

CREATE YOUR EVENT HASHTAG

#brainstorm

Write down all hashtag possibilities using descriptive words, names, and topics related to your event

#favoritehashtags

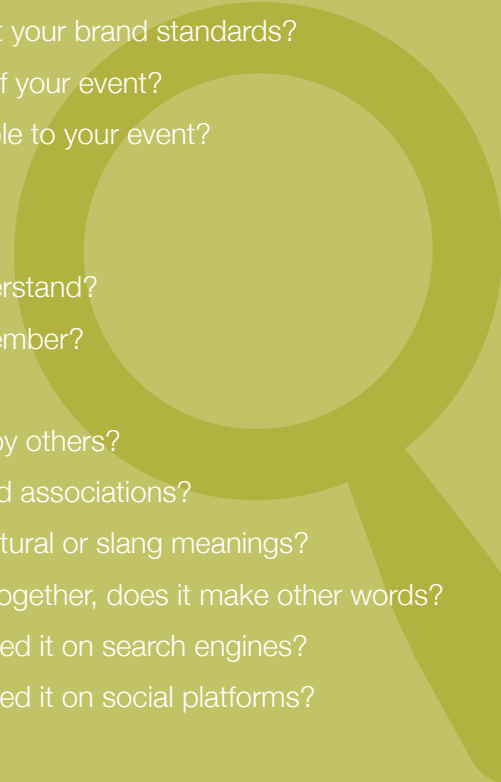
#duedilligence

Ask these questions and research your favorite hashtag ideas

- Does it represent your brand standards?
- Is it descriptive of your event?
- Is it easily relatable to your event?
- Is it short?
- Is it simple?
- Is it easy to understand?
- Is it easy to remember?
- Is it unique?
- Is it being used by others?
- Are there any bad associations?
- Are there any cultural or slang meanings?
- With the words together, does it make other words?
- Have you searched it on search engines?
- Have you searched it on social platforms?

#finalhashtag

Need help? Go to atomicdc.com/hashtags



USING YOUR EVENT HASHTAG

#hashtagstrategy

Marketing, promotion, and best practices for optimal use of your event hashtag

- Create a style for your hashtag (font, letter case)
- Add the hashtag to all print collateral (flyers, mailers, booklets, cards)
- Add the hashtag to all digital media (social media, presentations, website)
- Add hashtags to any swag or props (t-shirts, mugs, stickers, photo props)

#eventstrategy

Marketing, promotion, and best practices before, during, and after your event

#preevent

- Include in all social posts
- Add to your registration & RSVP
- Monitor social conversations
- Invite people to your event
- Provide event details
- Assign a photographer
- Assign a videographer
- Assign a social coordinator

#duringevent

- Monitor social conversations
- Join conversations
- Announce from stage
- Share user-generated posts
- Share photos
- Share videos
- Take candid photos
- Take event and B-roll video
- Look for trends
- Respond to posts
- Like and retweet posts

#postevent

- Monitor social conversations
- Keep the conversations going
- Share user-generated posts
- Share takeaways
- Share photos
- Share videos
- Share notes
- Answer questions
- Respond to comments
- Respond to evaluations
- Create a recap of your event
- Send thank you posts
- Invite people to your next event
- Provide info for next event

#creativeideas

What are your creative hashtag ideas?
Share them on social #hashtagideas

Resources:

 atomicdc.com/hashtags

 atomicdc.com/pinterest

 [#hashtagideas](https://twitter.com/atomicdc)

