

Attending a Conference? Here's Why and How to Share It on Social Media

Article By:

Stefanie M. Marrone

Conferences are full of networking opportunities, industry insights and potential partnerships. But did you know they're also a fantastic opportunity to boost your personal brand and digital presence? Here's why attending a conference is a great reason to post on social media and how you can make the most of it.

Key Takeaways

1. **Boost Your Professional Image:** Sharing your conference attendance showcases your dedication to ongoing learning and staying updated in your field.
2. **Visibility and Networking:** Using conference hashtags and tagging speakers can get you noticed by industry peers, potential clients or employers.
3. **Engage Your Audience:** Your followers will appreciate insights, quotes, or news from the conference, offering them value they might not get elsewhere.

Actionable Tips to Shine on Social Media

1. **Announce Your Attendance**
 - Share your excitement about the conference a few days prior.

-
- Mention the main reasons you're attending: Is it a specific speaker, workshop, or simply broadening your horizons?

2. Use Conference Hashtags

- Before the event, research and find out the official hashtag(s) for the conference.
- Using the conference hashtag will increase the visibility of your posts to the conference organizers, other attendees and those following the event from afar.

3. Tag Relevant People

- Excited about a keynote speaker? Tag them and share your anticipation.
- Met a professional you admire? Share a selfie together and tag them (with their permission, of course).

4. Share Real-Time Insights

- Share memorable quotes or surprising statistics from the presentations.
- Give quick summaries of breakout sessions or panels you found valuable.

5. Behind-the-Scenes Looks

- Showcase the ambiance: the venue, crowd or any interesting setups.
- Sharing a bit of the 'human' side, like fun interactions or personal reflections, can make your posts more relatable.

6. Engage with Others

- Respond to comments on your posts.
- Engage with others' content by liking, commenting or sharing. This can foster real-time digital networking.

7. Post-Conference Reflection

- After the conference, share a recap or main takeaways.
- Reflect on what you've learned, and how you plan to implement it in your job.

8. Turn Activities into Posts

- Every session, networking session or casual coffee break is an opportunity to create a post.
- Remember, you don't have to overdo it. Prioritize quality over quantity.

In conclusion, while the primary goal of attending a conference might be personal growth and networking, don't miss out on the myriad opportunities to amplify your experience through social media. Beyond the handshakes, panel discussions and workshops lies an opportunity to bolster your digital brand, connect with a wider audience and position yourself as a thought leader.

Not only do you solidify your learning by sharing your insights, but you also elevate your professional brand, engage with your community and maybe even make some digital friends and fans along the way!

Copyright © 2025, Stefanie M. Marrone. All Rights Reserved.

National Law Review, Volume XIII, Number 275

Source URL: <https://natlawreview.com/article/attending-conference-heres-why-and-how-share-it-social-media>