

Tips on making the most of social media at a conference

Before the conference

- **Explore** the conference information to find social media links that keep you up-to-date with conference news and connect you with other speakers and attendees.
- Build online **rapport** with the people you want to connect with prior to the conference.
- Create **interest** in your attendance at the conference to your broader audience in the lead-up. Being asked to present is one way in which a more general audience will reflect on your expertise.

During the conference

- Let people know you are at the conference by using **location-based** services and/or the conference hashtag.
- **Engage** with other attendees using the backchannel conversation to reflect on key learnings and issues that arise during the conference. Keep this professional.
- Let a more general audience into the experience of the conference by **capturing content** such as links to articles/papers, speaker bios, short posts, live blogs or photos.
- Use delayed posts like more reflective blogs, archiving services or video upload of your presentation to **extend conversations** about the conference ideas later.

In summary

Here are some things you might like to remember when using social media at a conference:

1. Social media allows you to **network** and build trusted relationships with peers and potential collaborators prior to the conference
2. Using social media, including **location**-based services alerts others to where you are so they can more easily find you to engage in person.
3. At the conference, **capturing content** through micro-blogging, live-blogging and posting photos means you can share your insights with an audience outside the conference.
4. Using the conference hashtag means that you can engage more deeply with attendees through the **backchannel** conversations.
5. Uploading video, blogging and capturing tweets after the conference allow you, your peers and a broader audience to **reflect** on the knowledge that was generated and shared.