



Speakers Social Media Template

Pre:

In the lead up:

- Share the event via social media to raise visibility for the organiser
- Check out the event hashtag and connect with people via Twitter and LinkedIn
- Include your Twitter handle and event hashtag on your slides
- Add your slides to Slideshare
- Set up a resources page with your contact details, slides and resources.

On the day:

- Tweet about event using the hashtag
- Interact with fellow tweeters
- Use Buffer to schedule a few tweets to coincide with important points you'll make when you are speaking (it will seem like magic!)

During:

On stage:

- Tell people your Twitter handle
- Encourage people to tweet
- Remind the audience about the hashtag
- Invite people to tweet you questions
- Get someone to film your keynote
- Share the resources page link
- Ask attendees if they'd like to receive your resources via email and opt-in to your newsletter (make it easy for them if they say yes and collect their business cards)

Post:

At the venue:

- Answer further questions
- Mingle with attendees
- Get some photos

Follow up:

- Reply to tweets
- Post photos to Facebook and tag
- Transcribe any business cards via Shoeboxed
- Email attendees the link to your resources page
- Send a thank you note to the organiser
- Connect with people on LinkedIn and ask for a few LinkedIn recommendations