

SPEAKER R&R SOCIAL MEDIA PLAN

PREP

- Watch old TEDxLSU videos - get familiar with speakers & topics
- Get twitter handles for all speakers (try to get handles for all past speakers, community partners in attendance)
- Have an X for photo opportunities (the small cardboard one)

PRE-EVENT

- Facebook scheduled post
 - Picture of Walk-On's atmosphere
 - Tag Walk-On's - thank them?
 - Surprise - it's speaker reveal time
 - #TEDxLSU
 - Push to Twitter and Snapchat for live updates
- Twitter post
 - Same type of thing^^
 - We'll be live-tweeting so keep up
 - Use #TEDxLSU with your thoughts
 - Push to Snapchat too
- Snapchat
 - Pictures of atmosphere/set-up
 - Get people pumped
 - Push to Twitter for following along

DURING

- Live tweeting
 - Get posed photos of current and past speakers, community people, partners, Creative Communication Team with the X
 - Tag all as much as possible
 - Get twitter handles of everyone coming
- Live snapchatting (should we try to make a filter?)
 - Diverse mix of snaps
 - Can get unposed pictures
 - Represent the brand
 - Show the cool things going on
 - Video interviews with past and present speakers?
 - What's their chain reaction?
 - Favorite TEDxLSU memory
 - What they're looking forward to this year
 - What have you been up to since your talk? (past speakers only)
 - What does TEDxLSU mean to you / Why do you love TEDxLSU?
 - Fun, speaker-specific topics - Michael Hatfield & trivia, Howard Hall & comedy, etc.
 - Video clips of speeches from RB, AMG, Melissa, etc.
- Officially announce speakers
 - When the page goes live on tedxlsu.com - get with Kevin
 - Schedule/Draft for FB so no one has to worry about it

- Try to do this all at the same time
- PHOTOS / VIDEOS - either on your phone or curate with a photographer/videographer
 - Attendees & X
 - Time lapse
 - Group photo of the current speakers
 - Group photo of all the speakers
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POST-EVENT

- Big Thank You Post - thank current speakers, past speakers, Walk-On's, 225?, any other connections
 - Facebook
 - Twitter
 - Instagram
- Storify the posts for a recap