Step-by-Step Guide

PREPARING SOCIAL MEDIA CONTENT FOR EVENTS

PHASE 1: PLANNING

1. **Identify primary social media objective for your event:**
   - Pre-event promotion
   - Post-event promotion

2. **Identify secondary social media objective(s) for your event:**
   - Increase awareness regarding specific event and or event topic
   - Increase awareness regarding content, program, or initiative related to event
   - Highlight individual tied to event (i.e. – speaker, alumni participant/attendee, faculty, staff, etc...)
   - Call to action (resulting in conversion, i.e. – registration completion, volunteer sign-up, giving, form/survey completion, subscription sign-up, info update, etc...)

3. **Identify assets you will use to achieve selected objectives:**
   - Photo(s)
   - Video(s)
   - Quote sourced from event speaker, alumni participant, or participating faculty member
   - Link to related content (i.e. – web page, web site, online article, video, photo album, etc...)
   - Link to conversion site (i.e. – registration site/form/email contact, volunteer sign-up form, subscriptions sign-up form, survey form, info update page/form, giving site, etc...)

4. **Identify social platform(s) to post event content:**
   - Facebook
   - Twitter
   - Instagram
   - LinkedIn
   - Flickr
   - YouTube

   *Determine using “How to Choose Your Social Media Platform” playbook document.

5. **Identify preferred date(s) to schedule event post(s):**
   - Month/Day/Year
   - Time (optional)

   *Determine using “When to Schedule Your Social Media Event Posts” playbook document.
PHASE 2: COMPILE CONTENT FOR POST

1. Select photo or video to use in post

2. Draft message to accompany post
   If you plan to include a link
   1) Make sure it’s shortened using bitly (https://bitly.com/)
   If you plan to include hashtag
   1) Make sure it’s specifically tied to the event, otherwise feel free to use one of the School’s featured hashtags:
      ▪ #CBSAlum
      ▪ #CBSStudents
      ▪ #CBSFaculty
      ▪ #AttheCenter
      ▪ #WhyIGive

3. Coordinate and schedule post on your social media accounts.

ADDITIONAL CONSIDERATIONS

➢ Are there attendees you can tag in the pictures or post message?

➢ Does your event have a hashtag?

➢ Who will take photos and/or collect quotes from participants at the event?

➢ Have you checked with participating alumni, speakers, and/or faculty about their willingness to be featured on social media?

➢ Does your event have specialized branding that can be featured as an image in your post(s)?

➢ Are there any non-CBS social media accounts/presences tied to the event that could be mentioned/tagged in your post(s)?