

# Social Media and Events: Get Beyond the Hype

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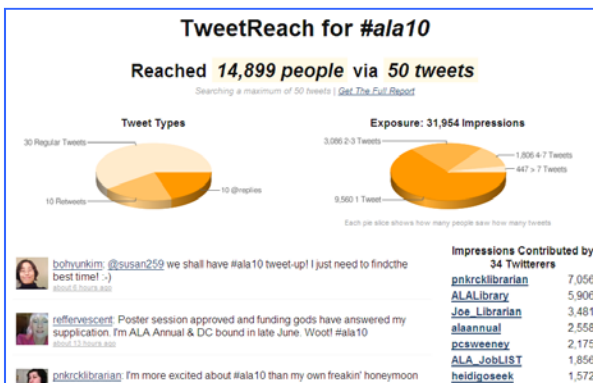
## Getting Started

- Always start with listening.** Use tools like [Google Alerts](#) and [Twitter Search](#) to find people who are talking about your event online. Search Facebook and LinkedIn for groups, pages, and events related to yours. Find out how your attendees, speakers, and exhibitors are using online social spaces. Use what you learn to decide your strategy for engaging with your event community online.
- Build your strategy around your community.** Does your community expect you to let them take the lead? Do they expect you to jump in and take the helm? Every event community is different. But if you've done your listening homework, you'll have a good idea of what your community needs and expects from you. You'll also know the influencers in the community who can help you succeed.
- Set good social media policies.** To engage your event community online, your event staff needs to know what's expected. Good social media policies acknowledge the risks of using social media, and help you and your staff operate safely in online social spaces. For more about social media, risk, and example policies, check out [SocialFish's latest whitepaper](#) on the topic.

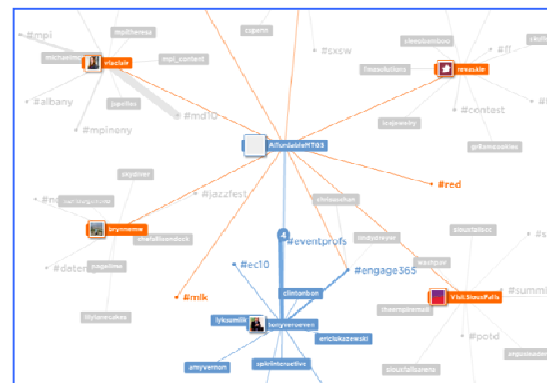
### Learn More:

- [Engage365.org](#)
- [SocialFish.org](#)
- [#Eventprofs on Twitter](#)

## Two Twitter Tools from Today



<http://tweetreach.com/>



<http://apps.asterisq.com/mentionmap/>

## More Tools To Explore

**The Big Three:** Facebook, LinkedIn, Twitter

**Capturing Content:** YouTube, Flickr, Slideshare

**Location-Based Apps:** Foursquare, Gowalla, HotPotato

**Livestreaming:** Ustream, Qik

**Whitelabel Communities:** Conference 2.0, Ning, Groupsite

**Blogging Platforms:** WordPress, Moveable Type

**Blogging (Hosted):** WordPress, Blogger, Typepad

**Listening:** Google Alerts, Twitter Search, Google Reader