

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



Pre-event

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.

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.



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



Do you have a question for **@lucysmith** for the **#ietswindonpower** event? Submit them on **Engineering Communities** bit.ly.com/387786



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



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



During event

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

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

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

Ask delegates to tweet questions and get speaker to address these.



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



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



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



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



Post-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

Upload photos, film, tweets, presentations etc into your group on **Engineering Communities** as a blogpost.

Example of a post event blogpost on **Engineering Communities** can be found at <http://bit.ly/1ILSw9>

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



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



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



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