

Governance
By-Laws Leadership Evaluations
Decisions
Roles Strategic Planning
Conflict of interest



How to Create Social Media Buzz around your Next Event

Presented by
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Dodge Ink Inc

www.sirc.ca/governance



Outline of Presentation

- **Why** use Social Media for your Event?
- **How** to get Maximum Benefit.
- **Who** do you need to Connect with?
- **What** do you need to do?
- **When** do you need to do it?
- **Evaluate** if you've been successful?



During an event, whether it be a conference or a championship, attention will be on your organization through social media whether you want it or not. This is an opportunity to really increase your influence.



Why use social media for your event?

- **80%** of fans use their smartphone while at a sports event
- **50%** of fans use social media while at a sports event.
- **76%** of amateur sports event organisers use social media to promote their events.
- For larger sport events, **90%** of organizers use social media.
- There were over **1,200 tweets** using the hashtag of #CS4LSummit.



Mississippi State changed their endzone to **#HailState**





Athletics Canada added athletes twitter handles to Olympic Trials bibs.

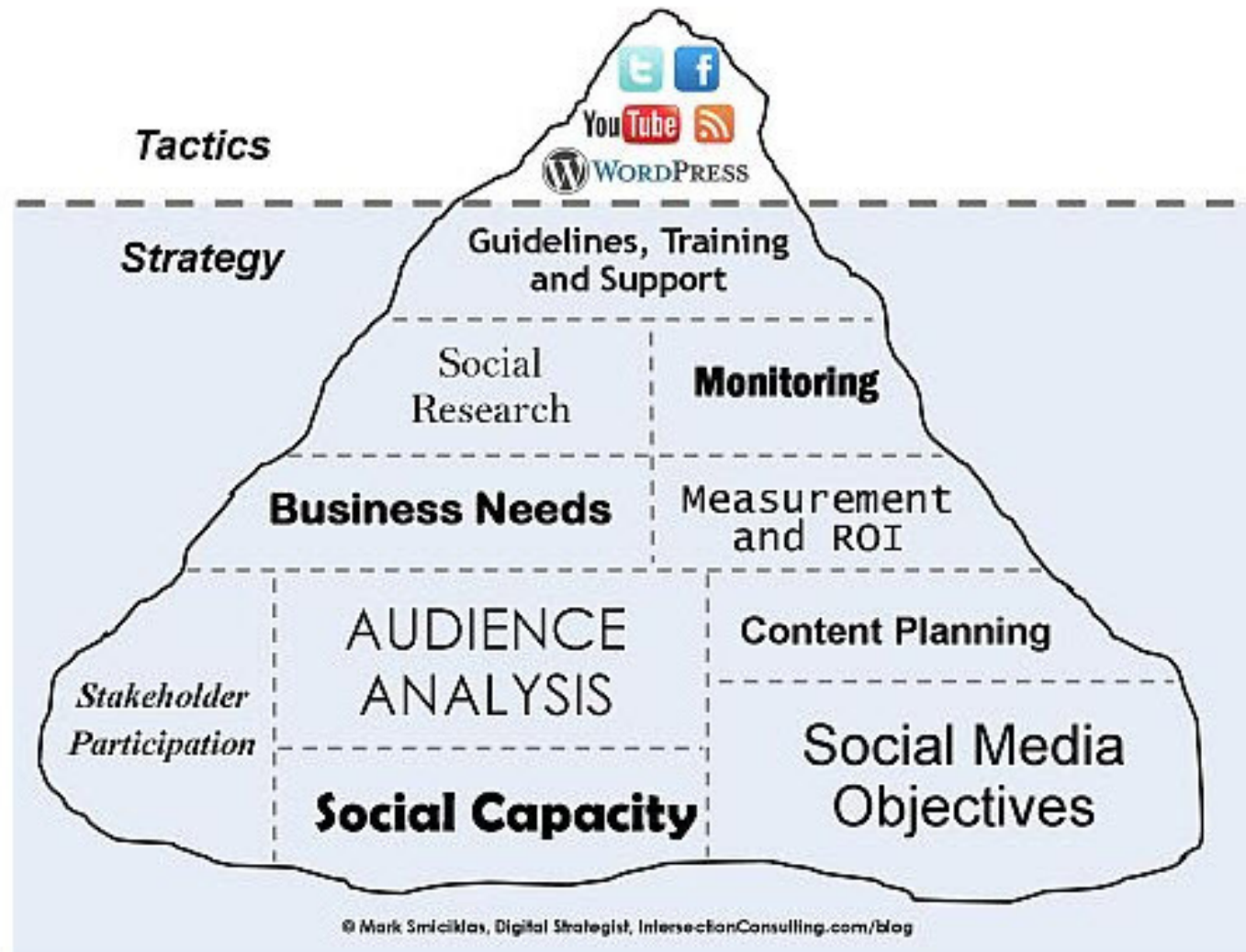


@JessicaZelinka



If you don't "*seize the moment*" in a powerful and effective manner, you will have missed a significant opportunity.

The iceberg of Social Media





The iceberg of Social Media

- Way more than just having a couple of social media tools.
- Move the objectives of your organization
- Monitor your brand
- Measure your results
- Get stakeholders involved
- Spread your message!



Don't hire an intern to do your social media





Part of your Communications Plan

- “My son is on social media all the time”.
- Knowing the tools does not make good social media.
- Part of the your overall plan:
 - Make connections
 - Great content
 - Stay on message!



HOW

Make a Plan

1. Brand your Event

- Pick a #hashtag well in advance.
- Include it in all promotions, at registration, in all tweets, posts, press releases.
- Integrate and interconnect all web sites and social media.
- Make it easy for people to find you on Facebook and Twitter and follow you.



How to Create a #Hashtag

- Short yet meaningful.
- Easy to remember.
- Not in conflict with any other use.
- Promote, promote, promote.



#Hashtag examples

- Scotties Tournament of Hearts - #2013stoh
- People were also using #scotties



#Hashtag examples

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- People were also using **#scotties**
- Coaches of Ontario Conference - **#2013coachesconf**
- Canadian Sport 4 Life Congress - **#CS4LSummit**



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- Canadian Sport 4 Life Congress - **#CS4LSummit**
- Canadian Synchronized Skating Championships - **#synchro13**



#Hashtag examples

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- People were also using **#scotties**
- Coaches of Ontario Conference - **#2013coachesconf**
- Canadian Sport 4 Life Congress – **#CS4L Summit**
- Canadian Synchronized Skating Championships - **#synchro13**
- Susan Boyle Album launch - **#Susanalbumparty** - BIG mistake



Not everyone is going to see you

Results for #2013coachesconf 

Tweets Top / All

 **RISEathlete** @RISEathlete 16 hrs
#2013coachesconf Take-away In Team Building, Teaching Life Skills, Talent ID or Dev. Thriving Programs the key is EMOTION. Emote Your Game
Expand

 **Sandra Marcantonio** @sa_marcan 17 hrs
Wes Vick teaching us the ins&outs of high performance para athletics @coaches_ont #2013coachesconf yfrog.com/nw221znj
 View photo

 **Heather Gardner** @RunSoulCycle 18 hrs
At @coaches_ont where dad was presented w the Volunteer Sport Administrator award #EvolveYourGame #2013coachesconf Instagr.am/p/VH4MNiGZIt/
Expand



Make it easy for people to find and connect on your web site



All the social tools all in one place



HAVE YOUR SAY ABOUT THE FUTURE OF WOMEN'S SPORT IN AUSTRALIA

Posted by [Sport for Women](#) on 24 February 2013 | 0 Comments

Tags: [Agenda](#), [SFWagenda](#), [Conference](#), [Social Media](#), [Live Blogging](#)

Want to participate in positive, productive and innovative discussions around the issues faced by women in sport?

Can't make the Sport for Women Day: [Agenda Conference](#) this Wednesday 27th February?

Then join the conversation online!

We'll be live blogging, tweeting and posting key discussions to facebook on the day so whatever your social media poison, we've got you covered.

- When: 10am - 4.30pm, Wednesday 27th February
- Where: [SportForWomen.com.au](#) | [@SportForWomen](#) & [#SFWagenda](#) [facebook.com/SportforWomen](#)

Live Blogging

Visit the [Sport for Women website](#) on 27th February. Sign in and you'll be able to follow the live blog as well as chat with our blogger and other attendees about the issues raised.

Twitter

Follow [#SFWagenda](#): By following the hashtag, you'll be able to see all the conversation around the Agenda Conference, even from people you don't follow.

When you reply to tweets or make a comment, ensure you add [#SFWagenda](#) to your tweet too.

So, you don't have to follow [@SportforWomen](#) but it would be nice!

Facebook

Like our page: [facebook.com/SportForWomen](#)

We'll post the main points raised every hour or so and you'll be able add your thoughts and opinions to the issues raised.



Sport for women is a proud supporter of the Ovarian Cancer Australia K.I.S.S. campaign

Get Involved

[Register](#) as a member of the Sports Hydrant community.

[Vote!](#) Who do you think should be Australia's Top 100 Sportswomen of all time?





HOW

Make a Plan (continued)

2. Manage Expectations

- Will there be Streaming?
- Will you circulate results with social media? How often?

3. Manage Technology

- Ensure network infrastructure at venue can handle the requirements.

4. Share Your Plan

- Your partners can help with the generation of buzz



What can you do?

- Broadcast with a provider – CIS
- Broadcast yourself with Ustream
- End of day video highlights
- Online chat with athletes
- Tweet “live” from the key games
- “Live” blog from conference
- Skate Canada – event app

Listen to Social Media as if it were a Cocktail Party













WHO do you need to CONNECT with?

- Find the influencers.
- Monitor what people are saying.
- Find the conversations that are meaningful to your audience.









Search: athleticscanada

-  Two Women break Canadian Junior Pole Vault Record on back-to-back days! @AthleticsCanada <http://t.co/gaaaedXq5>
- ackieGroup, (+) Sun 24 Feb 23:09 via twitterfeed
-  @InakiGomezG @AthleticsCanada @RaceWalkWest @OakleyCanada @CEPCanada woohoo CONGRATS Inaki!!
- Ililaniz, (+) Sun 24 Feb 19:48 via web
-  RT @athleticscanada: Congrats on your 2nd place finish Inaki! "@InakiGomezG: podium ceremony at IAAF RW Challenge. <http://t.co/Jn2QO0fPVm>"
- erunnersVan, (+) Sun 24 Feb 19:14 via HootSuite
-  RT @Speeddriver: Great to have members of @athleticscanada World Cross team in Guelph for a training day <http://t.co/MMUJ7CxoS9>
- FACDChr, (+) Sun 24 Feb 17:38 via Twitter for iPhone
-  RT @Speeddriver: @taylorpmilne and @papaG steeple talk to @athleticscanada's world xc team about their national team experiences <http://t...>
- aldst, (+) Sun 24 Feb 17:16 via Twitter for iPad
-  RT @alnbrookes: "@SimonBairu: I've informed AC I'll b withdrawing from worldsXC due 2 injury." Sad to heart Good luck with recovery! @At ...
- anouimet, (+) Sun 24 Feb 14:28 via Twitter for iPhone
-  RT @InakiGomezG: Here is the podium ceremony at IAAF RW Challenge-Chihuahua. @AthleticsCanada @RaceWalkWest @OakleyCanada @CEPCanada [htt ...](http://t...)
- EPCanada, (+) Sun 24 Feb 13:07 via Twitter for iPhone
-  @taylorpmilne and @papaG steeple talk to @athleticscanada's world xc team about









Search: allisonMcNeill

-  Congratulations to all of the teams that have qualified for the 2013 AAA, AA and A BC Championships. Let March Madness begin - can't wait!
- AllisonMcNeill, (+) Sun 24 Feb 23:31 via web
-  RT @AlanStein: Your life is the sum total of every choice you have ever made.
- AllisonMcNeill, (+) Sun 24 Feb 18:34 via Mobile Web (M5)
-  @KirstenMullen Congrats to you and your team. Looking forward to watching you at the LEC @ the Provincials!
- AllisonMcNeill, (+) Sun 24 Feb 13:08 via Mobile Web (M5)
-  RT @CoachingLeaders: "You can come to understand your purpose in life by slowing down and feeling your heart's desires." -- Marcia Wieder
- AllisonMcNeill, (+) Sat 23 Feb 16:17 via Mobile Web (M5)
-  RT @CoachingLeaders: "Your time is limited, so don't waste it living someone else's life." -- Steve Jobs
- AllisonMcNeill, (+) Sat 23 Feb 16:17 via Mobile Web (M5)
-  RT @think2win: I can control the way I respond to situations during training/competition. I will use my focus and concentration on contr ...
- AllisonMcNeill, (+) Sat 23 Feb 14:24 via Mobile Web (M5)
-  RT @CoachKWisdom: The past cannot be changed, forgotten, or erased. However, the lessons learned can prepare you for a brighter future.
- AllisonMcNeill, (+) Sat 23 Feb 14:24 via Mobile Web (M5)
-  RT @Tessa23fdn: The Support for #TessasCharityDay is absolutely incredible!

Search: @Canbball

-  INFOS_JSP, le Journal is out! <http://t.co/4pLlYZ4KDo> Top stories today via @Rue89Sport @CanBball @2014now
- INFOS_JSP, (+) Mon 25 Feb 04:01 via Paper.li
-  "@bruce_arthur: My column on @SteveNash, and the path he's carving for Canadian basketball: <http://t.co/KjtsPAgN7x>" cc @CanBball
- csegamesdotcom, (+) Mon 25 Feb 00:51 via Twitter for iPad
-  RT @hasanalanam: Canadian #NCAA statlines for Feb 24 <http://t.co/b3GXlJsvhd> #Canball @CanBball
- moti_mrrudygay, (+) Sun 24 Feb 22:51 via Twitter for iPhone
-  Canadian #NCAA statlines for Feb 24 <http://t.co/b3GXlJsvhd> #Canball @CanBball
- hasanalanam, (+) Sun 24 Feb 22:51 via web
-  From Bruce Arthur: Nash still blazing hoops trail <http://t.co/aVYNyJWVj8> #Canball @CanBball
- hasanalanam, (+) Sun 24 Feb 20:56 via Tweet Button
-  St Benedict's Prep Tyler Ennis, Denzell Taylor dunks on Blair <https://t.co/DdN8TrDgvG> @CanBball @CanBallReport @OBANews @NorthPoleHoops
- TheBBallDiary, (+) Sun 24 Feb 16:15 via TweetDeck
-  RT @TheBBallDiary: St Benedict's Prep Tyler Ennis, Denzell Taylor dunks on Blair <http://t.co/BsQPucKEUy> @CanBball @CanBallReport @OBANew ...
- CanBallReport, (+) Sun 24 Feb 15:30 via TweetDeck
-  St Benedict's Prep Tyler Ennis, Denzell Taylor dunks on Blair <http://t.co/BsQPucKEUy>

Search: dmatheson8

-  "@24thminute: Barbara sings Rural Juror!" @dmatheson8 Hahaha!
- amyhwalsh, (+) Sun 24 Feb 23:11 via Twitter for iPhone
-  @dmatheson8 I found u on twitter!! This is christa. The girl who ran to meet u with 4 friends at Greenland p.s
- BieberRaschig1, (+) Sun 24 Feb 19:49 via Twitter for BlackBerry
-  @dmatheson8 @KaylynKyle Have fun ladies. Good luck.
- osteos, (+) Sun 24 Feb 19:49 via web
-  RT @KaylynKyle: @dmatheson8 I hope I get upgraded then hooked up on a chartered flight to Cyprus. Seeeee you never. But seriously room #345
- CanadianWNT, (+) Sun 24 Feb 18:07 via web
-  @dmatheson8 I hope I get upgraded then hooked up on a chartered flight to Cyprus. Seeeee you never. But seriously room #345
- KaylynKyle, (+) Sun 24 Feb 18:05 via Twitter for iPhone
-  @KaylynKyle see you never! (Or during our 6 hour layover in London). Have a good flight!
- dmatheson8, (+) Sun 24 Feb 18:00 via Twitter for iPhone
-  RT @KaylynKyle: @dmatheson8 member that time I was booked on a different flight then everyone else? Weird I do... @melbooth13
- CanadianWNT, (+) Sun 24 Feb 17:59 via Twitter for iPhone
-  @dmatheson8 member that time I was booked on a different flight then everyone




There is an Intentionality

1. Have good selection of your content on display.
 - If it is coaches you are connecting with this week, have your best coach content.
2. Make the connections
 - Follow them, like them, retweet them, mention them, share their content
 - Draw attention to your organization
3. Don't assume that you will be noticed



Valuable content, good connection

 **viaSport** @viaSport_ Feb 7
Funding opp: FISU Gender Equality Sport Award, promoting women's participation in sport. Apply by March 1: ow.ly/hwcuG
[@CIS_SIC](https://twitter.com/cis_sic)
Expand

- @cis_sic – 7,906 followers



Basketball BC @BasketballBC

Feb 12

Great read from the team at [@active](#) on Bullying & Basketball:
Keeping Bullying out of Sports [bit.ly/x2P03W](#) [#BellLetsTalk](#)

Expand

- [@active](#) – 176,590 followers
- [#BellLetsTalk](#) – 10,000s of followers on Feb. 12



Use Connectors to Expand your Audience

- Want to acquire "VESTED followers"
- PLAN direct marketing to specific groups/sectors:
athletes, clubs, coaches, parents, officials.
- Collect the @tags
- Note connections on Facebook
- BE patient.



Think Like a Comedian

- Create great content
- Understand the timing.
- Know your audience.
- Deliver it like a story.
- Stay on message.





Ontario Trails

Timeline

Now

✓ Liked

Create Page



Like · Comment · Share

3

38 people like this.



Write a comment...



Ontario Trails shared Ahmic Lake Resort / The Swiss Country House Restaurant's photo.

Friday

Another beautiful day in Explorers' Edge....

we just woke up to this beautiful morning, isn't the sky stunning?
how was your view this morning?



Ontario Trails

Friday

It's Friday...which can only mean one thing....time for our Fun Friday Camping Tip!

THE BEST WAY TO CLEAN YOUR CAST-IRON CAMPING COOKWARE!

Scrub it with coarse salt and a soft sponge. The salt, a natural abrasive, absorbs oil and lifts away bits of food while preserving the pan's seasoning. Rinse away salt and wipe dry.

Photo courtesy of Pinterest/ Martha Stewart



Like · Comment · Share

20

20 people like this.

View 4 more comments

Now

February

January

2012

2011

2010

2009

Founded

Sponsored

Try HootSuite Pro Free

signup.hootsuite.com



Manage unlimited social profiles & schedule messages. Try HootSuite Pro Free for 30 Days.

Club for New Moms

similac.ca



Bump up your nutrition with Similac Mom. FREE Trial when registering to the Club.



World Women's Hockey @HC_WWHC

Feb 22

At last night's @NHL_Sens game we didn't only find @HC_Women supporters...here's a @usahockey fan ready up for April! pic.twitter.com/m7Y3egfEB4

 View photo



World Women's Hockey @HC_WWHC

Feb 22

At last night's [@NHL_Sens](#) game we didn't only find [@HC_Women](#) supporters...here's a [@usahockey](#) fan ready up for April! pic.twitter.com/m7Y3egfEB4

 View photo

- [@NHL_Sens](#) – 104,567 followers
- [@HC_Women](#) – 2,405 followers
- [@usahockey](#) – 65,708 followers



Avoid over-promotion

 **SportEventsCongress** @SportEventsCong Feb 17
@westernu stay up to date with #SEC2013 information at canadiansporttourism.com. "Like" Canadian Sport Tourism Alliance on Facebook too!
Expand

 **SportEventsCongress** @SportEventsCong Feb 17
@uOttawa stay up to date with #SEC2013 information at canadiansporttourism.com. "Like" Canadian Sport Tourism Alliance on Facebook too!
Expand

 **SportEventsCongress** @SportEventsCong Feb 17
@brockuniversity stay up to date with #SEC2013 information at canadiansporttourism.com. "Like" Canadian Sport Tourism Alliance on Facebook too!
Expand

 **SportEventsCongress** @SportEventsCong Feb 17
@westinedmonton stay up to date with #SEC2013 information at canadiansporttourism.com. "Like" Canadian Sport Tourism Alliance on Facebook too!
Expand



Always make a connection



Coach.ca @CAC_ACE

Feb 23

"Coaches work with emotion and imagination" Peter Jensen at
#2013CoachesConf. Agree?

Expand



Always make a connection



Coach.ca @CAC_ACE

Feb 23

"Coaches work with emotion and imagination" Peter Jensen at #2013CoachesConf. Agree?

Expand

- @drpeterjensen – 726 followers
- Works with @CDNOlympicTeam – 38,683 followers
- Works in #highperformance – 100's of mentions

Great example of a creative way to get a ROI

 **Cross Country Canada / Ski de fond Canada**
21 February

It`s a CCC STORE PODIUM DAY with Alex Harvey`s Historic Bronze Medal Win at World Championships this morning!
FREE SHIPPING until midnight!!! <https://store.cccski.com/shop.php>
C`est une JOURNÉE PODIUM à la BOUTIQUE SFC grâce à la médaille ...[See more](#)

 Every time a **NATIONAL SKI TEAM MEMBER** stands on the podium at a World Cup, Tour de Ski or World Championship race during the 2012/13 season, we`ll offer **FREE** shipping on all online orders placed before midnight the following Monday (Mountain Standard Time).

**CCC STORE
PODIUM DAYS!**



**JOURNÉES PODIUM
DE LA BOUTIQUE SFC!**

À chaque fois qu`un **MEMBRE DE L`ÉQUIPE NATIONALE** monte sur le

Like · Comment · Share



Be friendly



Skate Canada @SkateCanada

Feb 24

Looking good in those white hats @NexxiceSR #synchro13
#canadianchamps pic.twitter.com/QdJbvaIENf

 View photo



Skate Canada @SkateCanada

Feb 24

.@NexxiceSR wins the senior Canadian title (photo)!
@LesSupremes silver and Edge bronze! #synchro13
pic.twitter.com/UVkjvY9gry

 View photo



Be friendly

Skate Canada @SkateCanada Feb 24
Looking good in those white hats @NexxiceSR #synchro13
#canadianchamps pic.twitter.com/QdJbvaIENf
[View photo](#)

Skate Canada @SkateCanada Feb 24
@NexxiceSR wins the senior Canadian title (photo)!
@LesSupremes silver and Edge bronze! #synchro13
pic.twitter.com/UVkjvY9gry
[View photo](#)

- @nexxiceSR – 424 followers
- @LesSupremes – 301 followers
- #synchro13 – 1,000s of followers

Draw attention to your message outside the silo of your conference



CS4L / ACSV @CS4L_ACSV

Jan 30

Choose your words carefully, once you say something to an athlete you can't take it back. **John Herdman** #CS4LSummit

Expand



Draw attention to your message outside the silo of your conference

 **CS4L / ACSV** @CS4L_ACSV Jan 30
Choose your words carefully, once you say something to an athlete you can't take it back. **John Herdman** #CS4LSummit
Expand

- #CANwnt – 1,000s of followers
- @CanadaSoccerEN – 22,688 followers



Vested followers are important



U.S. Open Squash @USOpenSquash

Oct 11

Nicol goes 2-0 up [#usopensquash](#) [1] Nicol David (Mas) v [Q] Joelle King (Nzl) 11-8, 11-6 ...

Expand



Vested followers are important

 **U.S. Open Squash** @USOpenSquash Oct 11
Nicol goes 2-0 up #usopensquash [] Nicol David (Mas) v [Q]
Joelle King (Nzl) 11-8, 11-6 ...
Expand

- @NicolDavid – 38,942 vested squash followers



Science of Social Timing

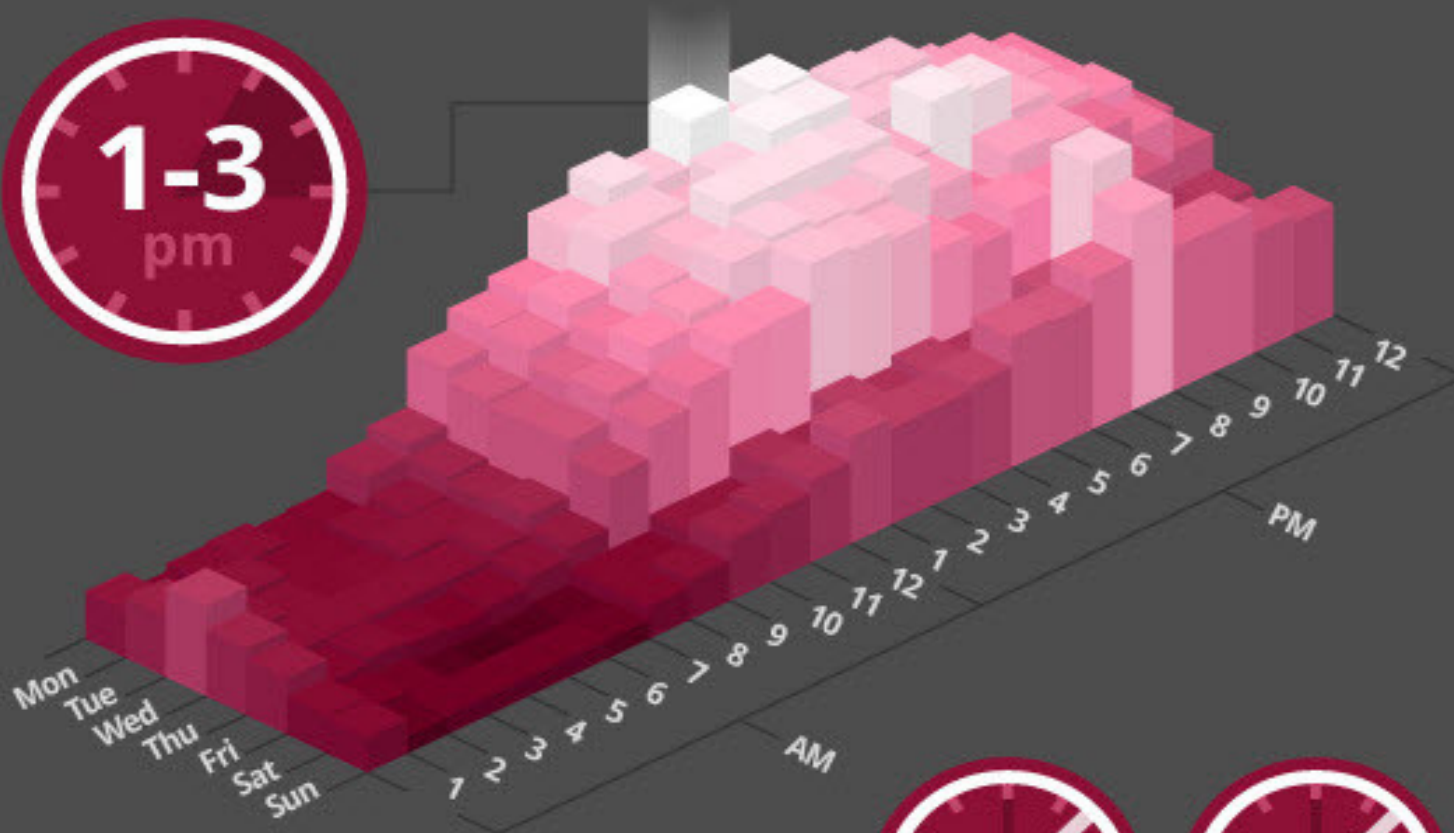
- Twitter – 4 to 10 times a day
- Facebook – 1 to 2 times a day
- Facebook peak click-throughs: 1-4 pm
- Twitter peak click-throughs: 1–3 pm
- Learn the habits of your audience
- Google analytics will show your best traffic times





BEST TIME TO TWEET (FOR CLICK-THROUGHS).

Post early in the afternoon **MONDAY - THURSDAY.**



Unless it's breaking news, **AVOID** tweeting important content after 8 p.m. and forget about after 3 p.m. on Friday.



Any Day



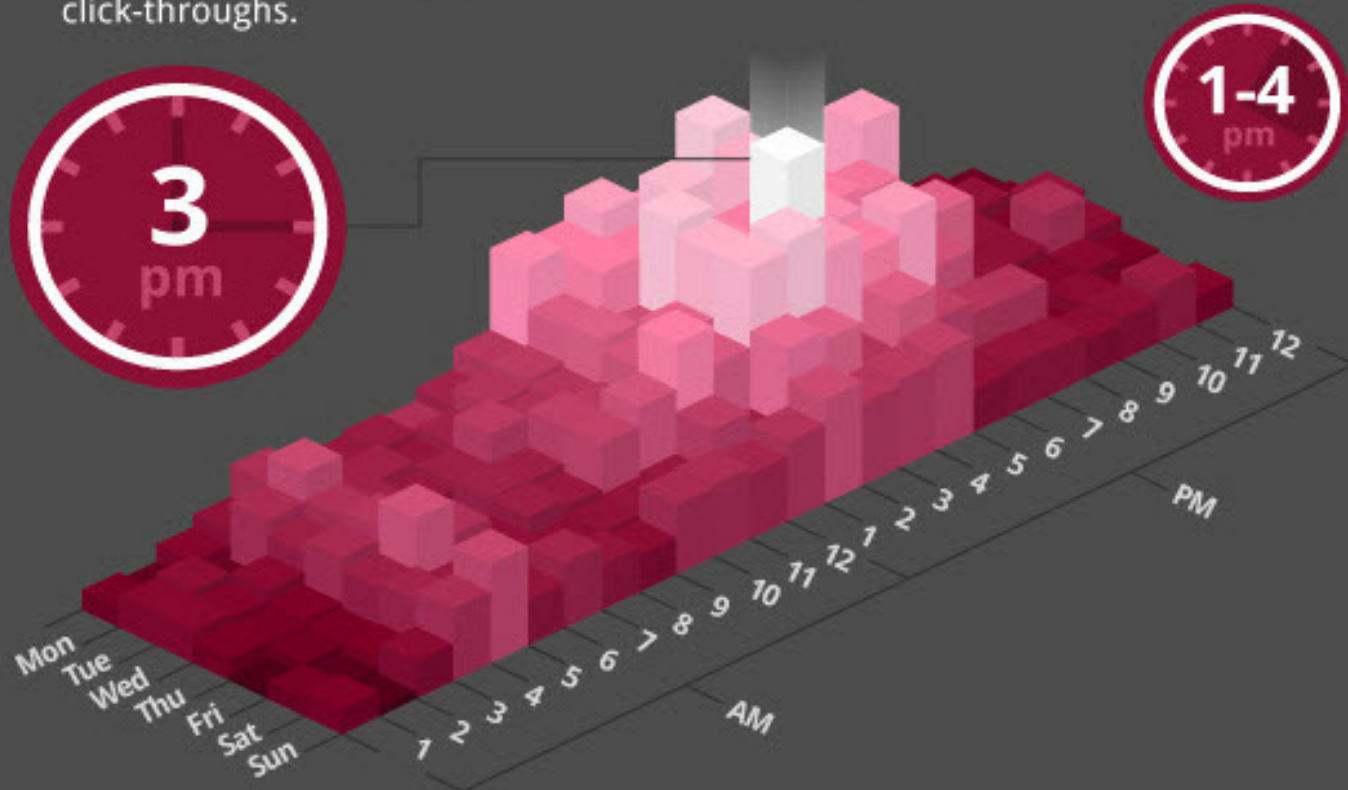
Friday



BEST TIME TO POST (FOR CLICK-THROUGHS).

Wednesday at 3 p.m. is the time for the absolute highest average click-throughs.

Generally, links posted mid-week 1 - 4 p.m. bring high click rates.



Facebook traffic ramps up about 9 a.m. and fades after 4 p.m.



but waiting until 11 a.m. may be a good idea if you're going for lots of click-throughs.



Use a scheduler to space out your tweets

Status Photo / Video Offer, Event +

Congratulations to Kelsey Serwa on gold and Marielle Thompson on silver in Sochi World Cup ski cross. Way to go gals! | <http://www.cbc.ca/sports/skiing/>

CBC Sports - Skiing ×
<http://www.cbc.ca/sports/skiing/>
All the latest Skiing News, scores, stats, videos and commentary from CBC Sports

1 of 17 Choose a thumbnail
 No thumbnail

Promote ▼ **Post**



During Your Event

- Be as responsive as possible with results
- Include links to results
- Include links to press releases
- Use the Twitter handles of participants and their orgs
- Post photos and results on facebook.
- For results, this might be a time to post to both at once
- Use your hashtag
- Repeat important information, not everyone will have seen it.



MONITOR During the Event

- Pay attention to what is being said – Monitor your #hashtag and comments on Facebook.
- Use tools like TweetDeck or HootSuite.
- Don't overreact to negative comments, respond in a way that others can learn.
- There is an expectation that social media is an instantaneous source of results.



On the #scotties hashtag

 **Frank Mayhood** @Curler4Ever 10 hrs
What happened to Canada's most comprehensive #curling coverage. Cuts away with three #scotties games still in progress:-[
Expand

 **Darce B** @darceYXH 10 hrs
PVR is set for #canada and #manitoba #scotties
@TSNVicRauter @TSNCurling @LKLawes #greatscott
Expand

 **Nicole Greeno** @nickygee24 10 hrs
Looking forward to draw 10 manitoba vs team canada both 5-0 records somebody has to lose !! #scotties
Expand

 **Zack Fraser** @ZackFraser 10 hrs
Hey @TSNCurling @TSN_Sports what the hell is up with cutting off the end of the #Scotties coverage when 3 games are still on? Not cool guys
Expand



Synchronized Skating Nationals



Toque & Canoe @ToqueCanoe

19 hrs

Congrats to [@tourismcalgary](#) [@skatecanada](#) for a great national synchro event! Such a beautiful sport. [@CSSCBlackGold](#)
pic.twitter.com/KWk6k4xrri

 Retweeted by Skate Canada

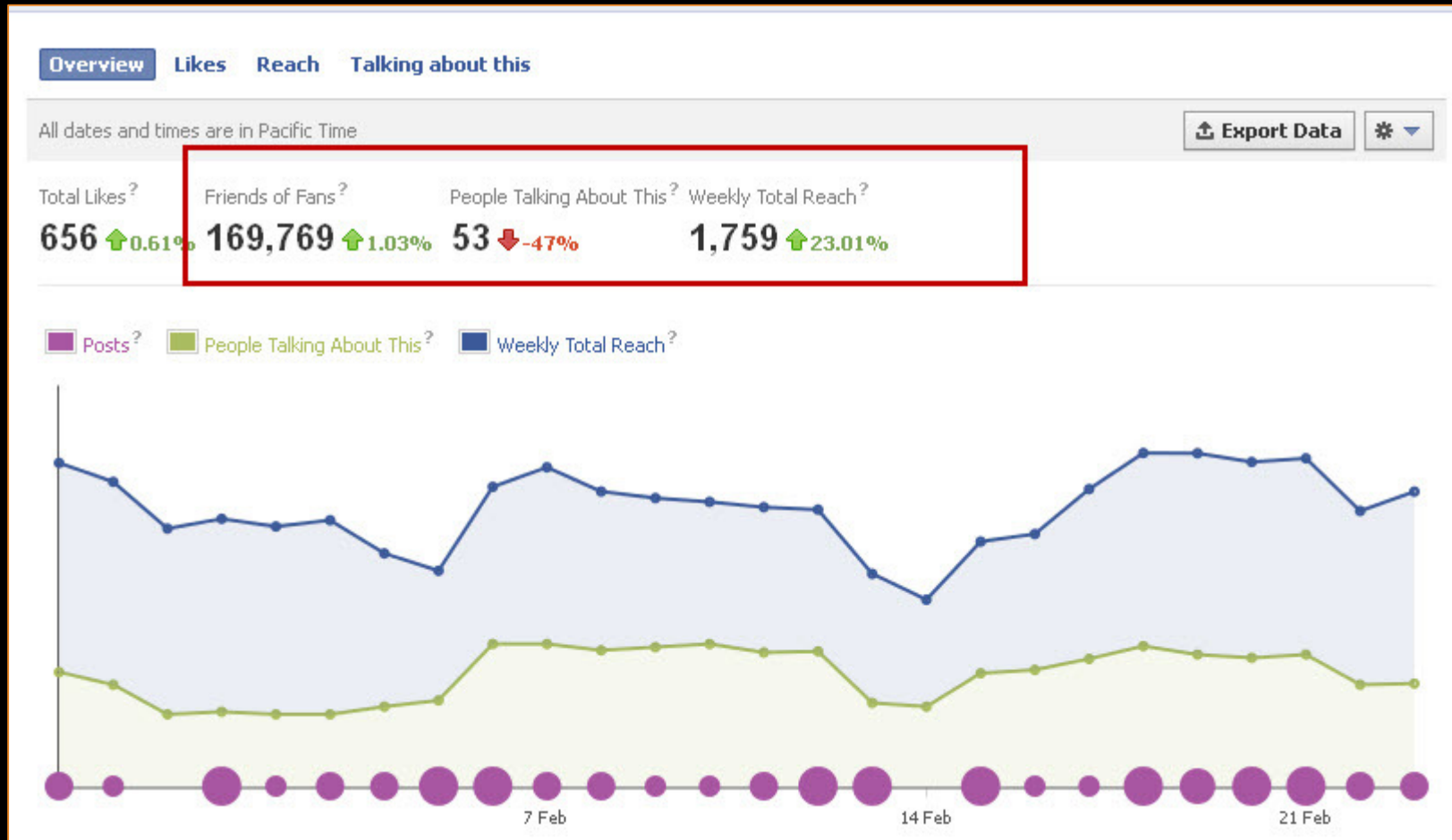
[View photo](#)



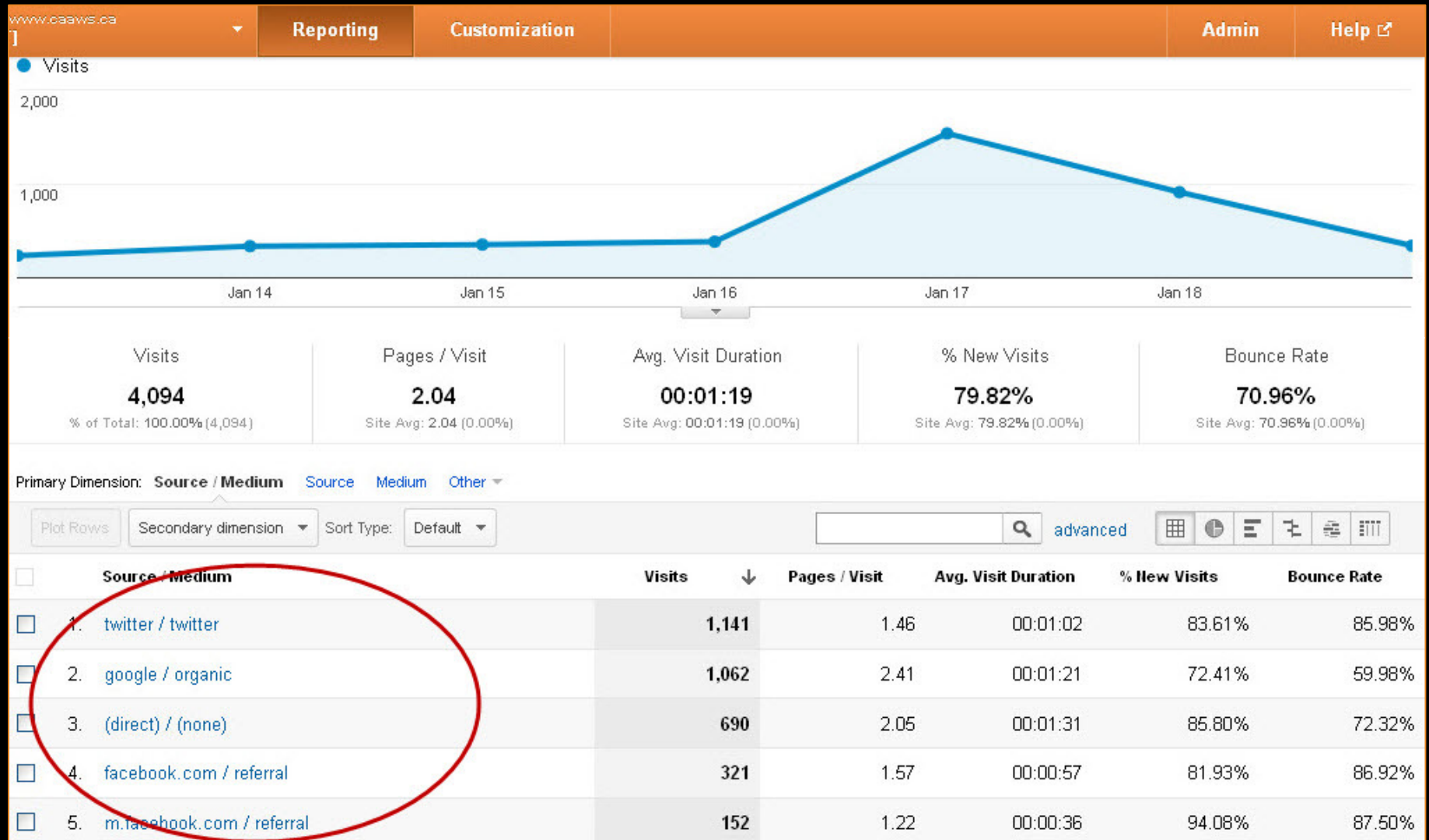
Measuring Success

- Google Analytics
- TwentyFeet – some free features
- Klout.com
- Facebook Insights
- Wildfire Social Media Monitor –some free features
- Hootsuite (have to pay)


Your goal is to increase your reach



Google Social shows Twitter and Facebook as sources



Check your track. Hi



Service: Twitter

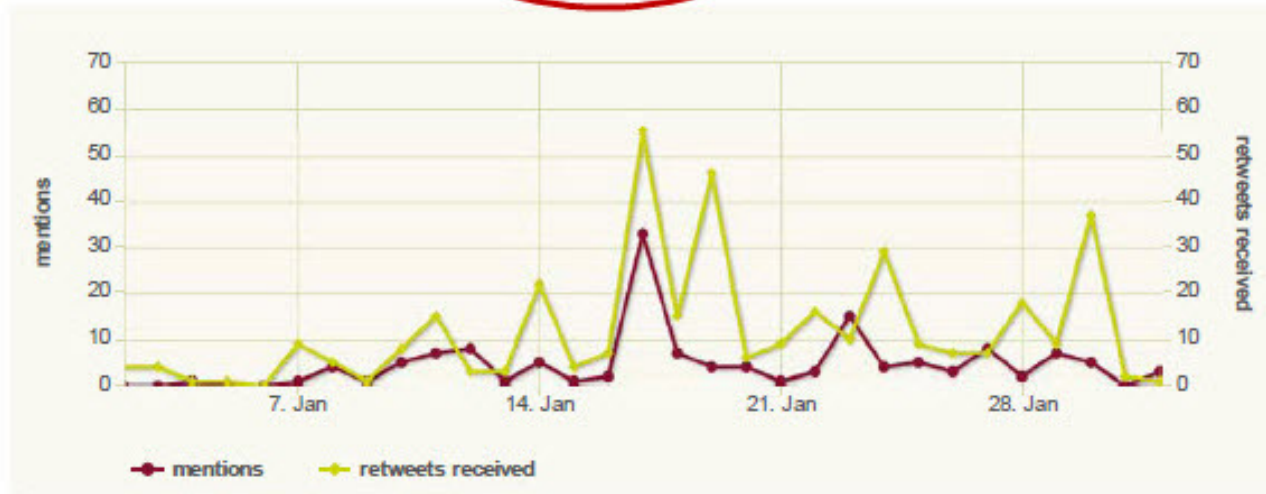
Which metrics do you want to see?

CSV export Excel export

Your goal is to increase your influence

Influence indicators

mentions	140 (avg 76.5, +83%)
retweets received	363 (avg 247.4, +47%)



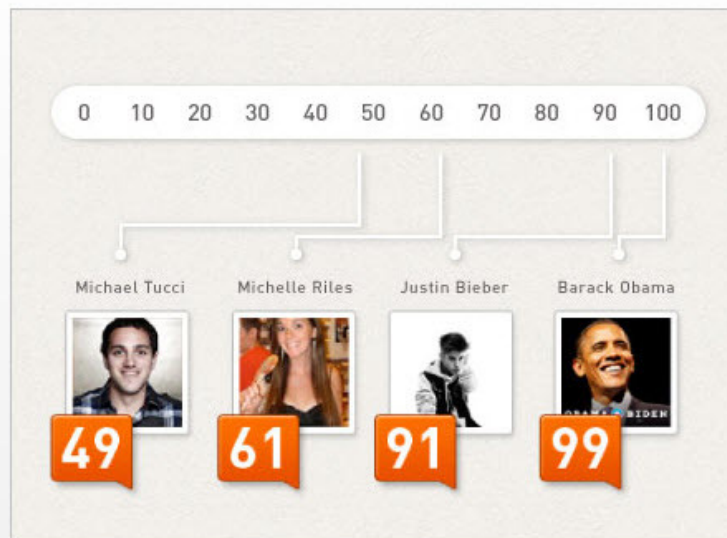
Account: CAAWS | Period: Last month (Jan 2, 2013 - Feb 1, 2013)

Discover Your Klout

WHAT IS KLOUT?

WHAT'S A KLOUT SCORE?

HOW CAN I USE KLOUT?



It Represents Your Influence

Klout measures your influence on a scale of 1-100—the average Klout Score is 40.

The greater your ability to drive conversations and inspire social actions such as likes, shares, and retweets, the higher your Score will be.

Did you know that the Klout score focuses more on the amount of conversation and interactions you generate rather than the volume of your posts? Being active is different from being influential. Learn more about the core concepts behind the [Klout Score here](#).

What Klout Shows



Hockey
Canada

86



Cross
Country Canada

61



Jennifer
Heil

78



Field
Hockey Canada

49



Canada
Soccer

67



Basketball
Manitoba

49



Golf Canada

66



SIRC

48





Measurement

- Want to achieve increases in your influence.
- Show your Board that social media is worth the time and effort.
- If you have not registered for these tools and you have an event coming up, do it now so you have a baseline.



In Summary

- Social Media is more than just being there.
- Need to draw attention to your organization and event through content connections and influencers.
- Plan your delivery of content during the event with hashtags and handles on Twitter, photos and links on Facebook.
- Monitor what people are saying about your event and respond if necessary.
- Set up tools in advance to measure your success.



**Thank you
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Next webinars

www.sirc.ca/governance/webinars.cfm

March 26: Salary Study/Hiring Practices

Presented by: Ian Moss & Deloitte

April 23: Executive Agreement/Succession Planning

Presented by: Margo Crawford

May 21: Change Management

Presented by: Jennifer Birch-Jones & Alain Rabeau

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