

CPA INNOVATION SUMMIT

accounting • technology • leadership

THE CPA EVENT OF THE YEAR.

Social Media Guide

On the web: macpa.org/Summit Hashtag: #MDsummit

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'CRUSHING' THE SUMMIT WITH SOCIAL MEDIA

"Crushing" a live event with social media goes well beyond the actual event. Some specific activities before and after the event will (a) alert social influencers about what you'll be doing during the event and (b) share what you learned at the event with key audiences afterward. Here are some suggestions:

BEFORE THE EVENT

In the days leading up to the event, start connecting with key attendees, high-profile speakers, and event organizers on the various social networks. Follow them on Twitter, Facebook and LinkedIn, then begin posting occasional messages that promote the event and alert your followers that you'll be sharing what you've learned via your live social stream. Here's an example of one such message:

Gearing up for @MACPA's CPA Innovation Summit! Leadership, health care, social media, technology.
[#MDsummit](http://macpa.org/summit)

They call @MACPA's CPA Innovation Summit "the CPA event of the year." Gonna check it out. Will you be there? [#MDsummit](http://macpa.org/summit)

Retweet messages from the event's official Twitter account to share resources and announcements with your followers. Offer your followers links to books or articles that the speakers may have written. If you're feeling adventurous, try to organize a tweetup that will take place during the event so you can meet some of the attendees face to face. In all pre-event messages, use the event's hashtag to populate the Twitter stream with relevant messages.

AFTER THE EVENT

If you have a blog, write a blog post or two about key presentations from the event. Use your tweets as quotes in your blog post, and add a photo or two to each post. Here are examples of blog posts we wrote from presentations at the 2011 CCH User Conference:

- **SUCCESS ISN'T ROCKET SCIENCE: BE NICE. THAT WILL DO.** <http://cpa.tc/rocketscience>
- **ARE YOU FUTURE-READY?** And other reflections & resources from the CCH User Conference - <http://cpa.tc/13k>

Share tweets from the event with anyone who might be interested; you can do this in a couple of ways:

1. **TWEETDOC (<http://tweetdoc.org>)**, a service that archives your tweets. You can use TweetDoc to compile a "TweetBook" of all the tweets from the event. You can turn that document into a PDF and share it with others.

DURING THE EVENT

Use Twitter to share key points that the various speakers make during the event. Start/join in-event discussions about the event that are taking place on Twitter. Don't be afraid to tweet liberally. I will often use Twitter as a way of taking notes; I'll then use my tweets to write articles and/or blog posts about the event (see "After the Event.")

A great tool for live tweeting during an event is TweetChat. You simply go to TweetChat.com, sign into Twitter and enter the event's hashtag. Then, every tweet that you post in TweetChat will automatically include the event's hashtag, so you don't have to enter it yourself. You can also follow the event's live Twitter stream right from TweetChat. It's a very helpful and engaging tool.

Be sure to bring your camera and video camera to the event. Take photos of the speakers during their presentations and capture scenes from the events, then share them with your Twitter followers. If you're feeling adventurous, ask the speakers for brief on-camera interviews after their presentations. You'll be able to use the photos and videos in various ways after the event. (See "After the Event.")

2. **STORIFY (<http://storify.com>)**, a terrific tool that allows you to turn tweets, photos, video, links and other resources into an online "story" that describes exactly what happened and what was said during a presentation. Here are a couple of examples of Storify stories that we compiled during the 2011 CCH User Conference:

- **Sine Die in Annapolis: A wrap-up of General Assembly 2013-** <http://storify.com/thoodcpa/sine-die-in-annapolis-april-8-2013>
- **2013 MACPA Business and Industry Conference** <http://storify.com/thoodcpa/2013-macpa-biz-ind-conference>
- **ASAE 2012: Dan Pink's closing keynote: To Sell is Human** <http://storify.com/billsheridan/asae-2012-dan-pink-s-closing-keynote-to-sell-is-hu>