Event Planning and Social Media

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What is the Event About?

**TITLE**
- Question or a call to action
- Should attract people

**BLURB**
- Maximum of 1 paragraph
- Short, concise, to the point

**OPENING AND CLOSING REMARKS**
- Impactful people
- Bookends to great content

**PANELISTS**
- Diversity of voices
- Equity of participation
Graphic Design

- Header for the email/Social Media post
- Posters
- Handouts (Bios and/or Agenda)
- Campus TV Screens
Most important social media platform
Send email invite with registration link
Email must contain ALL relevant info
Assess need for a reminder
NEVER send a second reminder
Eventbrite

- Details, blurb, participants
- Setup tickets and dates for sale
- Setup payment (if necessary)
- Delay releasing sales
- Sync with Facebook
Facebook

- Embed the event from Eventbrite
- Promote the event, pin it
- Develop a catchy hashtag
- Embed photos of the event
- Post videos of the event, organized in a playlist
- Promote post-event actions
Twitter

- Promote the event, tag participants
- Pin the Tweet
- Always have a link for registration
- Develop a catchy hashtag
- Do live-tweeting, quotes, titles and photos
- Promote post-event actions
LinkedIn

- Promote the event, tag participants
- Pin the post
- Have a link for registration
- Develop a catchy hashtag
- Promote post-event actions
YouTube

• Post videos of the event, organized in a playlist
• Post all videos at the same time
• Use playlist link on other social media platforms
• No need for snackable videos
• No need for one-hour videos
Instagram

• To be used with curated photos
• Could be synced with Facebook
• Best five
• Stories and/or Feed
Thank You Notes

- Automatic e-mail through Eventbrite
- Tweet
- Other Social media post (Facebook, LinkedIn)
- E-mail after the wrap-up
Post-event Wrap-up

- Extract the attendee list from Eventbrite
- Add the contacts to your mailing list
- Stay in touch, sending links to photos/videos/future events
Thank You!

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