



REVOLUTIONARY SOCIAL JOURNALISM:

A Step-By Step Guide to Socially
Covering an Event

INTRODUCTION



When creating a revolution, there may be events that you want to share out, as well as socially include others who may not be able to attend in-person.

Here is a guide to socially covering an event and the items that you will need to move into place to optimize success.

GOALS

- ✓ Increase social engagement
- ✓ Increase social connections
- ✓ Increase cause awareness

OBJECTIVES

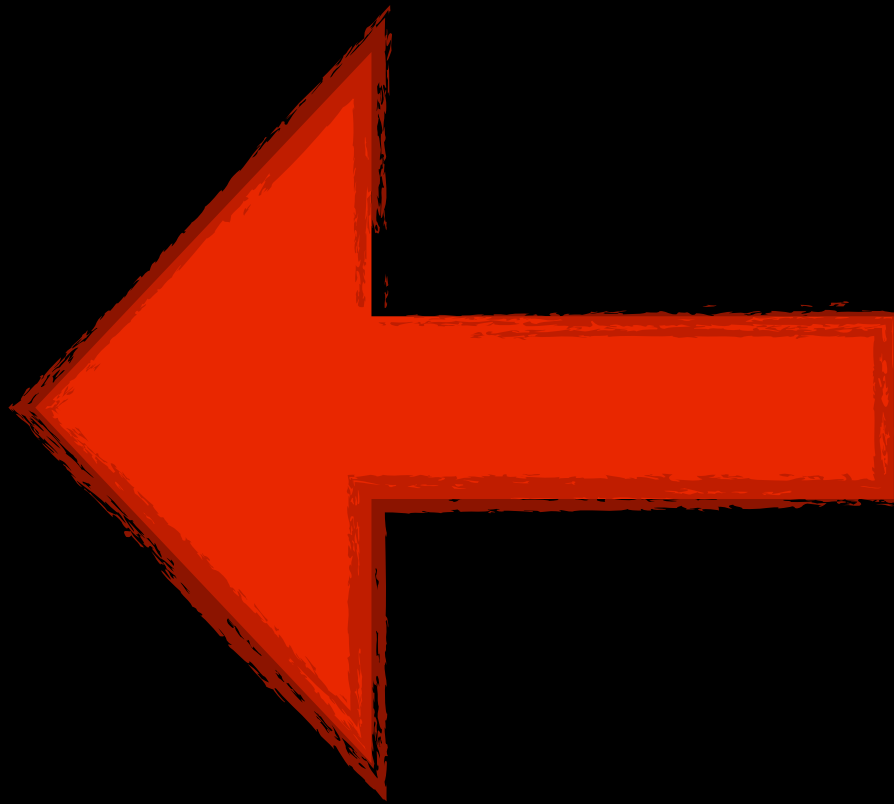
- ✓ Position your cause positively
- ✓ Connect with key thought influencers
- ✓ Provide coverage for events for those not physically there
- ✓ Publish cutting edge and informative content

PROCESS

IDENTIFY...

SOCIAL CHANNELS FOR THE EVENTS

- ✓ Google Alerts
 - Daily notifications
- ✓ Twitter
 - Event handle
 - Key Speakers
- ✓ Facebook
 - Your Cause Facebook Event Page
- ✓ YouTube / UStream
 - Event channel
 - Event videos
 - Sponsors / Partners
 - Event hashtag
- ✓ Images
 - Flickr
 - Google+
 - Pinterest
 - Instagram



PROCESS PRE-EVENT & EVENT

ONLINE SET-UP

- ✓ Teaser tweets and Facebook status updates
- ✓ Leverage content from the event (agendas and speakers)
- ✓ Use content from around the event, like interviews and news

ESTABLISH VIRTUAL PRESENCE

- ✓ Tweet key “nuggets” with speaker handles and event hashtag
- ✓ Provide regular and consistent stream of updates
- ✓ Monitor conversations (event hashtag) and join in two-way conversation with @mentions and RT
- ✓ Identify user-generated content to be repurposed
 - Capture photos and videos of ongoing event
 - Interviews

PROCESS

POST-EVENT



- ✓ Identify and correlate the following post event content from credible sources:
 - Key learnings
 - Highlights
- ✓ Upload residual event photos, video clips, and event resources
 - Facebook, Google+, Flickr, YouTube, SlideShare, Pinterest, Instagram
- ✓ Create follow-up blog posts

CONNECTIVITY

CONTINUE TO SOCIALLY
GROW YOUR CONNECTIONS

✓ Twitter

- Outreach to key handles associated with the event
- Identify key influencers using the event handle

✓ Pinterest

- Follow the channel

✓ Cross promotion

- Showcase various social channels as sources for event content

✓ Sourcing

- Catalogue new sources of content
 - ▶ Individuals
 - ▶ Hashtags
 - ▶ Blogs





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