

POWERFUL SOCIAL MEDIA STRATEGIES FOR PROFESSIONAL EVENTS

JESSICA BOLAÑOS VANEGAS
DIRECTOR OF DIGITAL MEDIA
@GOODSPERO



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#HASHTAGS

ONLINE TOOLS

"TRENDING" TOPICS
& HOW TO TREND

SOCIAL SHARE KITS

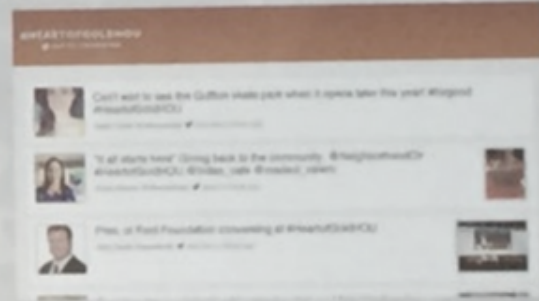


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The Power of #Hashtags

NEIGHBORHOOD CENTERS INC.
HEART OF GOLD 2016




#HEARTOFGOLDHOUSE



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LIVETWEETAPP

 Tag your posts with **#HAHMPGala**



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TRAVEL
JOURNALISM
PROJECT IDEA



www.hahmp.com



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#Repost @fancycapitalist . . . Time to celebrate 30 years of media + scholarships! 🎓👊 #HAHMPGala

**tweet
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only


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ons about

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Jessica Bolaños
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 TWEETS 2,654 FOLLOWING 1,474 FOLLOWERS 1,507

What's happening?

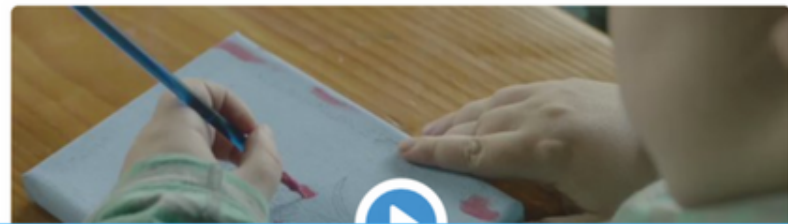
View 1 new Tweet

AJ+ @ajplus · 27m
 There's no hijab emoji. So this teen decided she'd make one.



8 6

ResMed @ResMed · Sep 6
 The amazing story of two boys whose #Duchenne diagnosis hasn't kept them from seeing the world



Who to follow · Refresh · View all

- bandcamp** @Bandcamp Follow
- Jose Grinan** @JoseGrina... Follow
- Michelle Merhar** @FOX2... Follow

Find people you know

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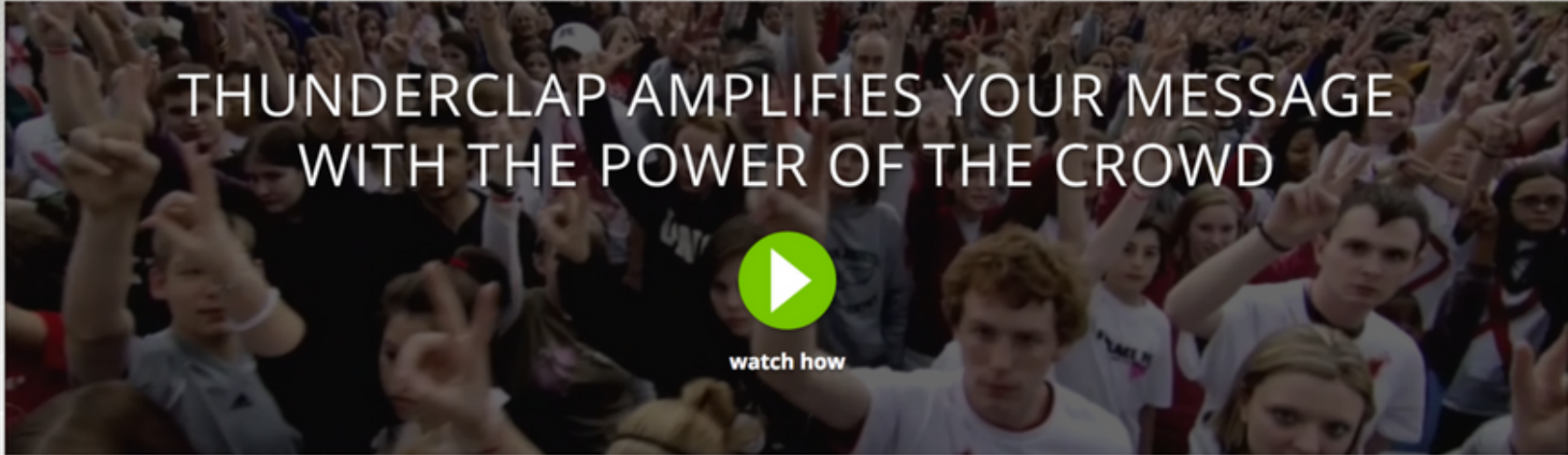
Houston Trends · Change

- #PassTheTUMS**
Coach Bacon's livetweetin' tonite's game!
Follow @TUMStweets TO GLORY!
Promoted by TUMS
- #HOUvsCIN**
Trending for 4 hours now
- Brandon Marshall**
28.8K Tweets
- Jets**
138K Tweets
- #NBA2K17**
25.9K Tweets
- #OneWordOffSongs**
18.2K Tweets
- Tyrod Taylor**
11.9K Tweets
- Jimmy Fallon**
18.4K Tweets
- #ProjectRunway**
Trending for 3 hours now



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Watch Video



#EndItForGood



Social Good Summit #2030NOW



Mentoring Matters



#BeThe1To Help Prevent Suicide

▶ **LEARN MORE**

TRENDING CAMPAIGNS

ENDING SOON



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CREATE SOCIAL MEDIA SHARE KITS FOR BRAND AMBASSADORS

- EMPLOYEES & INTERNS
- VOLUNTEERS
- PARTNERS & SPONSORS
- ONLINE INFLUENCERS



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Jessica Bolaños Vanegas
 Edit Profile

MY EVENTS

- Upcoming
- Calendar
- Discover
- Subscribed
- Past
- Create

11

All 20+ Invites 11 Hosting

+ Create

NEXT WEEK



Free Biz Workshops - Innovation Week

September 19 - September 21
 Leonel Castillo Community Cen... · Buy Tickets
 Estella Gonzalez is going

✓ Going ▾ Invite ▾



Chase Business Seminar - Marketing Exp...

Wednesday, September 21 at 11:30 AM in CDT
 Double Tree Hilton Hotel 6 Gre... · Buy Tickets
 Hosted by Houston Hispanic Chamber of Commerce

✓ Going ▾ Share ▾

OCTOBER 2016



SOLD OUT--Yes Justice, Yes Peace: the R...

Monday, October 3 at 7 PM in CDT
 Rothko Chapel · Buy Tickets
 Nelson Vanegas and 5 other friends are going

✓ Going ▾ Share ▾

Show All ▾

Events near Richmond, TX

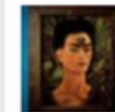


BIRTHDAYS THIS WEEK See All

Jelvonne Mor and 2 others



EVENTS HAPPENING THIS WEEK See More



Frida Kahlo : Entre el Dolor y ...
 7 PM in CDT at University of Ho...
 Film · 703 guests
 Interested · Going



Red Bull Play & Destroy: Hou...
 9 PM in CDT at Fox Hollow
 Nightlife · 204 guests
 Interested · Going



Yes, Indeed! Music Fest 2016 ...
 Tomorrow in CDT at 813 Saint E...
 Festival · 374 guests
 Interested · Going



NHPO Black & White Presiden...
 Tomorrow in CDT at Houston M...
 Fundraiser · by National Hispani...
 Interested · Going

You can add your events to Microsoft Outlook, Google Calendar or Apple

Chat (101)





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Edit Profile

MY EVENTS

- 18 Upcoming 11
- Calendar
- Discover
- Subscribed
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- Create



SEP 16

Frida Kahlo : Entre el Dolor y el Placer

Public · Film · Hosted by Institute of Hispanic Culture of Houston

Friday, September 16 at 7 PM - 9 PM in CDT
Starts in about 6 hours · 88° Mostly Cloudy

University of Houston
4800 Calhoun Rd., Houston, Texas 77204 [Show Map](#)

Tickets Available [Find Tickets](#)
www.ihch.org

About

Discussion

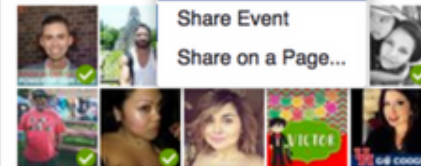
- Write Post
- Add Photo / Video
- Create Poll



Write something...

Interested + Going Share ...

Choose Friends



Share Event

Share on a Page...

Antonio, Marco and 5 other friends are going

3K	706	441
interested	going	shared with

INVITE FRIENDS

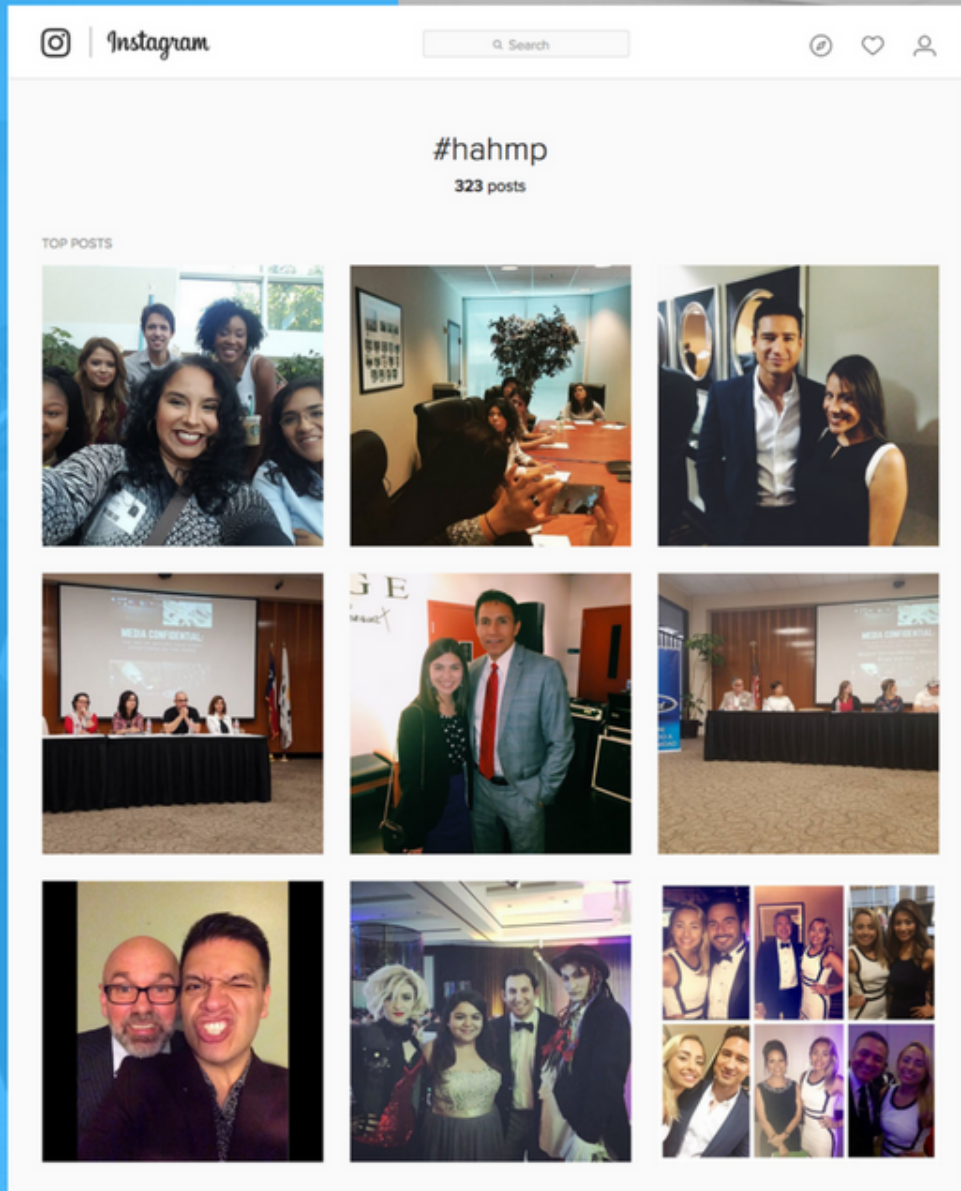
+ Add friends to this event



Connect with Industry Professionals Partners & Potential Clients



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JOIN IN ON TWITTER CHATS & HOST ONE!

**#AskUNWomen about women
refugees and migrants!**

WHEN: Live on Thursday, 15 September, 8:30 am EDT

WHERE: Hashtag #AskUNWomen and @UN_Women on Twitter

WHO: Andrea Milan, UN Women expert on gender and migration + YOU!

WHAT: Twitter chat on gender dimensions of displacement in the lead up to the UN Summit for Refugees and Migrants.



Credit: UN/UTIS



UN Women @UN_Women · Sep 15

Starts soon: Our #AskUNWomen Twitter chat with @andreamilan_ on women migrants and refugees. Ask your questions now!



102



131



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Innovation Week

A public list by Jessica Bolaños



Sept 19-21: 3-day conference for Houston entrepreneurs & nonprofit leaders.

MEMBERS 43 SUBSCRIBERS 0

Edit Delete

- Tweets >
- List members >
- List subscribers >

More lists by

@FancyCapitalist · View all

- Innovation Week
- Berlin, Germany
- Fulbright - NatGeo
- Migration | Refugees
- Neighborhood Centers
- H-Town
- Education
- Tech | Digital | Social
- Entrepreneurship
- News & Media
- Social Impact
- Create new list

List members



Tanya Makany Rivera @tmakrivera
Born and raised in Houston, Texas. Mother, wife, daughter, PR professional, political junkie, wanna be foodie and world traveler.

Following



Bayou Microfund @BayouMicrofund
Bayou Microfund is a non-profit corporation that incubates micro-entrepreneurs.

Follow



L'Renee & Associates @WeAreLRenee
Project Management Consulting Firm

Follow



Steve Pearson @PearsonStrategy
Founder of Pearson Strategy Group, which helps companies accelerate innovation and product development for long-term stability and profits.

Follow



Lee & Hayes @LeeHayesLaw

Follow



Goodspero @goodspero
We're a #Digital & #SocialMedia consulting, training & content creation team serving nonprofit and for profit organizations invested in social impact.

Following



Frost Bank @FrostBank
We've helped six generations of Texas families and businesses prosper. And we're here 8 to 5 p.m. Mon-Fri. Or 24/7 at 1-800-513-7678. Member FDIC.

Follow

Recently added members · View all



Zawadi Bryant @zawadipenda

Follow



Big Oak Tree Media @bigoa...

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Sandra Says Media @Sandr...

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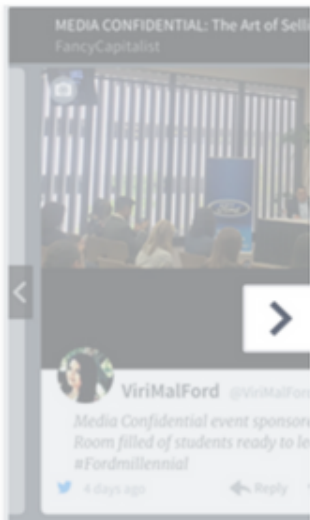
HAHMP Houston

Published by Jessica Bolaños Vanegas [?] · September 14 at 11:27pm · 🌐

Check out the [Storify](#) recap of tweets from our "Media Confidential: The Art of Selling Your Story from Those on the Inside" event this past weekend! Thanks for all those who shared their thoughts online! #HAHMP



MEDIA CONFIDENTIAL: The Art of Selling Your Story, From Those on the Inside (with images,

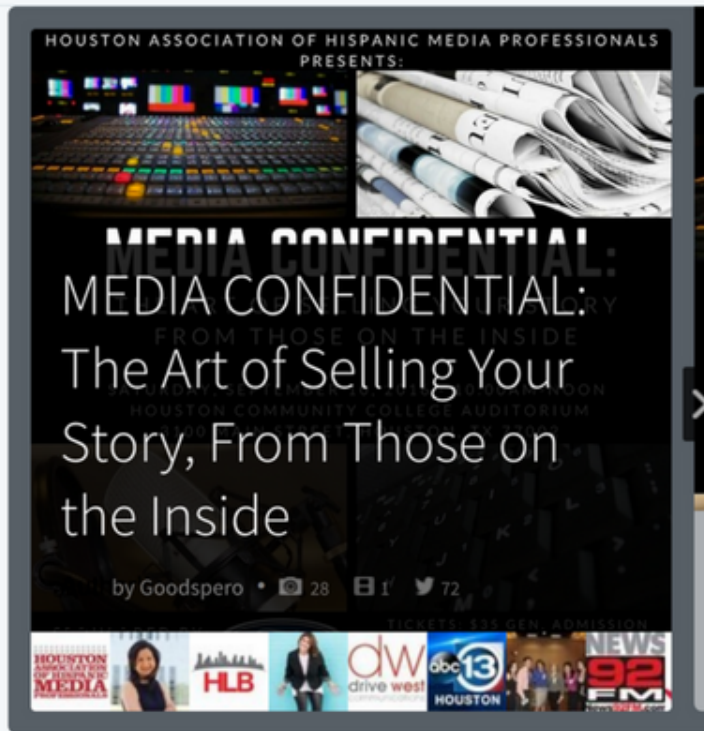


MEDIA CONFIDENTIAL: The Story, From Those on the Ins



HAHMP Houston @HAHMPonline · Sep 14

.@Storify recap from our MEDIA CONFIDENTIAL event: [storify.com/FancyCapitalis...](#) #HAHMP



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CREATE

Post original content +
Photos + Videos + Data.



SHARE

Be a source of information.
Be Online and Offline.



CONNECT

Reply. Re-tweet.
& Interact with others.



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THANK YOU

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