

# Planning Ahead for a Successful SHARE Event

## For Speakers and Exhibitors

### Why Use Social Media *Before* the Event?



- Establish credibility within the industry
- Generate awareness about your presence
- Enable attendee engagement
- Start dialogue with attendees and potential attendees

### Promoting Your Presence

- Use the event hashtag **#SHAREpvd** to join the conversation
- Inform your audience
- Tag **@SHAREHQ** in posts
- Utilize provided marketing kits
- Engage with attendees
- Add commentary to retweets

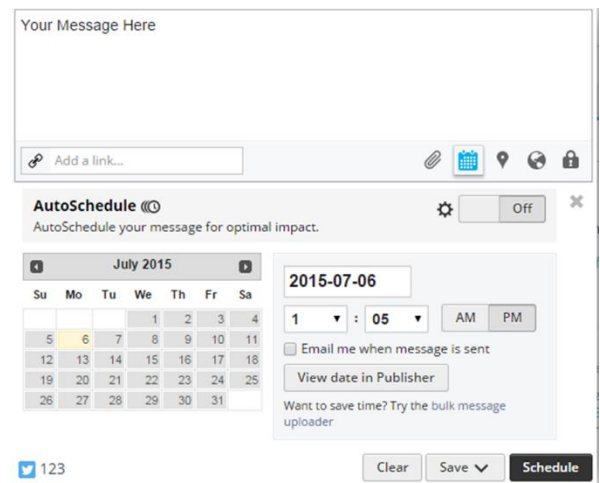
### Planning Ahead

- Use scheduling tools (i.e. Hootsuite, SproutSocial)
- Scheduling tools offer URL shorteners and analyze your performance
- Make changes to posts before they go live
- Pre-scheduled posts give you the ability to focus on the event while still having a presence

### Don't Forget to Be Spontaneous!

*Supplement pre-scheduled posts with live Tweets from the event. You want to provide people with the overall event experience, such as:*

- Overheard commentary
- Interesting facts
- Favorite moments
- Pictures



Hootsuite