

How to Leverage Social Media at Events



Next week we will be attending the American Industrial Hygiene Conference and Expo, joining thousands of our colleagues at the world's largest gathering of EHS professionals. In anticipation of all the networking opportunities the conference will bring, we're highlighting some tips on how to use social media to connect with attendees.

Here's our top ten social media tips for networking at conferences and events:

UTILIZE FACEBOOK

- 1) Create a facebook fan page. A Facebook Page is a public profile that enables you to share your business and products with Facebook users. If you don't have a facebook fan page for your firm, create one by visiting <http://www.facebook.com/advertising/?pages>
- 2) Start connecting with the event or conference by becoming a fan of (or "liking") their Facebook conference page. For example, the [AIHce fan page](#) enables attendees to connect with each other and learn about special workshops.
- 3) Compose a status update on your fan page by referencing the conference. Simply type in @AIHce 2010 and their name will appear. Click the name and include it in your update. For example: *Our team is looking forward to attending the **AIHce 2010** conference in Denver 5/22-5/27!*

TWITTER TIPS

- 4) Create a twitter account and start to follow the conference twitter account for AIHce [here](#).
- 5) Start tweeting about the event ahead of time as well as find out the hashtag for the event to live-tweet during the event (#AIHCE). A hashtag is a way for other attendees to find others who are searching for info coming out of the event by including it in a tweet. Learn more about hashtags [here](#).
- 6) After the event use the hashtag to find people who you may have not connected with. Start to follow them and message them. For example: @phylmargroup It was great to meet you at the Inner Circle steering committee meeting #AIHCE2010! Looking forward to growing the group.

CONNECT ON LINKEDIN

- 7) Search for the event on LinkedIn and Facebook and connect with others who have RSVP'd. Start and/or search for discussions in groups such as AIHA relating to the event or themes from the event. Post-event go through your business cards and connect with everyone you met.

YOUTUBE

- 8) Create a short video about why you're looking forward to attending a conference, post it to YouTube and share the link on Facebook and Twitter. It would be a good idea to use the event hashtag in your

tweet. Also mention @AIHce in your Facebook post so the video shows up on the conference page.

WRITE, SPEAK

9) Write a blog post after the event, sharing the important takeaways and newly discovered trends. Share the blog post on social media once it's posted.

10) Plan to bring a small recorder for interviews. You can post that audio clip as a podcast after the event or use as notes for your blog post. Learn more about podcasting [here](#).

We expect that through these activities you will be better able to engage with your colleagues, from creating lasting connections and arranging more face-to-face meeting times during the event. Have more ideas? Feel free to leave them on our [Facebook page](#) or message us on [Twitter](#).

Copyright ©The Phylmar Group, Inc. May 2010

