy communications or limited photogenic appeal

Pros: Easy to integrate into other platforms, especially Facebook and Twitter

Cons: Logistical requirements for permission to post photos of people

Pro tips: Always include your hashtag, of course, but don't be shy to use multiple hashtags. Include a link to your website in your bio.



LINKEDIN

Good for: Establishing professional connections before the event and maintaining network afterwards

Not so good for: Sharing content during an event

Pros: Well respected and trusted in many professions

Cons: Difficult to build engagement and interactions, not checked daily by many users, lingering reputation as a job search or recruiting tool

Pro tips: Just like Facebook, you can promote posts ("sponsor updates") and target by Geography, Language preference, Function, etc.



PINTEREST

Good for: Design, tech or visually oriented events; creating mood boards to share with your team and supplier

Not so good for: Events with a strong male demographic, as more than 70% of Pinterest users are female

Pros: Visually appealing and a simple interface, more than 150 million monthly active users

Cons: Difficult to use during an event; a closed network (i.e. users must create accounts to see content)

Pro tips: Create collaborative boards where different users can share photos and videos. Pinterest has improved its search engine so write descriptions as you would for your website to help people find your content.



YOUTUBE







Good for: Filming short video clips and interviews with presenters/attendees, as well as livestreaming event (if copyright is not an issue)

Not so good for: Events with little visual or interactive components

Pros: Captures a sense of being at an event

Cons: Editing and uploading video can take time and skill (or money)

Pro tips: Think small. Attention spans are short so try short (30 seconds or less) videos with teasers, announcements or behind-the-scenes clips. Boost your SEO by ensuring videos have proper titles, descriptions and tags.

NETWORK	BEFORE EVENT	DURING EVENT	AFTER EVENT	TOURISME MONTRÉAL ON SOCIAL MEDIA
FACEBOOK 	<input type="checkbox"/> Create event your organization's page (unless your event is strong enough to merit its own page) <input type="checkbox"/> Post information about the event <input type="checkbox"/> Update event as details are released (example: keynote speaker confirmed)	<input type="checkbox"/> Share photos and regular status updates <input type="checkbox"/> Encourage attendees to share impressions, check-in to places, and "tag" themselves	<input type="checkbox"/> Post a "Thank You" status update <input type="checkbox"/> Evaluate results with Facebook Insights <input type="checkbox"/> Organize photos into albums <input type="checkbox"/> Encourage attendees to continue to "tag" themselves in photos	facebook.com/Montreal
TWITTER 	<input type="checkbox"/> Create a Twitter account for your association or business <input type="checkbox"/> Establish an official hashtag for the event <input type="checkbox"/> Mention the event daily; share relevant media coverage; use the hashtag <input type="checkbox"/> Include your hashtag in all your communication tools (newsletters, website, etc.)	<input type="checkbox"/> Have a real person monitoring the Twitter feed and hashtag <input type="checkbox"/> Ensure your official hashtag is visibly displayed around the event space <input type="checkbox"/> Create a Twitter wall to broadcast tweets <input type="checkbox"/> Share updates, news, key statements, general information <input type="checkbox"/> Respond in real time to attendees who mention account and use Hashtag <input type="checkbox"/> Post a photo of a prominent keynote speaker with a quote	<input type="checkbox"/> Share photos, videos, media coverage <input type="checkbox"/> Monitor impact with a tool such as Twitalyzer.com <input type="checkbox"/> If the account won't be active until the next meeting, post a "See you soon" tweet and share other ways to stay connected	@MeetMontreal (M&IT) @Montreal (Leisure travel - English) @MonMontreal (Leisure travel - French) @tourismemtl (Corporate profile)
INSTAGRAM 	<input type="checkbox"/> Create a profile for your association or business <input type="checkbox"/> Use the same Hashtag as your twitter account <input type="checkbox"/> Provide the URL of your event on your page's bio <input type="checkbox"/> Promote the Instagram account from your other social media profiles	<input type="checkbox"/> Allocate the Instagram account to one eager person <input type="checkbox"/> Take photos of presenters, attendees, and venue <input type="checkbox"/> Keep the tone light and aesthetically pleasing – it's not the place for sales <input type="checkbox"/> Use the hashtag	<input type="checkbox"/> Download photos and archive <input type="checkbox"/> Create an album on Facebook or Pinterest	@Montreal
LINKEDIN 	<input type="checkbox"/> Optimize your company page <input type="checkbox"/> Encourage professional colleagues to join group <input type="checkbox"/> Promote event on other groups within the same field	<input type="checkbox"/> Post daily updates to group <input type="checkbox"/> Share relevant media links	<input type="checkbox"/> Share event reports, blog posts or white papers	linkedin.com/company/tourisme-montreal
PINTEREST 	<input type="checkbox"/> Create an account <input type="checkbox"/> Create boards related to event content, venue or location <input type="checkbox"/> Review own homepage for photo and video quality	<input type="checkbox"/> Monitor account activity (likes and repins)	<input type="checkbox"/> Publish photos and videos <input type="checkbox"/> Link pictures with keywords	pinterest.com/visitmontreal (Leisure travel) pinterest.com/meetmontreal (M&IT)
YOUTUBE 	<input type="checkbox"/> Create a playlist your YouTube channel <input type="checkbox"/> Film a short "trailer" for your event	<input type="checkbox"/> Livestream the event <input type="checkbox"/> Film short interviews with presenters and attendees on a smartphone and immediately upload	<input type="checkbox"/> Edit video clips and other content, post event highlights	youtube.com/TourismeMontreal