

Using social media to learn from conferences

preconference prep - during the conference - post conference



1. PRECONFERENCE PREPARATION

Social media can be used to promote the event and to start to build a community prior to the conference.



#hashtag

Creating a blog site is an easy way to provide a web presence for your event.

An event Twitter account is useful to promote blog posts and information leading up to and during the event. Twitter can also be used to connect with speakers and participants.

Choose a unique hashtag. This is a useful way to filter and curate posts about the event; and will encourage people to share these with their networks across different social media sites.

Gather @Twitter names and add to name badges and session programmes.



DURING THE CONFERENCE

2.

Social media can be used to develop connections, share insights of what's going on throughout the event, and answer questions.



Promote each of the sessions and the speakers.



Participants can share quotes and key points



Consider live streaming keynote speakers



Virtual participate by following the event hashtag

3. POST CONFERENCE

Social media has the potential to keep the conference conversation going long after the event by sharing and retweeting outputs from the event.

- Retweets
- Likes
- Mentions



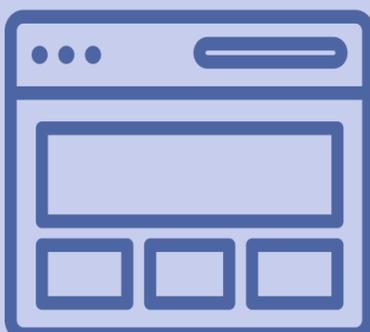
Curate tweets and posts that include the conference hashtag using Wakelet <https://wakelet.com/>

Encourage delegates to blog about the sessions they attended or presented at.

Create an event SlideShare page to share presentations <https://www.slideshare.net/>

ADDITIONAL TIPS

Ensure all social media used, links back to your conference website and that there is a contact email address. Adding a FAQ page is also useful.



REFERENCES:

Beckingham, S. (2018) Using Social Media to Learn from Conferences. In C. Popovic. (Ed.) Learning from Academic Conferences, Leiden: Brill | Sense.