



TOP 7 SOCIAL MEDIA TIPS

These social media tips will help you connect with your community and increase awareness about your upcoming Leadercast event!

- 1. Use social channels effectively!** You don't have to use everything to make an Impact. Utilize social media channels that include your target audience. We recommend Facebook, LinkedIn, Twitter or Instagram. Use event #hashtags to increase social sharing!
- 2. Schedule your content.** Take an hour to schedule event content so you are not bogged down throughout the week. Having posts prepared goes a long way and allows you to build relationships online. Try using [Hootsuite](#), [Buffer](#) or [Later](#).
- 3. Tag sponsors, partners and speakers.** Attendees have the opportunity to learn more about your partners and event speakers through tags. Increase your chances of social sharing by tagging everyone who is helping to make your event a success.
- 4. Be consistent!** Post 3-5 times per week. Did you have an event last year? Share awesome memories with attendees. Promote your event and share speaker information to increase ticket sales. Sharing content that supports your event helps attendees become engaged before event day.
- 5. Get creative!** Tap into your community and highlight your local leaders in creative posts, share behind the scenes pictures and videos with your team as you prepare for the event. You can use free tools like [Canva](#) to design and resize your images!
- 6. Ask questions.** You can learn a lot about your audience by asking relevant questions pertaining to your event. What did they learn during the sessions? How was their experience? Social media is a relationship builder. Keep the conversation going!
- 7. Have fun!** Social media marketing can be useful and fun if you remain consistent and creative. Build your online community and enjoy the process!

The Leadercast team is always here to help you tout your event to the Leadercast Community. Host Site Highlights are great opportunities to help share the details of events and more. Make sure to tag [@Leadercast](#) so we can continue to show our support!

