Throwing a Great Afterparty

Other social media tips and tricks for getting the most out of your event
Promoting – the Basics

• Posters – print and digital
• Leveraging Facebook and Twitter (targeting posts, frequent updates, etc)
• Relevant calendar listings and mailing lists
• Knowing media outlet cycles and deadlines
• Having a good hook or angle
• Being available for questions
During the Event

• Recording talks and presentations using low-cost tools (Audacity, PowerPoint, Camtasia, screencap software, good mic, etc)
• Live tweeting (choose a short, original hashtag, have one or two people on deck)
• Take and share good photos (both with smartphones for fast sharing & a good camera)
After the Event

• Share your content! (Videos, photos, etc)
• Create a summary of SM buzz using Storify
• Figure out which platforms work best for your organization (you don’t need to be on everything; it’s better to do a good job at a couple things than spread yourself too thin)
• Content can be great for uses other than social media; for example, photos can be useful for web content or annual reports
Thank You!

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