active voices

CHECKLIST FOR ONLINE CAMPAIGN EVENTS

✓	ACTIVITY	LEAD PERSON	DATE TO BE COMPLETED
Before Your Event			
PROMOTE			
	Create: Create event flyer/graphic with logistical information for the event, including the related hashtag. *(Tip: www.canva.com helps you to create graphics in the appropriate sizes for various social media platforms)*		
	#: Create a hashtag for the event and make sure it is used on all promotional materials and graphics		
	Message: Draft email and social media content to promote event.		
	Register: Set up online registration page.		
	Drive traffic: Set up a landing page for the event that includes more information such as relevant facts/statistics, related links/materials, calls to action, how to share event, and link to online registration. Add event to website calendar.		
	Network: Identify and contact allied organizations and individuals who can help promote the event to their constituents. Provide them with template outreach email and social media posts.		

ANTICIPATE			
	Assign: Designate which social media platforms you will be using, and who will be posting to them.		
	Enlist Allies: Identify and contact organizations and individuals with similar interests and a large number of followers on their social media platforms and ask them to participate in real time by posting live on their pages using the event hashtag.		
	Engage: Identify organizations and individuals related to the event's topic/issue area that you can engage by tagging in posts before and during the event (i.e. experts, well known advocates for the cause).		
	Connect: Make sure you are connected with the above organizations and individuals on your social media platforms (i.e. friend them on Facebook, create a Twitter list for the event and add them to it).		
	Repost: If your event builds off of an existing trend, look for existing posts and graphics on social media that you can reuse.		
	Create a queue: create and save posts and graphics ahead of time for use during the event; and schedule posts to go out ahead of time as appropriate.		
LOGISTICS			
	Test the technology: Whether its zoom or google hangout or another video conferencing platform, perform a test run to practice connecting, using visuals (i.e. playing video or screen sharing), sound and muting features, and performing any other functions you will need during the event. Make sure all of the speakers who will participate are involved in the test run.		

Day of Your Event

	Count down: Leading up to the event, post a few reminders counting down to the event.		
	Pin it: When using Twitter, pin a tweet with the event info to the top of the page.		
	Summarize: Describe high points of the event in posts as they happen. Remember to always use the event hashtag and tag others when you can.		
	Use your queue: Now is the time to use the posts that you previously saved.		
	Engage: Respond and reward those who are participating by liking, sharing, and commenting on their posts. Likewise, create posts that prompt a response.		
	Invite: Frequently post instructions on how to join in on the conversation and/or event (i.e. share the link to the video conference and/or remind people to follow the hashtag).		
	Thank: post a thank you to show your appreciation for those who participated.		

After Your Event

	Recap: Create a summary of your event that you can share with participants (Tip: Storify is a good resource for this).		
	Develop relationship: Send a follow up email directing people back to your event page, your organization's website, and/or your social media platforms.		

Involve: Let them know what's happening next and how they can get more involved.		
Review the numbers: Create an engagement summary to track how many individuals you reached.		
Evaluate: Meet with your planning team to discuss what you learned.		