

7 Top Tips

for Live-Tweeting at Conferences

- **1 Do your research**
Find out what the official conference hashtag is and use it in your tweets.
- **2 Make use of Twitter handles**
Always include the speaker's Twitter handle or name in your tweets.
- **3 Respect the speaker**
If a speaker asks you not to share anything online, be sure to respect this request.
- **4 Don't overshare!**
Tweet the key points of the talk - you don't need to go into too much detail.
- **5 Be selective**
Focus on tweeting points that your audience will find most interesting.
- **6 Be careful with criticism**
Be respectful - if you have any criticism it may be better to approach the speaker to discuss in person.
- **7 Always attribute quotes**
Be clear in your tweets who is saying what - when quoting directly, use quotation marks.

Source: <https://www.wiley.com/network/researchers/promoting-your-article/7-tips-for-live-tweeting-at-conferences-infographic>

Additional Resources

Tools for Social Media Promotion:
Tweetdeck to Track Conference Hashtag Use
Hootsuite, HubSpot to Pre-Schedule Tweets
Hashtagify.me Search for Hashtags, Explore Popularity, Trends, and Find Influencers
Twitter Moments, Wakelet, Curata – to Compile Social Media
Canva, Stencil, PicMonkey & Snappa to Create Quick Social Media Graphics
Slideshare / LinkedIn for Slides, Handouts

Event Social Media

Source: Eilene Spear Operations Manager at the National Law Review
ESpear@NatLawReview.com



Post about why you are excited to attend the 2018 #LMATech Conference before Oct. 1st using the #LMATechAttendee and the "I Am Attending" graphic to be entered to win a \$100 Amazon gift card from [Klyse Advisory Group LLC!](#)

1

Make It Easy for Folks to Promote. Provide Images to Exhibitors, Speakers, Attendees to Post on Social Media + Generate Interest with Gamification.

Encourage Sponsors + Presentors to Tweet Out Their Sessions, Breaks, Cocktail Parties, GiveAways, etc. Or Highlight Special Outings or GiveAways to Encourage Attendance. Take Photos of Attendees Enjoying Networking Time and RT Them to Engage.

2





Registration Closes THURSDAY for LSSO's RainDance Conference June 5-6 in Chicago. Register here: [#LSSO2019](#) [enr.com/raindance](#) [#LSSO2019](#)

3

Repurpose Prior Event's Content via Recap Videos, Articles, Collages, Testimonials to Build Excitement for the Next Event and Extend Sponsor's and Speaker's Time and Investment.

Just be Nice. Help Attendees & Share Wi-Fi Passwords and Point Out Charging Station Locations, or Even Weather Which May Impact Conference Travel.

4

At RainDance next week, we are looking at how law firms are closing the client experience gap of the Big Four and adopting big business service strategies. Help us by taking this quick survey: [enr.com/raindance](#) [#LSSO2019](#)

5

It's About the Conversation Not You! Attendees Can Post an On-Line Poll or Survey to Start or Continue a Dialog or Sponsors Can Use Polls or Surveys to Engage the Audience.