

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	Begin weekly brainstorm meetings with your marketing team; discuss your event hashtag and how to use it	Finalize your event hashtag and tagline (if applicable), and how to speak about your event on social media	Determine how many staff members or volunteers you will need for social media support leading up to event and onsite at event	Write copy for posts leading up to event that specifically use the event hashtag (at least one post per week per channel)	Schedule out all posts that use the event hashtag for each week leading up to event
2	Meeting: Discuss your event timeline and the cadence of your social posts before, during, and after event	Create a spreadsheet listing all posts that need to be scheduled to go out before, during, and after event	Map out the exact timeline of your event and determine when you will post pre-scheduled content vs. live tweet	Write the copy for all pre-scheduled content that will go out before, during, and after event	Schedule out all pre-planned content that will go out before, during, and after event
3	Meeting: Discuss posts about event sponsors to go out before, during, and after event	Write copy for all posts acknowledging your sponsors to go out before, during, and after event	Schedule out all posts for your sponsors	Tweet directly at your followers or other influencers inviting them to your event and sharing details	Update your social media profiles and information to promote the event (Instagram bio, Twitter bio, Facebook bio, etc.)
4	Meeting: Discuss supporting roles for onsite social media monitoring/posting help from staff and volunteers	Research and reach out to current volunteer base or other volunteer-matching organizations for onsite social media support	Create a schedule of time slots listing those who will man all social media channels (staff and volunteers) during the event, hour by hour	Create a Facebook Event for your event. Fill in logistical details like date, time, location, and link to ticketing page. Post in this Event weekly	Find relevant LinkedIn Groups and post about your event, inviting group members to attend
5	Meeting: Discuss design assets needed to go out before, during, and after event (cover photos, welcome image, closing image, etc.)	Pass off all event-related requests to design team or begin working on design assets yourself	If you have a budget, invest in paid social media ads; this is one place to use design assets	Tweet directly at your followers or other influencers inviting them to your event and sharing details	Update all of your social media profiles with images promoting the event (cover photos, profile pictures, etc.)
6	Meeting: Discuss how to activate your donor base and volunteers on social media	Interview all volunteer candidates for onsite social media support	Create document listing all speakers and important attendees and their Twitter handles	Draft two emails: one reaching out to current donors and fundraisers and one to current attendees asking them to promote your event on social media	Select onsite social media volunteers and email those selected
7	Meeting: Discuss social media language guidelines for staff and volunteers	Create staff/volunteer guidelines document with suggestions on how to post on social media during the event	Update your speaker document with any changes to speakers, important attendees, and their Twitter handles	Create document for each team member helping with onsite social media support with detailed description of their role	Send out personalized emails to staff and volunteers containing both social media posting guidelines and role descriptions
8	Meeting: Discuss how you will monitor your social media onsite (social media desk, phone app, management tool, etc.)	Meet or Skype with social media volunteers to discuss their onsite roles and expectations	Update your speaker document with any changes to speakers, important attendees, and their Twitter handles	Send out first email to all current donors and fundraisers asking them to help post about your event on social media	Finalize your onsite monitoring plan; Purchase or set up any supplies you need (desk, supplies, social tool like HootSuite)
9	Meeting: Discuss your final week-of social media push on all channels to create buzz leading up to event	Make sure you have all assets needed from design team to use during event; Schedule out all posts using designed images	Update your speaker document with any changes to speakers, important attendees, and their Twitter handles	Send out second email to all current event supporters/ attendees them to post about your event on social media	Begin your final social push; Schedule countdown posts for each day from now until event
10	Meeting: Discuss any final details; Run through the event hour by hour with your social media schedule	Double-check all of your pre-scheduled posts to go out during event for accuracy. Update any information that has changed	Change passwords to your social media profiles; Send passwords to volunteers and staff who will need access	Print out speaker document list of all social media handles of attendees and speakers for you and volunteers	You did it! Take a breath, get a good night's sleep, and gear up for your event