

Intro to Social Media Strategy

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Before, During, and After

- Before: Laying the groundwork
- During: Engaging and disseminating
- After: Publication, and Prepping for the next Before

Before

- Collecting #'s & @'s with social media analysis tools

Name	twitter handle	panel/committee	Organization	Org Website	Topical Focus	facebook
Larry Strickling	n/a	Morning Keynote	@CommerceGov	www.commerce.gov		
Vint Cerf	@vgcerf	Morning Keynote	@Google	www.google.com	Internet, ICANN, cyber security	
Steve Crocker	n/a	Morning Keynote	@ICANN	www.icann.org	Cyber Security	

	The Politics of Innovation: Can the Internet Spur Too Much Disruption?	Truth and Trolls: Dealing with Toxic Speech while Protecting Free Speech Online	Resources: An update on progress and challenges remaining for the transition of IANA	Enhancing Multistakeholder Cooperation (WSIS +10)	Global Solutions for an Ethical IoT Built on Trust and Security	Digital Rights and Free Expression Online	Imbalance: There is an imbalance in trade strategies between the US and many of its
Encryption, Backdoors, Cybersecurity and Privacy	igfusa_disrupt	#igfusa_trolls	igfusa_iana	igfusa_wsis	igfusa_IoT	igfusa_rights	igfusa_trade
#encryption	#ecommerce	#censorship	#IANA	#multistakeholder	#IOT	#surveillance	#digitaltrade
#Snowden	#internationaltrade	#copyright	#IANAttransfer				#trade

#encryption	#ecommerce	#Cybersecurity	#netgov	#internetofthing	#cloudsecurity	#cryptocurrency	#bitcoin
@evanderburg	@ColderICE	@Laurent_Perche	@paqueg	@laurentimedici	@ciphercloud	@pymnts	@pymnts
@kdnuggets	@mikaelthakur	@dinodaizovi	@genevaGIP	@danablouin	@Dana_Gardner	@CryptoTraders	@BitcoinGarden
@DereckCurry	@IR_Magazine	@SANSEMEA	@igcbp	@ConnectedWM	@IdeaGov	@BitcoinzMachin	@coinsultingblog

During

- Building presence by encouraging use
 - Visible, pervasive @'s & #'s (signs, badges, ribbons)
 - Appeal especially to younger users who are more likely to be Social Media adroit
 - Live tweeting keys: interesting, insightful, funny
 - Build community by hosting early Tweetup reception
 - Reward high performing users

After

- Publication: use [storify](#) to link and publish key twitter conversations
- Prep for next Before:
 - Update #'s & @'s
 - After event analysis: what worked, what didn't?