



EVENT SOCIAL PROMOTION PLAN

Event name:
 Event type:
 Event date:
 Event link to promote:

Industry:
 Target audience:

Target social platform(s):

Official event hashtag:
 Other hashtag:
 Influencers to tag, follow, comment on:

Recommendation outline:

	GOAL	WHAT TO POST	VOLUME
BEFORE EVENT	Bring attention to your participation, the value of the event, and to help drive attendance.	Promote main event link or registration page link. Some posts can be reposts or comments on the organizer's post or a participating influencer.	Twice a week for three weeks or more, based on the event run up time, on LinkedIn. Post less often when event is more than three weeks away (once a week or every other week).
DURING EVENT	Bring attention to your participation and the value of the event.	Quotes from other influencers and your own comments on them – use event hashtag in every post or link to the event host. Include photo when possible. Comment on other event content as well.	Multiple times a day during the day(s) the event is held.
AFTER EVENT	Continue gaining value from the event by driving further conversation about the event and the fact that you were part of it.	Use things that were discussed during the event as topics for posts. Use the event hashtag.	Once per week for a couple of weeks, and another a month later if possible.



Recommended example posts:

	EXAMPLE 1	EXAMPLE 2	EXAMPLE 3
BEFORE EVENT	I'll be attending XYZ on ___, and looking forward to being part of ____ #___ #___ #___ [Link to event]	I'll be speaking at XYZ on ___ about _____. I hope you'll be joining me. It's a great opportunity to _____. See you there! [Link to event]	The 2023 XYZ event will deliver _____ and I can't wait to be part or it (or attend). Hope to see you there. [Link to event]
DURING EVENT	"__quote__"- Name of speaker. Your comment on the quote. #_event hashtag_ #___	Share photo and comment about event. #_event hashtag_ #___	Photo of you speaking (either selfie or have someone take it). Today I spoke at XYZ about _____. I'm grateful to _____ for inviting me to speak. #_event hashtag_ #___
AFTER EVENT	Huge thanks to XYZ and _____ for inviting me to speak last _____. It was a valuable conversation #_event hashtag_ #___	XYZ was an amazing experience and I'm grateful to @__ for inviting me to be on their panel: _____ #_event hashtag_ #___	Share photo and comment about event. #_event hashtag_ #___