

Fact Sheet: Post-event Social Strategies

How can I keep the momentum going after my conference or event?

Your event or conference went well. You learned a lot, and you have lots of ideas you want to put into practice. Many of the conference attendees likely think the same. So first and foremost, follow up with the new contacts you made before and during your conference.

Send a note via email or LinkedIn, thanking people for attending. For people you personally contacted, say how much you enjoyed meeting them at the conference. Follow up on questions they asked and send information they requested.

If you really want to impress someone, and you have their snail mail address, send a handwritten thank-you note.

How can I use other social media?

- Connect with your new contacts on LinkedIn, Twitter, Facebook, Pinterest and Google+. Search LinkedIn, and connect with your contacts if you haven't already.
- Use Twitter Search to review the tweet stream from the conference; retweet interesting information that attendees tweeted. Follow up on conversations you started during the conference.
- Post comments on Facebook
- Recap the event in blog posts
- Upload photos from the convention and encourage those in the photos to tag themselves and to post additional photos.
- Post video you or others took during the convention.
- Write a blog post reviewing the event. Let people know where they can get materials from the conference, if available. Post links to your blog post on Facebook, Twitter and other social media.

How can I leverage what I learned for my next event?

Review the social media plan you used during the conference. Were there any technical glitches? What was the most successful medium? Now is the time to adjust your plan so you'll be ready for your next event.

Investigate other forums that could serve you well at future conferences. Consider blogging on Tumblr or creating a conference-specific page on Foursquare to share information with attendees at your next event.

Have questions?

NSI Partners can help. Please contact Tom McClintock at 719-328-0042, x801, or Tom@NSIpartners.com.