

Live Tweeting Checklist

The essentials for live tweeting any event

#livetweeting



Before the event:

- Have all twitter handles for everyone involved in the event
 - Event sponsor(s)
 - Venue
 - Panelists, event program participants
 - Team member handles
- Event hashtag
 - Determine a hashtag that will be included with all tweets
 - Develop a unique hashtag for the event
 - OR, use a developed organization hashtag for consistency and messaging
- Pre-determined URLs
 - Determine what web links to use during the live tweeting event
 - Shorten the links with an URL shortener (like bit.ly, goo.gl)
 - Put them in a text document for easy Copy/Paste into live tweets
 - Will be useful at reporting time after the event
- All pre-event and on-site event materials need to include the event hashtag and organization's social media links

During the event:

- Mention event sponsor(s)
 - Mention each one individually at least twice during event
 - Once at the beginning
 - Once at the end
 - Try to include an image of sponsor(s) product
 - Include at least one group sponsor tweet if more than one entity is involved
- Mention venue provider (sponsor), all of them if more than one
 - Mention each one individually at least twice during event
 - Once at the beginning
 - Once at the end
 - Include an image that captures the event location in conjunction with an aspect of the event subject matter
 - Include at least one group sponsor tweet if more than one entity is involved
- Mention the event "celebrity(s)" by Twitter handle
 - At the beginning so everyone following the event on Twitter can share also use the handles of the event "celeb"
 - If more than one "celeb", mention all of them in a single tweet (if possible) so people following the event have a single tweet resource for reference

- During the event, tweet quotes from the “celeb(s)” including their Twitter handle and event hashtag
- Take lots of pictures and video of the event happenings and “celebs”
 - Post in-the-moment content as if happens to keep virtual attendees a part of the real-time action
 - Use the other images and video collected to perpetuate the message and goals of the event after it's over
- Retweet and Favorite posts from others at the event
 - Share posts, images, and video from “celebs” at the event
 - Share posts, images, and video from other attendees at the event
 - This includes them in the organization’s activity at the event
 - Can possibly identify community influencers that can be beneficial for online efforts moving forward

After the event:

- Review Insights from Twitter, the URL shortener, and Google Analytics
 - Verify link click thru rates (CTRs) between the different reporting platforms to get a good idea of the traffic generated from the Tweets
 - Record metrics relevant to the organization and compare to other live tweeting events
 - Retweets of the organization's tweets
 - Likes of the organization's tweets
 - Clicks on links in the organization’s tweets
 - Use ALL the data collected, along with in-real-life sentiment collected via Word-of-Mouth, formal surveys & questionnaires, email feedback, etc., to get a well rounded view of the success of the event
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Easy Rules of Thumb:

1. **Plan** what needs to be at the event
2. **Do** live tweet using all the criteria mentioned
3. **Review** the data produced from live tweeting
4. “Rinse & Repeat”