

## Yellow Spider – Team social media guide

Event Overview	
Event Name	
Event Date	
Event Time	
Event objectives	
Event opportunities	
Speaking opportunities	

Social Media Overview	
Messaging	
Audience	
Event social media objectives:	
Event hashtag	
Social handles	
Company hashtag	
Company Twitter Account	
Company Facebook Account	
Company LinkedIn Account	
Company Instagram Account	
Additional platform	

Team	
Social Media objectives	
Number of posts	
Social media ambassadors	
Dos and Don'ts	



Suggested Content	
Twitter	
Facebook	
LinkedIn	
Instagram	
Additional Platform	

