# Best Practices for Live-Tweeting an Event

## Preparing for the Event

### 1. Research the event before you go

- Is there a Hashtag for this event? Be sure to include it in ALL tweets to stay connected to the event network.

- Does the event or company/organization hosting the event have a Twitter handle? Be sure to tag them when appropriate.

- Is there a mobile app for the event? Download it! Many event apps have great tools for managing your event schedule & networking while you're there.

### 2. Promote the event ahead of time

- Spread the word to your current fans & followers in the days leading up to it that you will be live-tweeting from the event. Be sure to post on your LinkedIn company page (and any other social accounts) as well to reach your different audiences.



> **Marsden Marketing** @MarsdenMktg · Sep 7
>
> A few Marsden team members will be invading Boston this week to attend @INBOUND! Who else will be there? #INBOUND15 @HubSpot

## 3. Review the event's media policy

- Be aware of any policies regarding media (photographs, NDAs, videos, etc.) for the event before you start posting. You don't want to get flagged for posting photos of new product announcements or selfies with the CEO if they kindly asked you to refrain ahead of time.

## 4. Make time for networking

- Looking to network? See if the event is promoting any opportunities to meet up with your fellow attendees while you're there. Already planning on attending a networking event? Let people know. Tweet out a few times ahead of the event with the time and location.

> **Marsden Marketing** @MarsdenMktg · Sep 9
>
> We'll be at the @TavernRoad seaport party tonight on Congress Street. Looking forward to meeting fellow #INBOUND15 goers there!
>
> ★ 4

## 5. Identify & reach out to media partners

- Does the event's website list any media contacts or partners that will be at the event? Make a list of goals ahead of time – who do you want to talk to, what stories or ideas would you like to pitch to them, etc.

- Reach out to contacts ahead of time to see if they're available to meet, or attend any media opportunities while you're there. This is a great opportunity to pitch potential stories or partnerships to them. Be sure to include links to your website, social media accounts, and your blog when reaching out.

# Best Practices for Tweeting

## 1. Strive for content that is "retweetable"

- A lot of content will be shared at most industry events. Try to pick out key quotes/sound bytes, big ideas, overarching themes, or statistics that are easy for readers to digest & relate to, even if they're not at the event.
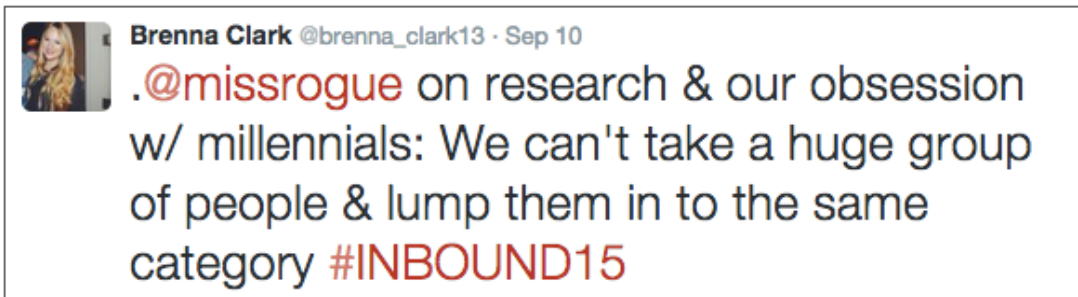


## 2. Engage with speakers and industry leaders

- Events are a great way to interact with key industry leaders & speakers. Do a quick search on Twitter & see if the upcoming speaker, or their organization, has a Twitter handle you can include in any tweets you send about their session.



## 3. Don't start tweets with a Twitter handle

- Try not to start tweets with a person's handle, even if you're replying to them; it will only show up in the timelines of people who follow both you and the person you respond to. If you want your response to be visible to everyone who follows you, put a period or text before the @username.

Brenna Clark @brenna_clark13 · Sep 10

.@missrogue on research & our obsession w/ millennials: We can't take a huge group of people & lump them in to the same category #INBOUND15

## 4. Take notes & tweet after the speaker is finished

- It can be distracting to tweet during the event, and can also take away from your personal experience of the session. Write or type "retweetable" content down as it's being given, and send tweets out after the speaker has finished. This is also good to do if you plan on writing a follow up blog post about the event.

## 5. Include media in tweets when possible

- Images & videos are a great way to mix up the content you're sharing at events. Images also tend to get shared & retweeted more often than text tweets. Take a picture of the speaker, or any important slide from the presentation (if possible), and include it in your tweets for added engagement.



Brenna Clark @brenna_clark13 · Sep 11

CEO @peretti on how @BuzzFeed's content strategy is constantly evolving to better serve their audience #INBOUND15

## 6. Share, Retweet, and interact with other event attendees

- Sharing your own experience from the event is great, but this is also a good opportunity to interact with your peers. Follow the event hashtag to see what other attendees are talking about. Reply to, retweet, or favorite other great posts, (as long as they're brand-appropriate), from your favorite sessions, or ones you weren't able to attend.

## 7. Show your personality

- Even if you're tweeting from a company account, events are a great way to show the personal side of your brand. Share pictures you snagged with event speakers, other attendees, or your group at a networking event, (again, at your own discretion).

## 8. Proofread before you hit send

- Nothing is worse than sending out a social media post with an epic grammar or spelling mistake. Proofread your posts, read them out loud, or have your co-worker read it before you send it out to the masses.



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