

## SOCIAL MEDIA TOOLS FOR ONLINE EVENTS

# WHAT'S THE HASHTAG?



## Twitter Polls

- Promote your event hashtag to onsite and online audiences to gain more traction.
- Use polling to gain insights from all participants.



## Facebook Live

- Use Facebook Live to stream interviews or unique on-site experiences.
- Stream select experiences to encourage viewers to attend the face-to-face event.



## Instagram Takeover

- Select a group or a speaker to lead an Instagram takeover for each day of the event.
- Takeovers can feature different perspectives.

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