

# Tips for using social media for an event

This guide is optimized for your  
phone—use it on the go!

# Tips for using social media for an event

Social media can help amplify your organizing work before, during, and after an event. Taking the time to think through these scenarios around your event is an important step to ensuring your hard work doesn't go unnoticed.

## How should I use social media before my event?

Two ways that organizers find social media helpful before an event are for promotion as a way to recruit new guests and as a way to build excitement, showing off their organizing work.

### **Promotion**

We recommend using Facebook for event promotion, since your network there is more likely to be people you've actually met and are more inclined to engage with your post.

You can create an event page, invite specific audiences (start with your friends), and let people know when and where your event is happening. Ask them to share your event with their networks to expand the pool of people who can come.



**One note on Facebook events:** While they're great for spreading the word, they're highly unreliable for garnering exact RSVPs, and they don't enable you to follow up with them after the event because there's no way to collect email addresses. We highly recommend you create an event page—on services such as Action Network, Eventbrite, etc—and ask people who respond “yes” to your FB event to make sure to register to help you gauge your headcount.



**OFA WI** @OFA\_WI [Follow](#)

TONIGHT: We're are having a town hall discussion in Kenosha! Come talk about our need for impartial electoral maps:

**YOUR VOICE  
CAN CHANGE  
A ROOM.**

**We're Organizing for Action.**  
This movement needs you now more than ever. Join a long line of progressive organizers in the fight for a better future.  
[my.ofa.us](http://my.ofa.us)

## Show off your work

Another great way to use social media before your event is to share photos of your planning and preparation for the event—making posters with

your co-hosts or running through set-up for the event.

Share any and all preparations to get people excited and interested in the event. This would be a great time to use a detail-shot photo to include with your post.



## How do I use social media during my event?

During an event, Facebook and Twitter are great tools to help give those who could not attend your event a way to see what's going on.

You can tweet during (otherwise known as live tweeting) in order to document key moments and highlight a speaker's best quotes.



OFA WV  
@OFA\_WV

Follow

Here in WV, we're standing up for our health care and holding our representatives responsible. #OurLives are on the line. #OFAAction



This allows those who may not have been able to come to the event a way to stay involved. They can like and share your tweets to show others that people are stepping up to get involved.

Another tool similar to live tweeting is the Facebook Live feature. This feature enables you to broadcast your event directly to Facebook as it happens.

[Learn how to use Facebook Live →](#)



## Pro-Tip #1: Take Pictures

Photos are great way to share some of the best moments from your event. Sharing pictures allows others to physically see the good you are doing, and visuals also come in handy after your event.

[Improve your photography skills](#) →



Nilo

Follow

In Sylva, NC to thank senators who voted no and to tell [@SenThomTillis](#) and [@SenatorBurr](#) we won't forget their votes. [#OFAAction](#)  
[#OurLives](#)



## Pro-Tip #2: Delegate

Designate someone to be in charge of social media during the event so you can concentrate on making sure everything else runs smoothly.



You can even invite guests to post their own key takeaways on social media using a specific hashtag—like #OFAAction—which you should make sure to remind folks of at the beginning, middle, and end of the event.

## In what ways can I use social media after my event?

After your event, we recommend sending out thank-you posts to everyone that came to the event, helped set up beforehand, and/or any partners that you worked with.

### **Show gratitude**

Nurture your supporter network by being a good follower on social media.

After your event, take some time to thank your attendees through social media to cultivate and nourish those relationships. This tactic also gives you a good excuse to collect social media contacts from folks who attended your event (include the ask for social media contacts on your event sign-in sheet).





OFA GA   
@OFA\_GA

Follow



A big thank you to organizers like Mikell for all your hard work defending Obamacare—your [#OFAAction](#) inspires us all!



**Mikell**

OFA\_Ga met with our Regional Organizing Manager DeAndre Jones tonight to build #OFAAction around local issues. Join us!

## Share pics

After the event, take some time to select the best shots from your event and use the free editing tools offered on the platform to make the photo (and your event) look its best.

Not only do pictures help drive engagement for your social media posts, but they also give people a peek behind the curtain of your organizing. Oftentimes, reluctant action-takers be inspired to attend a future event because they saw something in another event's photo that they can relate to.

## Share stories

Personal stories and experiences can be another great tool to recap the event. Sharing the stories of the people who are on the ground doing the work every day not only helps us find shared values





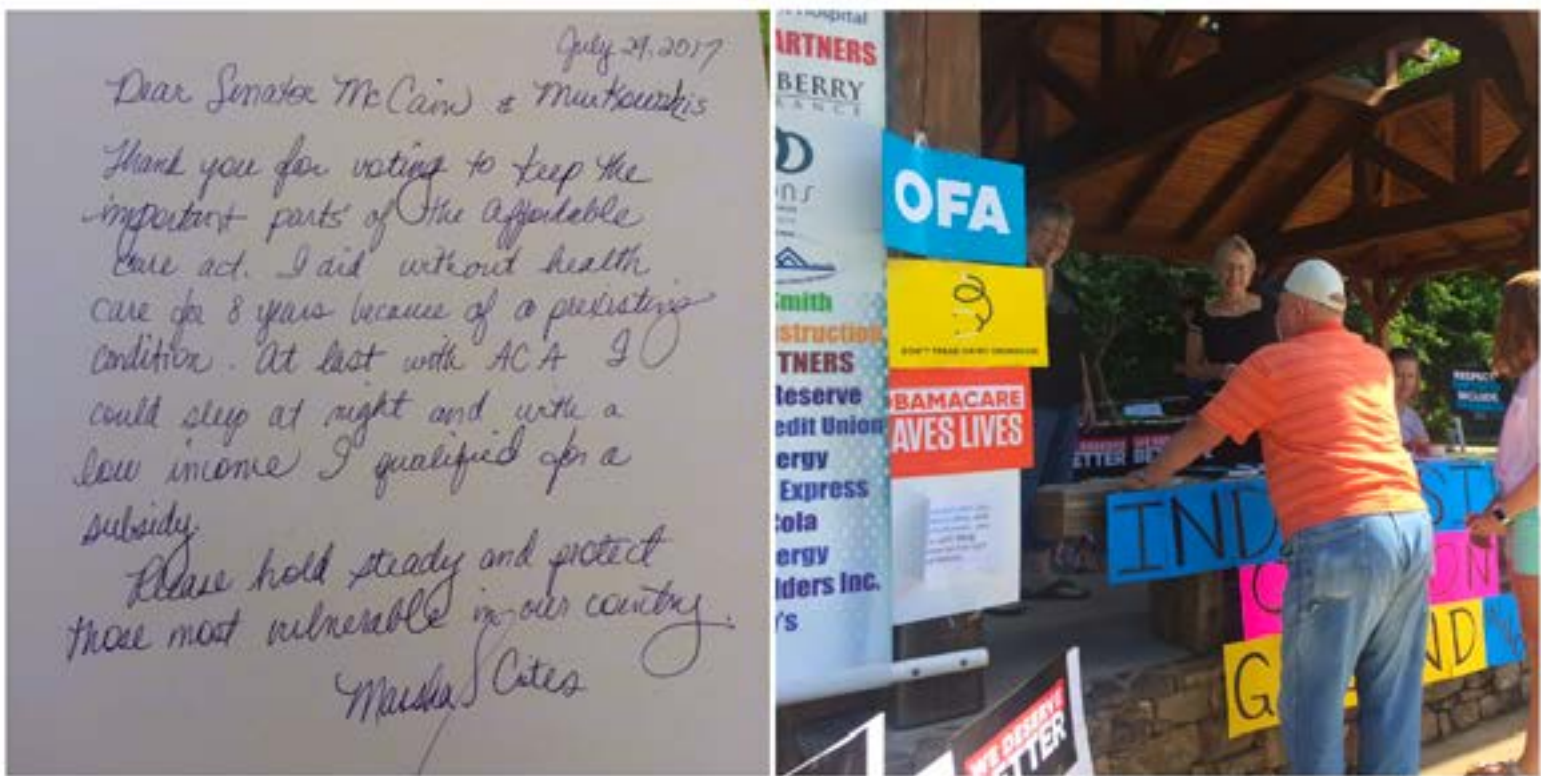
with potential supporters, but also gives folks who couldn't attend some insight into the importance of the issues.



Nilo

Follow

This is why we organize, because our lives depend on it and our lives are still on the line.  
[#ourlives](#) [#OFAAction](#)



**If you have feedback on this guide or would like to see other topics covered in future toolkits, email us at [organizing@ofa.us](mailto:organizing@ofa.us)**