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## **Promoting EuroSpaceHubs Social Media Appearance during events and conferences**

Objective: Expand and promote EuroSpaceHub social media channels to reach a wider and more diverse audience across all platforms.

Where: At any event or (international) conference, while interacting with audiences and partners.

### How:

1. Take usage of eye-catching visual materials, such as flyers, or posters that display EuroSpaceHub's social media handles and hashtags. Include a QR code for direct access to the EuroSpaceHub Instagram account. (Files attached)
2. Share real-time updates, whenever possible, including: event agendas and timetables. Take footage in the form of photos and videos. Open up and present the work and content of EuroSpaceHub social media accounts.
3. Connect and collaborate with fellow partners and exhibitors. Ask other partners about their social media account names and put forward to follow each other. Draw direct attention towards EuroSpaceHubs social media accounts and engage them to interact and mention/tag EuroSpaceHub in their stories and posts.
5. Partner with event speakers and encourage them to mention EuroSpaceHubs social media names.

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## **Creating Content for EuroSpaceHub at (international) conferences and events**

Purpose: when representing EuroSpaceHub at international conferences, we aim to ensure to capture your experiences and insights, and share them with our social media audience.

Here are some guidelines for creating content, that our social media team can use effectively:

### **1. Capturing Moments:**

- take high-quality photos and videos from the conference (as far as possible)  
include different types of moments:

- during talks or meetings
- footage of the venue itself
- the attending team
- timetables
- official banners of the conference
- the city the conference takes place
- videos during the conference

- focus on shooting visually appealing images of EuroSpaceHub activities, partners and key elements.

Note: please take photos and videos, in both, horizontal and vertical formats. Videos are preferred in vertical format. Keep the content in its raw composition, meaning without filters or added text that can't be removed anymore.

### **2. Document Key Insights:**

- Take notes on key takeaway, innovative ideas, or any intriguing, humorous or unexpected facts.

### 3. Informative Captions:

- write short descriptions for photos or videos provided, which include essential information, such as:
  - brief description of content
  - session title and date and occasion
  - names of speakers
  - names and function of people pictured
  - share your personal conclusion or perspective

### 4. Try and identify any official or commonly used hashtags of the event.

### 5. Share Timely Updates:

- Please share content as close to real time as possible.

### 6. Interviews and Quotes:

- If opportunity arises, conduct interviews with industry experts, partners, or speakers. Share any insightful quotes from the conference talks you attended.

### 7. Networking Highlights:

- Highlight any valuable connections or partnerships you made at the conference. Explain how these connections contribute to EuroSpaceHub's mission.

### 8. Post-Event Recap:

- Summarize your overall experience and key takeaways in a short recap text.

By following these guidelines, you are significantly helping promote EuroSpaceHubs presence on social media, and contributing to capturing the best content possible. Thank you for your cooperation!

