Social Media Template for Event Marketing and Content Planning

flock
Eventing Platform

Checklist Template

Event Name:

Event Date & Time:

Social Media Managers Assigned to event:

Event mission statement:

1 Pre-Event Planning

- [ ] Create announcements and promotions timeline
- [ ] Create visual elements for all channels to support event
- [ ] Set up a Facebook page for your event
- [ ] Designate social media managers to engage with your social channels, and add paid advertising to target specific audiences.
- [ ] Book a photographer to capture the event well in advance

2 During Event

- [ ] Interview attendees for post-event blog content
- [ ] Monitor hashtags and company mentions across all social platforms
- [ ] Retweet and reply to interesting questions attendees might have on Twitter
- [ ] Encourage employees who are attending the event to post updates, photos and retweets
- [ ] Share stories and live videos from the event across social media platforms like Facebook, and Instagram

- [ ] Post content to all the different social media platforms and monitor these posts throughout the day
- [ ] Ask attendees to tag / mention event on social platforms

3 Post Event

- [ ] Create a blog post about the event
- [ ] Measure engagement across social media platforms
- [ ] Promote follow up materials
- [ ] Connect with and thank everyone that shared content about the event on their social media pages
- [ ] Post-event content assessment