Harnessing the power of social media to promote your activities: An IET Communities guide

Why use social media before your event?

- Create a buzz around your event to increase delegates
- Help inform the content of the event and potential questions for the speaker.

Pre-event

Create hashtag for event e.g. #ietswindonpower for a Swindon LN event on Nuclear Power

Include event hashtag and speaker’s Twitter handle in event webpage, posters and flyers.

Create discussion in your Engineering Communities group communities.theiet.org asking for questions in advance to speaker/s.

Get your message across in 140 characters on Twitter. You can send out multiple tweets.

Use www.bitly.com to shorten any URLs on Twitter.

Try to mention the Communities team in your tweets @ietcommunities. We can then re-tweet!

Mention the speaker in your tweets so they can re-tweet as well.

Ensure venue has free wifi or 3G/4G access.

Create holding slide for event. On slide encourage delegates to take photos and tweet about event mentioning your hashtag. There is a holding slide template at www.theiet.org/event-slide

Example of a post event blogpost on Engineering Communities can be found at http://bit.ly/1ILSvW9

Use www.bitly.com to shorten any URLs on Twitter.

Take photos and tweet during event. Mention insights from speaker and summarise questions from audience.

Tweet links to your blogpost and ask the speaker/s to do the same.

Atmosphere is building at the #ietyngermanytransport event - Looking forward to hearing from Oskar Baumann @ietcommunities

Here is Oskar Baumann talking about developments at Mercedes #ietyngermanytransport @ietcommunities

Audience asking Oskar Baumann what improvements have been made to the production line @Mercedes #ietyngermanytransport

Do you have a question for Oskar Baumann? Tweet us using #ietyngermanytransport

Do you have a question for @lucysmith for the #ietswindonpower event on 27 May. More details bit.ly/545536 @ietcommunities

Exciting news! Lucy Smith confirmed as a speaker for the #ietswindonpower event. More details bit.ly/545536 @ietcommunities

Seats being booked fast for the #ietswindonpower event on 27 May. Reserve yours for free on bit.ly/545536 @ietcommunities

Looking forward to @lucysmith giving a talk at the #ietswindonpower event bit.ly/545536 @ietcommunities

Unable to make the #iethongkongdesign event yesterday? Chris Lee’s presentation and photos now online bit.ly/528223 @ietcommunities

Did you enjoy the #iethongkongdesign event? Then come along to our next event #iethongkongcomms bit.ly/2387464 @ietcommunities

Resources from the #iethongkongdesign event are online bit.ly/528223 @ietcommunities

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Tweet links to your blogpost and ask the speaker/s to do the same.

Why use social media during your event?

- Include people who are unable to attend
- Quieter delegates can make comments or ask questions
- Helps include wider community into your events.
- Helps create engaging post event content

During event

- Include people who are unable to attend
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Post-event

- Showcase the content from your event
- Provide audience with ongoing engagement which can lead to promotion for your next event

Why use social media after your event?

- Showcase the content from your event
- Provide audience with ongoing engagement which can lead to promotion for your next event

- Include people who are unable to attend
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Post-event