**Live-Tweet an Event**

Live-tweeting an event is a great way to enrich the experience for those in attendance. But don’t forget that the majority of your followers will also be seeing your Tweets. If you’re going to be flooding their timelines with Tweets about an event they’re not at, you better make it worthwhile. Always start by settling down on one hashtag. If possible, create a poster and share it to your followers prior to the day of the event. Make sure you know what the official hashtag is, as well as any other hashtags that may come into play. If you’re creating a hashtag for an event you’re hosting, remember to keep it short. Make it easy to remember and be sure to check if anyone is using it already. Most corporates decide to buy a hashtag from twitter instead of hiring influencers or bloggers. If you want influences reach out to them, gatekeepers and related organizations ahead of the event. Here is the way to go:

Let’s have structured content calendar which is pre-determined and aligned to the topic of the day. This will help you kick of the event even before the presentations start.

Let’s start by mixing it up

When the event kicks off:

* Retweet humorous or insightful comments about the event from other Twitter users. This is a way of appreciating your audience who are engaging with you.
* If there are brands that have partnered or are sponsoring the event, have their official social media handles and tag them on the posts that might be relevant to them.
* Tweet questions or run polls of your own using the hashtag to engage your followers. Make sure you respond to all questions asked on the polls by your audience. Also search for questions asked on the hashtag and respond to them.
* Tweet out quotes from speakers or presenters and if possible accompanied by their photos while making the presentation.
* Share photos from the event using your image templates. Ensure the photos are of good quality. Remember everything must be professional.

Repurpose it (Wrap it up)

One of the great things about live-tweeting is the plethora of content it can provide you with once the event is finished. Likewise, you can use the images or videos you created while live-tweeting as content for your other social networks. Photos of the event or an image featuring a quote from a speaker are perfect for platforms like Facebook or Instagram.