

Events Using Social Media - Planning Checklist

Pre-Event:

1. Choose #hashtag. Keep hashtag short, make sure it is available (examples: #ISPAC13, #IamEH, #EHSCC2014)
2. Place the hashtag on event materials and web site.
3. Assign at least one person to tweet and engage on Twitter during the event.
4. Set Goals (see next page for an example)
5. Organize the Center web site so it has a page highlighting ISPAC 2013.
 - a. What can we add to the web site that would promote our research?
 - b. Steer people to specific related information on the SRP page.
6. Share hashtag for event with stakeholders like NIEHS, EPA, CDC/ATSDR, and other Centers on social media (Create Buzz). Mention to appropriate news outlets via Twitter.
7. List what type of tweets would be of interest to stakeholders.
8. Send email out to stakeholders with example tweets to cut and paste and images to share
9. **Pre-plan tweets** (for example from proposed abstracts so they will be ready to be tweeted during the conference.
10. List photographs of people to take that would be useful for the web site and tweets. (Examples: student poster awards, hands-on activity, field trip).
11. Promote event and the twitter hashtag to everyone. (Share in Center Newsletter)
12. Don't forget to share about event and hashtag on **LinkedIn**, other platforms (depending on where your audience is)
13. May be worthwhile to register hashtag with <http://www.symplur.com/healthcare-hashtags/>

During the Conference:

1. Put up hashtag in visible location. Remind people to use hashtag when tweeting.
2. **Tweet and** acknowledge and appreciate tweets by "favoriting" "retweeting" "replying". Occasional "thanks"
 - o Be sure to use hashtag and shortened link (via hootsuite, bit.ly, etc.) that can be tracked for post-evaluation)
3. What would be a fun way to get people to tweet and award people for tweeting? Scavenger Hunt, contests, trivia, etc.
4. Use platform like **TweetChat** to easily tweet and track with hashtag: <http://tweetchat.com/>
5. Capture photos and very short video with **iPhone** to be included with some tweets. [DSLR camera (higher quality camera) will capture photos to be used on the web site to highlight the event.]
6. **Option:** Use **Twitter Board** during the event on a screen or monitor to capture who is sharing and what they are sharing live. It is a Twitter Wall and a way to visualize tweets/build community. <http://www.tweetbeam.com/> or <https://tagboard.com/>
7. **Capture Tweets:**
 - If there are worthwhile tweet and sharing going on Twitter. Use **Storify** to archive selected tweets into an on-line document to share from the website. Can archive selected tweets from the conference as a whole or separate them into topic or speaker. <http://storify.com/> (but be sure to do it within a week of event)
 - Embed interesting tweets into web site to save long-term and share post event.

For Facebook:

- Share selected pictures and highlights during the conference
- What would be fun for your audience? Topic Trivia?

Post Event:

- Highlight event on web page (extend lifetime of event)
- Create event story for blog, newsletter or web site
- Share summary web page on Twitter post event, keep tweeting with new connections and on relevant topics with hashtag
- Do post evaluation and share results internally.
 - Were goals met?
 - What worked and what didn't work? Why?

Post Evaluation Example:**Twitter and Facebook**

Goals	Metrics	Tool to Measure
Increase engagement on social media	<ul style="list-style-type: none">• # of people tweeting during the event• # of click-throughs• # of retweets and replies• Before and after Klout score	<ul style="list-style-type: none">• Twitter Analytics• Hootsuite
Build relationships with stakeholders	<ul style="list-style-type: none">• # of new followers/likes that are stakeholders• # of retweets/shares and replies specifically from stakeholders• feedback/testimonials from stakeholders	<ul style="list-style-type: none">• Twitter Analytics• In-person comments and observations
Promote Center research	<ul style="list-style-type: none">• # of new followers/likes (overall)• # of people visiting the web site from social media during the event. How many pages do they visit? How long do they stay on the site?• # of new Newsletter subscriptions.	<ul style="list-style-type: none">• Twitter Analytics• Google Analytics• eNewsletter subscription service

Note: See "Twitter Cheat Sheet" for free Twitter Analytical tools