

TIPS FOR LIVE-TWEETING

Using events to drive online engagement. 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 that 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. The [Planned Parenthood Action Fund did that for the 2019 State of the Union](#), providing real-time fact-checking on the president's statements regarding abortion. Live-tweeting 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 live-tweet.



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 be familiar with Twitter and able to type quickly and accurately while maintaining composure. Remarks worth tweeting often are delivered quickly and the person will have to condense responses into 280 characters without losing the meaning or power of the remark. He or she should 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. Similarly, research the handles of any speakers, partner organizations or participants active on Twitter and make a list of those who you want to engage.



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



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 platform will allow you to easily see what you have tweeted from your handle.
- **A search stream for the event hashtag:** This platform 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 platform will allow you to see anyone who mentions you on Twitter or tweets something at you during the event.

Confirm internet access before the event. Make sure that WiFi will be available and, if not, plan accordingly. Live-tweeting from a laptop computer often allows multiple streams to be viewed simultaneously. Also, using a cell phone without a Wi-Fi connection can drain your battery quickly and cripple your tweeting.



During the Event

At the beginning of the event, send an introduction tweet to let your followers know where you are and that you will be live-tweeting the event. This introduction 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 of 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 that 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 runs reports on Twitter handles and hashtags and its free snapshots include reach, impressions and top influencers in the conversation.

Also consider capturing the conversation in a blog post and highlighting some of your favorite parts. Add your own narrative and photos and publish that content to your website.