

10

TIPS FOR SOCIAL MEDIA PROMOTION OF #LEARNFWD21

1

MORE THAN ONE

Include more than one hashtag in your post. Use #LearnFwd21 with another popular/relevant hashtag. Don't forget the conference website link!

2

FOLLOW @LEARNINGFORWARD

Follow @LearningForward's page on Twitter, Facebook, & LinkedIn so you can easily reshare/retweet/like conference posts, instead of worrying about drafting your own posts. This way the content will be seen by your followers.

3

MULTIPLE SOCIAL PLATFORMS

Use the hashtag beyond Twitter, such as Facebook, LinkedIn, Instagram, and others.

4

TAG. TAG. TAG.

Include the profile handles of keynote speakers, thought leaders, & other presenters from the conference in your posts. Tag your friends and colleagues whom you think would be interested. This will indeed increase the reach of the tweet/post.

5

PIN THE SOCIAL MEDIA POST

Pin the post/tweet that mentions the conference to the top of your profile. This will be the first post visitors of your page will see.

6

FOLLOW/SAVE THE HASHTAG

Through Tweetdeck (tweetdeck.twitter.com) you can create a #LearnFwd21 stream. You can also save #LearnFwd21 directly from the Twitter search box. This will allow you to see all of the #LearnFwd21 tweets.

7

IMAGES, GIFS, AND VIDEOS

Remember to add images or videos to your post. Visit www.conference.learningforward.org/promo to access all conference promo material.

8

STORIES AND FLEETS

Instagram stories, Facebook stories, LinkedIn stories, Twitter fleets, and the list goes on -- an easy way to increase visibility of your posts is to reshare them on these 24-hour-only mobile stories/fleets.

9

POST FREQUENCY

Post more when the following are approaching: pricing deadlines, registration deadline, and other timely milestones.

10

JOIN TOPIC-FOCUSED CONVERSATIONS

Participate in Twitter chats & other online conversations to highlight relevant conference sessions and presenters.