

# Using Social Media at Conferences: A Guide for CSO Representatives

Global conferences present a powerful opportunity to amplify your organization's voice, share insights, and connect with a wide variety of audiences. Social media is a valuable tool for advocacy, raising awareness, fundraising, and helping grassroots and CSO representatives to highlight their impact and influence decision-making at national and global levels.

Here's a quick guide to help you navigate social media during your next conference:

## 1. Why Use Social Media at Conferences?

Sharing your conference experience on social media makes an impact beyond the event itself. Your posts amplify grassroots voices in spaces where they might otherwise go unheard, empowering communities by raising awareness, and demonstrating the essential role CSOs play in advocacy at both national and global levels.

- **Advocacy:** Social media allows you to share the perspectives of grassroots communities, showcase critical issues, and push for solutions on a global stage.
- **Awareness:** Inform followers and partners about your organization's work and the relevance of the conference to your cause.
- **Fundraising and Partnerships:** Engaging content can attract funders or partners who want to support impactful initiatives.
- **Network Building:** Conferences connect you with potential collaborators, and sharing posts can strengthen these connections.

## 2. Key Tips for Success

- **Plan Ahead:** Think about the type of post you want to share each day. This will help you avoid rushing or missing important moments.
- **Engage with Others:** Like, comment, and share posts from other attendees. Engaging with other organizations or advocates can expand your network.
- **Distill Key Messages:** Avoid overwhelming followers with too much detail. Focus on one core message per post that ties back to your organization's mission.
- **Be Authentic:** Your followers want to see *your* perspective. Share personal reflections, challenges, and highlights from the event.

## 3. Choosing a Platform

We recommend focusing on one main platform where you have the most engaged audience or where your target followers are most active. Posting from your organization's account will give your message added visibility and impact. If you have a strong personal following, it's fine to post from your personal account to broaden your reach too.

Each platform has its strengths:

- **Instagram:** Highly visual, perfect for sharing photos and stories from the event.
- **LinkedIn:** Great for sharing professional insights and connecting with other organizations, donors, and policy influencers.

- **Facebook:** Good for longer posts and reaching a broader audience, especially for organizations with established “followers”.
- **X/Twitter:** Ideal for real-time updates, quick posts, and engaging with conference hashtags.

## 4. Planning Your Content

- **Before You Go (or Upon Arrival):**
  - Post an introductory message to explain the conference's purpose and why you're attending.
  - Mention the conference name, location, and key topics. This context helps followers understand the importance of your attendance.
  - Example: “Excited to attend the [Conference Name] in [Location]! We'll be discussing [key topics] and advocating for [your cause]. Follow along as we share our experiences!”
- **During the Conference:**

Here are some suggestions for what to share:

  - **Action Shots:** Post photos of you speaking, networking, attending panels, or engaging in discussions. *Ask a friend or colleague to take these pictures of you in action or take a selfie!*
  - **Advocacy Messages:** Highlight the grassroots perspectives you are bringing to the table. This reinforces the role of CSO representatives in advocating for their communities.
  - **Learning and Contributing:** Share what you're learning and how it aligns with your organization's mission. Use captions to summarize key takeaways or new ideas you'll bring home.
  - **Going Live:** If you're comfortable, consider doing a live video on Instagram or Facebook to share immediate updates or a “behind-the-scenes” look. Prepare a few talking points in advance to keep the live session focused.
- **After the Conference:**
  - Share a reflection post summarizing the experience and any key outcomes. Express gratitude to any collaborators or partners and outline next steps.
    - Example: “The [Conference Name] was an incredible opportunity to share our work on [your cause]. We're inspired by the connections we made and look forward to advancing our mission with new insights!”
  - Share with S4HL Global: We want to amplify your successes to a global audience. Please share photos/videos and captions with us.

## 5. Checklist for Creating an Impactful Post

- Choose a photo or video:** Photos and videos increase engagement. Use them to capture the energy of the event and your involvement.
- Write a clear caption:** Keep captions concise but informative to promote your key messages and talking point. Share one main point or insight per post. If possible, include quotes from speakers or snippets from discussions.
- Include Hashtags:** Use the official conference hashtag (e.g., #COP29) and add tags relevant to your organization or cause (e.g., #Stand4HerLand, #LandRights, #WomensLandRights). This broadens your reach and connects you with others interested in your issue & at the conference.
- Tag S4HL to amplify every post:** Here are our handles on different platforms – please @mention us! **@Stand4HerLand** on Instagram, Facebook, Twitter; **@Stand for Her Land** on LinkedIn.