

Social Media Audit

1.Promote guests in advance

Feature invited guests on social media handles actively before the event to gain the attention of the audience and build excitement. This can be achieved by sharing eye-catching visuals such as teasers, posters and highlight reels. Showcase the guest's works such as books, projects or initiatives to establish their credibility and expertise.

2.Create and promote unique hashtags

Develop unique event-specific hashtags for the talk shows and promote them actively. Pair them up with trending topics ,hashtags and content to maximize reach and engagement.

3.Short captivating clips

Share short, impactful snippets from the talks to spark interest and gain visibility.

4.Leverage multiple platforms and collaborations

Share content across multiple social media platforms and collaborate with other clubs and associations to improve overall presence and expand audience reach.

5.Engage the audience

Interact with the audience through polls, Q&A sessions and encourage them to share their thoughts and submit questions for the guest.