Live-tweeting an Event

Live-tweeting is a great way to **inform your audience** on Twitter about offline events and describe them as they unfold.

Organizations can live-tweet from a conference panel they are attending or a press conference in which they are participating. You could also live-tweet an event covered on TV such as a prominent speech (e.g., the State of the Union). It is a great way to give your organization's perspective on a current issue, get noticed in the conversation on Twitter and grow your following. This guide provides best practices for how to do it right.

Before the Event
Before live-tweeting any event, it is important to consider both logistical and content-driven aspects:

Select the right person for the job. The person who is selected to live-tweet should not only be familiar with Twitter, but also be able to type quickly with accuracy while maintaining their composure. Remarks worth tweeting are often delivered quickly and the person will have to condense them into 140 characters without losing the meaning or power of the remark. He or she should also be comfortable with the content delivered during the event and know which messages your organization wants to emphasize.

Make a list of the relevant hashtags and Twitter handles. In addition to the event hashtag, make a list of popular hashtags relevant to the content of the event so that the person tweeting can easily reference them. Use TweetReach to determine how large or small the conversation is for each hashtag. Make sure to pick one that is not too large that your tweet gets lost, but also not too small that it barely reaches anyone. Similarly, research the handles of any speakers, partner organizations or participants who are active on Twitter and make a list of those whom you want to engage.

Ask for remarks in advance. When possible, request speeches or prepared remarks before the event. This will allow you to read through what the speaker will say and pull out any important remarks that you want to tweet. Create those selected tweets ahead of time adding in the appropriate hashtags and incorporating any necessary handles. This will allow you to quickly copy and paste the tweet once the remark has been said.

Set up a Hootsuite account. There are a number of tools that help you manage your Twitter account, schedule tweets, track who is mentioning you, etc. Hootsuite is one such tool that is easy to use, but feel free to use whichever tool you prefer. Before the event begins, make sure you have the following streams set up for monitoring during the event:
- **Your handle's tweets:** this will allow you to easily see what you have tweeted from your handle.
- **A search stream for the event hashtag**: this will allow you to review what everyone using the event hashtag is tweeting and easily reply to them or retweet any good tweets.
- **A search stream for mentions of your handle**: this will allow you to see anyone who mentions you on Twitter or tweets something at you during the event.

Confirm Wi-Fi capability and equipment. Make sure there will be WiFi available and if not, plan accordingly. It's often easier to live-tweet from a laptop computer so that you can view multiple streams at once. Also, using a phone without a Wi-Fi connection can quickly drain your battery and cripple your tweeting.

During the Event

At the beginning of the event, send an introduction tweet out letting your followers know where you are and that you will be live-tweeting the event. This will give context to your followers for the stream of tweets that they will see coming from your handle.

A sample introduction tweet follows:

> Getting ready to kick off the [EVENT NAME] in [CITY/LOCATION]. Follow the conversation at #EVENTHASHTAG

Once the event begins, consider the following tips for live-tweeting:

- Tweet the substance of the conversation, such as any good quotes from speakers or comments from the audience, keeping in mind the messages that you want to communicate to the public.
- Use the tweets that were prepared in advance from speakers who provided you their remarks.
- If there are lulls in the conversation or comments that should not be tweeted, fill in that space with photos of the audience or speakers.
- Keep the previously created list of hashtags and handles easily accessible for your reference.
- Be sure to use the event hashtag in all your tweets as well as any other hashtags relevant to the conversation.
- Monitor any mentions of your handle and the event hashtag stream and retweet or reply as necessary.

Similar to the introduction tweet, once you have finished live-tweeting, let your followers know the event is over or that there will be a lull during extended breaks.

After the Event

Once the event is over, it's important to measure your reach and engagement. One easy and affordable way to measure is through a TweetReach report.
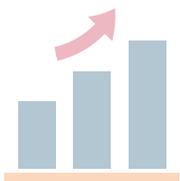
TweetReach provides one-time reports on Twitter handles and hashtags, and it will trace back to the last 1,500 tweets. To measure the reach of the full conversation, Spitfire recommends running a hashtag report on the event hashtag. One report costs approximately $20 and will tell you who tweeted using the event hashtag, what their reach was, which handles were the most engaged and how many impressions the hashtag created on Twitter. When you enter your hashtag in the search box and click run, there will be an option at the top that says, "Get The Full Report" and it will take you to the billing.

Also consider capturing the conversation in a blog post and highlighting some of your favorite parts. Storify is a great, free tool that allows you to pull online content from Twitter and other social media channels, add your own narrative and publish that content to your blog or website.