Social Reporting from Conferences, Workshops and Other Events

A practical guide for organisers

"Social reporting is a set of skill and tools mixing journalism, facilitation and social media to report collectively and live from an event to capture the moments of the event and to develop interactive conversations."

Written by Peter Casier
www.blogtips.org
V 0.2 - March 3, 2011

ict-km
collaborate, create, communicate
ictkm.cgiar.org

Introduction

The *"Share Fair on Agricultural and Rural Development Knowledge in Africa"*, took place in Addis Ababa (Ethiopia), in October 2010. The event gathered a broad audience of farmer organizations, extensionists, researchers, students and academia, policy makers, ICT specialists, commercial advisors and input providers, governments, NGOs and UN agencies…
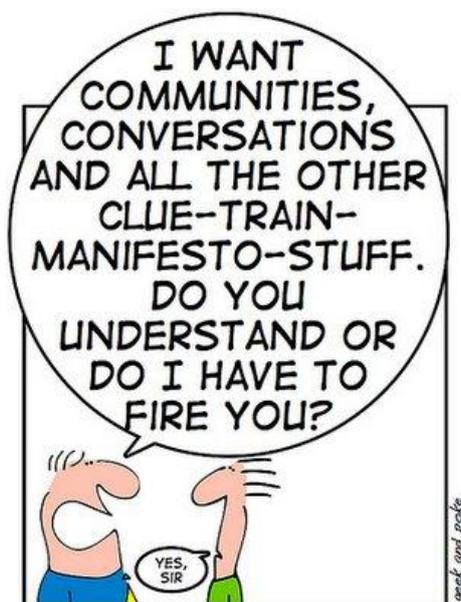
The Share Fair was organised as a highly interactive and participatory gathering, and we did not want the reporting to be any different. Early on, we decided to use ”social reporting” as an integral interaction mechanism for both organisers and participants.

Organising social reporting often looks like "trying to organise anarchy" so we faced a number of practical challenges, which are typical of any social event. Even if no stimulants are involved…

We knew from the start that we were up for a challenge and agreed to reflect on the "Social Reporting" aspect of the event, during the process itself. Distilling our experiences and lessons-learned into a generic guide became one of the goals of the Share Fair. The product of which, you are reading now. We hope it can give similar events a head-start in structuring the social reporting setup.

While we keep the guide as generic as possible, we refer constantly to "How we did it at the Share Fair", so with the dull theory, you can also see practical examples.

Have fun!

Cartoon courtesy Geek and Poke

Table of contents

Why social reporting?

Social reporting from events provides a unique opportunity to reach out to a wider community than just merely the people present at the event. It allows you to use mass social media to bring out your key messages, as an awareness or advocacy tool to a broader audience.

As social media is made of two-way communication channels, social reporting also enables interaction with "outsiders" by soliciting their offsite participation in the onsite presentations and discussions, as well as stimulating discussions about the topics the event covers.

But it goes further than that: using event participants as social reporters enables a more active engagement of the participants themselves. While in traditional meetings, the audience would be passively listening and taking individual notes at most, social reporting stimulates your audience to more actively engage with the content and other participants, to reflect on the topics and discuss them.

Cartoon courtesy http://www.hubspot.com

Step 1: Define the roles and the strategy of the social reporting team

THE WHAT

As with any collaboration effort involving more than two people, it is important to define the realistic goals of a project and to clarify the interactions or overlap with other teams. Clarity is good, avoids conflicts and enables you to measure the output.

The "Terms of Reference" depend on the role the organizers want to attribute to the social media team. As such, they mainly define how your social media team will function within the overall organisation of your event.

See **Appendix 1** for the Terms of Reference we used for the Addis Share Fair Social Reporting team.

Some specific points you should pay attention to:
-   It is particularly important to define the boundaries between social and "official" event reporting, if any. Will you take meeting minutes during your event? Do you expect your social media team to take these minutes while they do the social reporting? Or will you separate the two processes? Will you see the social reporting output as the single written output of the different sessions?
-   Is there a distinction between social reporting and the "official" media work, and thus should you define how the PR team and the social reporting team will work together? If so, what would be the main messages you want to give the public? How will the social reporting and media team work together?
-   Will you use the on-site social media "experts" to also train "newbies", encouraging participants to start using social media?
-   What do you see as the final output of your event social media efforts?
-   How do you measure the social reporting impact?
-   Do you expect a post-event evaluation?

THE HOW

After the "What", defined in the Terms of Reference of your social media team, you need to define the "How": How will your social media team reach the goals you have set for them? What will be the general approach, how do you expect the team to organise itself?

While the Terms of Reference are typically something the event organisers can define, let the "HOW" be defined by your social media team. They will know best how they can reach the goals you set in the ToRs.

For the Addis Sharefair, we condensed the "WHY" in a "Social Media Strategy" document, **see appendix 2**. The strategy took over from the main elements from the Terms of Reference, and elaborated on them, focussing more on HOW the work would be done.

While the Terms of Reference were pretty much cast in stone way before the event, the Social Media Strategy document was adapted several times during the preparation of the Share Fair.

Some specific points you should pay attention to:
- How will the team organise itself? Social media reporting is "crowdsourced" reporting, almost like "organised anarchy". How will this be approached in a structured way, both BEFORE and DURING the event?
- What media output is expected? Writing blog posts and tweeting from the event are pretty common, and do not require niche tools and skills. It is different, though, if you expect podcasting, video blogging and live audio or video streaming. Those will need special equipment and people with the right skills.
- Do you allow/want/encourage the social reporters to use their own tools/media (e.g. their own blogs or Twitter accounts), or should they use a pre-set series of common tools (e.g. one blog, one Twitter account, etc)?
- How will the team organise itself to cover the different sessions during the event, ensuring each session is reported through different social media output types (e.g. ensure the live bloggers spread over the different sessions and are not all sitting in one session)
- If one of the goals of your team is to encourage participants to engage in social reporting, how will this be organised? Will you give training sessions? During the sessions or as an extra activity?

So, after the WHAT and the HOW, comes the WHO: how do you gather your social reporters, "the good and willing", and organise them into a social reporting team?

Cartoon courtesy http://looklinklove.com/

Step 2: The Social Reporters get to work

Social reporting from conferences and events can be done by a dedicated team, or by volunteers from the audience. Or even better, by a dedicated team consisting of volunteers. Or have you ever thought of a teaming voluntary dedication? [confused face]…

You cannot start your event and on the first day, ask for volunteers to do the social reporting. At least not if you are serious about your social reporting. You need to get "the good and willing" together way before the event, and let them prepare…

Get a coordinator
... but before you do all of that, get a coordinator. As said before, social reporting resembles "organised anarchy". A single coordinator will assure "all heads" of the social reporters are facing the same direction. He or she will ensure there is a coherence in the tools used, help standardize the tagging, the main messages, and in general, will be the main "interface" between the social reporters and the event organisers.

Gather social reporters
You got your coordinator? Now the real work starts. Start crowdsourcing and get your reporters…

Sorry, was there a question? Yes, the lady with the green sweater? "How far in advance do you gather the social reporting team?"… Well, the answer is "how fast can a car run?". Meaning: "it depends…" If you envisage a big social reporting team, with many different outlets, or if you want to keep it modest. To give you an idea: for the Addis Share Fair, which had a team of 30 reporters, and a large toolset, we got together about six weeks before the event. Did that answer your question? Good. On we go!

Your social reporters can be limited to event participants , but you can also gather volunteers from "the outside": people unrelated to the event (yet), but who are willing to help you propagate the social reporting outputs through different social media channels. They might also help prepare the event, test tools or give advice. It is always nice to work with outsiders, as it avoids inbreeding.

For the Addis Share Fair, we decided to "break open" the social reporting. We called for candidates in a blogpost, thus creating one channel for people to "sign up". We broadcasted a summary of the post, with the link to it, through other blogs, Twitter, Facebook and posted it on several discussion groups.

Whilst you call for volunteers, don't forget your even participants! Once people started registering for the Addis Share Fair, we sent them a mail asking to join the social reporting team.

Before we knew it, we gathered a team of over 30 volunteers, about 70% participants and 30% outsiders. Strangely enough, several from the "outsiders" decided to come to the event, as they got enthusiastic about the causes through the social media team. Ain't that neat? I mean, really!

Keep the social reporters together
As your volunteers are scattered around the globe, it is essential to find a good tool which enhances the free flow of discussions and exchanges within your social reporting team.

We chose to use Dgroups as the main discussion platform, and to set up our wiki page on Wikispace. The former is an email listserver/discussion forum, used to communicate within the team, and the latter was our "document" repository where we published the outcome of the internal discussions.

The discussion forum was kept private to the participants only, to ensure people could speak up their mind. The Wiki page was public so outsiders could follow the progress.

Get the social reporters to work
If you have 30 individuals, all working remotely, how to better get them into "one" team, than to start working towards a common goal (Think about that. That was deep!)

So, get your social reporters to work, start ploughing through the preparation of the event and entice open discussions amongst the social reporters. Go to Step 3.

Cartoon courtesy http://monkeywong.com
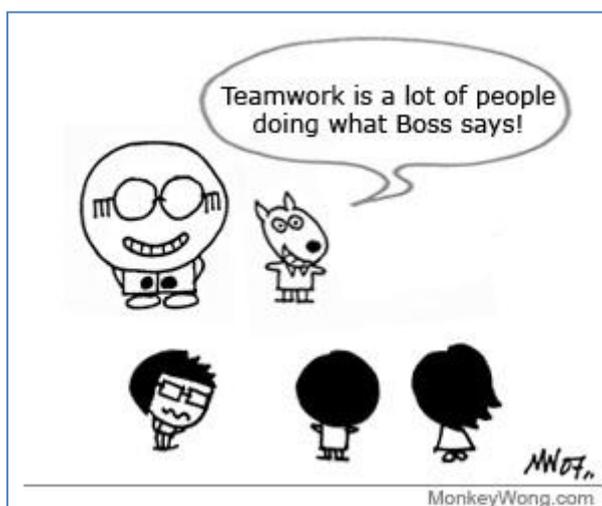
Step 3: Pre-event activities

Create the team and the "team spirit"
- Ensure everyone agrees and buys into the Terms of Reference and the Social Media strategy.
- Start a discussion to define what social media will be used, and what tools the team chooses for each of those outlets (typical tricky areas are video, audio and photosharing, but there can be pretty loud discussions about blogging platforms too…).
- Discuss what you will see as the main priorities for the team, during the event.
- As you go along, you will automatically define the "spirit" amongst the social reporters, within the social media team. It looked like the "mood" we had during the Share Fair pre-event discussions had a significant (and positive) stamp on the mood in the team during the event.
- As you go along, start organising the team. In our case, we had 30 social reporters, so we subdivided them, according to their interest, in smaller teams: those working (mainly) on Twitter, live blogging, write-up blogging, pictures, video, audio, webpage updates, training and guidance for newbies, slides and Facebook.
- We listed all volunteers for each of those teams (and sure, it was ok if somebody chose not to belong to one particular team) on our Wikipage, and nominated an "elder" or coordinator for each one.

Work towards the goals
Before the event starts you need to address a number of issues:
- Standardize the tools you will use and list them.
- Is it ok for the social reporters to use their own social media accounts to report from the event? At the Share Fair, we actually encouraged the social reporters to use their own blogs, Twitter and Flickr accounts etc… This allowed us to tap into the "audience" of 30 or more blogs, Twitter accounts etc… but it actually also encouraged people to publish more, as they got more "traffic" to their media. A "win-win", as they say.
- Achtung! The more the outlets get dispersed, the more the need to pull the content together. We agreed to use the Share Fair webpage and the main Share Fair blog to gather all the material generated, mostly through publishing feeds.
- Ensure standardized tagging for microblogging (so you can track the output).

Get information on the conference and its premises
- What is the internet connectivity like (I hope for you they have WiFi). Is the connectivity public or do you need to register? Can your team pre-register?
- If there is no on-site connectivity, how can your team get connected? Do you need to get 3G USB dongles on the GSM network?
- Will the connectivity allow you to upload larger files (video, audio, batches of pictures)? Will it allow you to do video streaming?
- Will you have a dedicated room for the social media team? During the Addis Share Fair, this was particularly handy: we used it as our working area, between sessions. And as social reporters would disappear into different sessions for almost the whole day, we could always find each other back in our "Press Room". We could also leave some of our equipment there.
- Get a preliminary programme and layout of the conference premises.

ict-km
collaborate, create, communicate

Test your stuff!

While the use of some social of media outlets like Twitter and blogs is pretty common and easy to implement, this might be less true for video and audio streaming, as well as for video blogging (vlogging) and podcasting.

- Do you have enough bandwidth available for audio/video streaming? Can someone test it for you on the premises?
- Is there any restriction on social media tools imposed by the local telecommunications authority (some countries ban YouTube, Blogger, Bit.ly, etc)

Organise your stuff

As the event approaches, you should be able to come up with the following lists:

- An extensive list of the social media tools the team will use (Webpage, blog, bookmarks, picture sharing, microblogging, video sharing, URL shortener, interactive polls, Facebook, chat tool, live video streaming, live audio streaming, podcast).
- A list of links to the event-specific accounts for each of the tools.
- Definition of how the team will use each tool.
- A list of the different sub-teams covering the different areas (e.g. live blogging, end-of-day wrap-up blogging, live tweets, pictures, video streaming, podcasts, webpage updates, training of newbies, slideshow haring, Facebook, Wiki updates)

An extensive list of our Addis Share Fair tools is in **Appendix 3.**

Get the team to work

The social media team can be put to work before the event. Actually, it can have a significant role in the event promotion:

- spread "the word" through the social media channels;
- publish details of the agenda;
- publish articles on the topics which relate to your event;
- publish short interviews with organisers, key participants, keynote speakers;
- start building up links to existing sites, blogs, tweeps who work in/on the topics of the events.

This is not only beneficial for the event, but it is also great for your team:

- they will actually already work together BEFORE the event;
- the tags, blogs, etc.. that will be used DURING the event will be known BEFORE the event;
- you might attract even more social reporters while you are creating a buzz about the event.

Last thing before you leave

OK.. You selected your tools, you did a test drive, your team is abuzz spreading the posts they have already written, you are ready… Well, almost… one thing still missing: the event might have hundreds of participants, so you might lose track of your team, once you arrive.

So: agree beforehand where the first meeting will be held. At the Share Fair, most of us met the evening before the opening, for a group discussion, and some drinks. We also agreed we would meet every evening - same time, same place- after the sessions to wrap up the day and plan for the next day. All these points were set before we left for the meeting.

Now, you can pack and catch that flight!
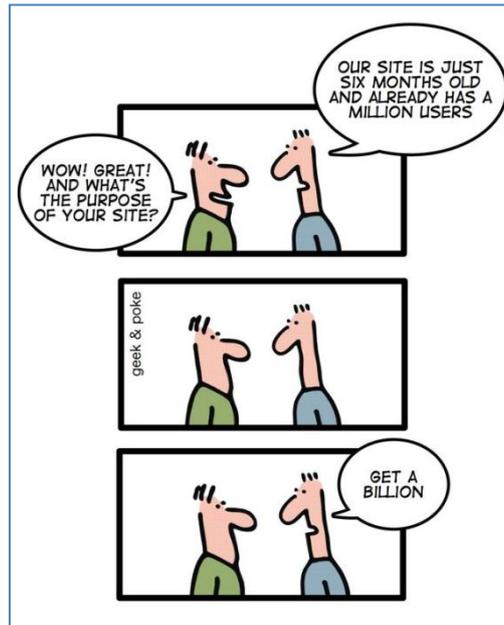
Cartoon courtesy Geek and Pook

Step 4: Onsite social reporting

Gather your social media team before the event
No matter how active your social media team might be during the preparation phase, it is important to physically gather all social reporters once they arrive at the event, and preferably just before the official functions start.
- Introduce the social reporters. Give them an opportunity to get to know each another face to face. Stimulate interaction and set the positive tone.
- Go over the goals set during the preparation phase. Check if there is still uncovered ground.
- Go over the tools you have agreed to use, and the procedures and processes you agreed upon. Are there still any questions, does anyone still need help?
- Define ways to keep in contact with each other during the event – as once the event starts, most social reporters will be dispersed over the different meetings and presentations.
- Iron out any outstanding issues.
In Appendix 4, you can find the topics discussed (and agreed) during our first Sharefair social reporters' meeting.

Get a work space
One thing we have found to work very well, is to have a physical place, with good connectivity, where the social reporters can work in between the event sessions, where they can sit in isolation, and process the pictures, edit their blog posts and podcasts… Having one physical room available for the social reporters to work together will also stimulate team work and interaction.

Organise daily meetings with the social reporting team
- As the event starts, there will be many topics to cover, many presentations and meetings to attend. Agree with your social reporters how you will cover the different events so that the reporting can be evenly distributed over the whole duration of the event.
- Agree to meet daily, after the day's sessions, to wrap up the day and plan for the social reporting scheme of the next day.
- During the daily meeting, check who has covered what for the past day, and what content has been generated. Pull that content together in a daily wrap-up blog post.
- Check daily what needs to be rectified: are there any technical problems? Does anyone need help? Is the process, as defined before the event, working well, or is some fine-tuning needed?
- And just as important: plan for the next day: who will cover what, using what social media? Ensure that each session is covered with different media: photos, blogposts, live tweeting, video, audio… At the Sharefair, we posted this planning to our Wiki.

Monitor quality
Hopefully, social reporters will generate a lot of content. It is important to constantly monitor the output quality to ensure quantity does not take precedence over quality:
- Are blogposts properly spellchecked and formatted?
- Are pictures properly tagged and titled?
- Are the audio and video posts of proper quality?
- Is the output stimulating, exciting?
- Are the live tweets engaging?

Monitor engagement

As social reporting aims to stimulate two-way communication, actively monitor if all social reporters are monitoring the feedback:
- Are you monitoring comments on the blogposts, YouTube videos, podcasts?
- Are you monitoring retweets and replies on Twitter? Do your social reporters stimulate and engage in active discussions?

Monitor outreach to social media newbies

Once your social reporters start their work, it might be difficult to have them reach out to other participants who would like to engage in social reporting too. Make sure there is ample time and priority given to respond to requests for training and assistance from people who want to engage in social media, but were not part of your initial social media team.

Cartoon courtesy http://www.icis.com
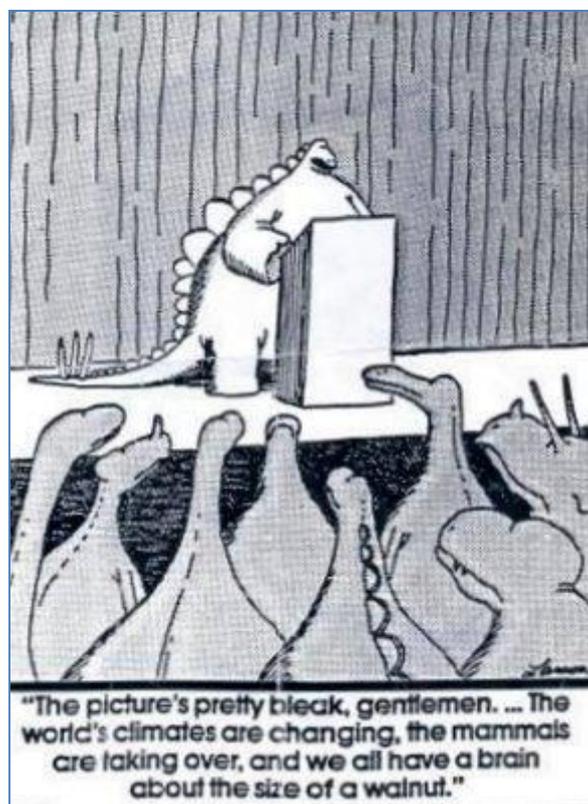
Step 5: Post event stuff

After the event, you should write a guide about social reporting, sell the copyrights on eBay, get rich in a fortnight and with the profits, retire on a remote island in French Polynesia.

But there is more you can do, and should do. Once the event closes, typically, everyone takes the next available flight, never to be seen again. It is rather sad if that happens to the social reporters too. So….

Gather your social reporters for a wrap-up meeting
- During the event, agree on a time and place to meet, right after the official closure of the event. Sit together, wrap up the last day's activities. Agree on the work that still needs to be done.
- Use this opportunity to evaluate the social media efforts. Check what the team thinks: what worked well, what needs to be improved "if we want to do this again".
… and have a drink to celebrate the social media work done!

Learn from the good stuff and from your mistakes
During the wrap-up meeting, we made a list of "good" and "to do better next time" items, followed up by online discussions on our social media forum. You can find the lessons learned in **Appendix 5**.

Let's generalize and reflect upon some issues that need improvement, and make this into a general set of tips and tricks for social reporting:

1. **Monitor quality:** if the team includes"newbies" to social media, one general recommendation is to ensure that quality is monitored more rigorously, e.g. spell-check the blog posts, check on the quality of pictures, podcasts and videos…

2. **Organise the session coverage rigorously:** be rigorous in organising coverage of the different sessions, even if most social reporters are also event participants. One solution might be, to define before the event who is interested in what topic, so the topics can be assigned to interested individuals (along the lines of the smaller teams for each type of media).

3. **The more the social media outputs, the better the aggregation should be:** the more social media outputs you generate, the more important it becomes to have ONE place with an overview of all the outputs.

We tried to do this on the Share Fair blog and webpage, but still, that was not enough. Possible solutions are:

- Promote the key URLs of social media outputs amongst the participants (posters, small cards with the URLs...).
- Create more 'integrated posts', which combine all social media aspects of a particular subject or session.
- Expand the daily wrap-up posts, although they take a lot of time. This duty might be rotated, or at least one dedicated person allocated to this task.

- Copy and paste excerpts of all blog posts on one central blog (during our event, we copied/pasted the entire blog posts, but in retrospect, we should only have done summaries, with links to the original blog posts).
- Use Delicious.com bookmarks and tags to aggregate everything related to the event and to each specific session. This might be an easy way of documenting each session. Delicious.com will also generate RSS feeds specific for each session.

4. **Expand the conversation: i**ntegrating feedback from offsite "participants", using social media, is challenging, technically, but also practically: ensure to integrate this within the sessions schedule/dynamics beforehand so it does not disrupt the reporting.

5. **On live tweeting and Twitter discussions: w**hen live tweeting with multiple people from the same session, sit next to each other so one reports and the other one interacts with the offsite audience.

6. **Properly prepare for video and audio streaming:** this is a particular challenge. Ensure you test the video and audio quality. Set up the equipment beforehand. Publicise the sessions that will be streamed. Use a wireless microphone for the facilitator/presenter (people can deal with bad video quality, as long as the audio is good!). Make sure your bandwidth can cater for streaming!

Picture courtesy http://treehugger.com

Appendix 1: Terms of Reference for the Share Fair Social Reporting team

1.1 Develop a social media communication strategy
- covering the preparation of the event, during the event and after,
- geared towards advocacy for the event and its content (in our case: "knowledge sharing in general, and Agriculture in Africa")
- but also covering "how to use social media to integrate those not present at the event".
- The strategy will outline the main media outlets, their use and the social media team's organisation

1.2 Pre-Fair advocacy:
- sensitize staff of the organizing agencies
- Start a promotional campaign announcing the event using social media, discussion groups, etc.
- overview and specifically stimulate the pre-event use of social media
- Coordinate with the Communications Division/Media Relations branches of the organisers to broadcast the event
- Publish regular updates on the central blog and website

1.3 Pre-Fair preparation:
- Test and select the different social media tools to be used during the fair
- Test and select the different social media impact tools (e.g. statistics)
- Document these systems and coordinate the practical arrangements
- Set up and coordinate the social media reporting team
- Advocate the use of social media for off-site participants
- Update the content of the Website as a document repository:
    o participants registration form,
    o RSS feeds,
    o documents and tutorials,
    o useful information for participants such taxi and hotel information, map of the city, etc.)

1.4 Onsite (social media content generation)
- Coordinate the coverage of all sessions through social media using a team of volunteers or participants
- Update the main blog
- Audio/Video-record parts of the event either for realtime viewing, YouTube posts, or post-fair productions
- Produce daily updates/digests (in text, images, sound) in blog format
- Ensure all technical preparation is in place to integrate off-site participants into the sessions
- Brief all moderators/session coordinators on the off-site integration
- Use the opportunity of having social media "experts" onsite to cross-train and integrate event participants into the social reporting team.
- Provide hands-on training and guidance to participants willing to participate in social reporting

1.5 Post-Event:
- Collect and publish the achievements of the event on the organizers' web sites and blogs,
- Update the website with all the material and resource documents from the Fair
- Write-up an evaluation of the social media, its use, its usefulness, the statistics/spread, the setup and the lessons learned so that the experience can be re-used in future events.

Appendix 2: Addis Share Fair – Social Media strategy

1. The Social Media Integration Team (SMIT):
The Social Media Integration Team (SMIT) will consist of one coordinator and a loosely knit group of the "good and willing", volunteers from different organisations mixed with knowledgeable outsiders. They will work together in the preparation of the Share Fair, during the event, and for some weeks after the event.
Dependent on the time availability of the team members, each might be involved in one or several tasks of the team's TOR, or only participate in some of the team's discussion.
The volunteers can, but don't have to, participate in the Share Fair itself.

2. Team's TOR
See http://agknowledgeafrica.wikispaces.com/Social+Reporting

3. The main goals:
a. Advocate
Make full use of the potential of social media to advocate for the event and its causes, before, during and after the event.

b. Report
As "social reporters", use social media as the main means to generate and propagate quality content. The content will reflect the "core messages" and "topics" as well as "the spirit" of the Share Fair. The content will also entice people (onsite and offsite) to connect, to share, to participate and to discuss.

c. Reach-out
Using social media tools, the team will integrate off-site participants into the discussions and sessions of the Share Fair, and as such expand the reach of the Share Fair itself, and enrich the discussions.
This is particularly important for a Share Fair in Africa, where only the lucky few might have the opportunity to come to Addis.

d. Document
Using this unique opportunity, the team will document the different aspects of the social media for conferences/workshops both in terms of process, methodology, tools, lessons learned and background material.
This will give a head start for the organisers of future Share Fairs (or similar event)s.

e. Walk the Talk
The social media team will almost exclusively use social media and collaborative tools (Email/Skype) to organise themselves as a team in order to achieve their goals.

4. Advocacy and reporting: HOW
As the Social Media Team consists of volunteers from different organisations, most will already have their own tools (their own blog, Twitter account etc..). Each already has their own social communities.
As such, we will stimulate each to use their own media (blogs, Twitter accounts, Flickr, etc..).

This will allow us to:

- capitalize on each of those social communities, enabling a typical 'social media' snowball, rather than re-building a community or audience by ourselves.
- Reduce the learning curve (not everyone is familiar with all blogging platforms e.g.), and reduce the support needed
- reduce the editing/publishing overhead
- spread the risk of central downtime
- stimulate the generation of content, as each will be publishing on their own platform

Each SMIT member will use common tags, taxonomies, etc.. for all content so we can easily aggregate all links into the Share Fair website. As such, the website will be the central reference point, linking out to all the different sites where content is generated.

If a volunteer does NOT have access to the needed tools, the team's common tools can be used (e.g. the common Share Fair blog), or the team will assist getting their own (e.g. create a Twitter account or a blog).

Before the event, the team will concentrate on propagating the visibility of the event through different social media channels.

During the event, the team will concentrate on capturing as much content as possible, covering the sessions, workshops, trainings as well as the spirit of the event through live blogging, live tweeting, interviews and broadcasts.

The ensemble of Social Media tools used, will enable the SMIT to broadcast and aggregate text, reference links, pictures, video and voice.

Each evening, the SMIT will meet, dividing the next day's sessions ensuring all events/sessions are covered, and to agree on specific tasks which go beyond the sessions (e.g. interviews with different people). We will also use the evening session to make the day's social media "wrap up" post.

Note: As the Share Fair will feature a significant social media training component during Day 0, we will use that occasion to 'recruit' more on-site volunteers as social reporters. They will be briefed on the use of proper standards (such as Twitter tagging)

5. Reaching-out – HOW?
Using a mix of different social media tools, video/audio streaming and text-only "broadcasts", the sessions and discussions of the event will be distributed to the "general public".
Using a similar mix of tools, offsite participants will be able to interact (questions/feedback) in real time with the participants in the venue.

The interaction with offsite participants with be an inherent part of the setup within the Share Fair.

6. Documenting – HOW?
 The team will continuously update their working documents on their wiki, "as they go along", making the Wiki the team's central repository. What will be a "work-in-progress" during the event, will be edited into a "How to?" reference document after the event.
While the social media team is working on the event's preparation, the Social Media Team volunteers will be encouraged to think about the process of "how to integrate social media into an event", and to publish posts about the process itself.

7. Walking the Talk – HOW?

Any member of the Social Media Team who uses any means other than social media and email, will be pay one glass of Prosecco. The Prosecci will be consumed during the last evening's Social Media Team drink. Where we will make a complete disgrace of themselves, dishonouring any credibility we might have built in the week before.

8. The project life cycle:

Starting from the early preparation to publishing the document, the team's main tasks will be to

- Define the strategy and overall goals
- Pull in volunteers, build a working community
- Assign different tasks to the different volunteers ensuring all tasks in the TOR are covered.
- Follow-up all different tasks are completed, fine-tune where needed
- Pull everything back together (be it content, documentation etc..)
- Invent things as we go along, having fun while doing what we like doing

9. Measures of success:

- Traffic on the website and blogs
- Twitter followers
- Clicks on URL shorteners
- Amount of participants in the interactive sessions
- Amount of pieces of content (tweets, blogposts, streams, …)
- Social media reach

Appendix 3: The Share Fair tools and division of labour

1. The tools:

- Web page: sharefair.net
- Blog:sharefair2009.blogspot.com(use post labels sfaddis)
- Bookmarks: delicious.com/sharefair09/sfaddis (use labels sfaddis)
- Photos and Images: flickr.com/groups/sharefair09 (If you wish to share photos from Share Fair Addis, please join the "sharefair09" Group. Once approved, you can send photos to the group. The photos which have **correct name and tags**, including the tag *sfaddis*, will be accepted to the group. More information about Groups is available at: http://www.flickr.com/help/with/groups/)
- Twitter: twitter.com/sharefairs (tag: #sfaddis)
    - o Twitter archive: twapperkeeper.com/hashtag/sfaddis
    - o Twitter daily digest: http://paper.li/tag/sfaddis
    - o Twitter projection during session: Twitterfall
- Videos: sharefair.blip.tv (automatically crossposted to Youtube -- http://www.youtube.com/user/sharefairs)
- URL Shortener: tinyurl.com
- Interactive Polls: twtpoll.com
- Facebook page
- Chat tool: (need suggestion)
- Live video streaming: ustream.tv
- Podcast: podomatic
- Social media usage and impact tools

2. Shortcut links to "Share Fair" tools

- the blog: http://tinyurl.com/sfaddisblog
- the wiki: http://tinyurl.com/sfaddiswiki
- the tweets: http://tinyurl.com/sfaddistweets
- the photos: http://tinyurl.com/sfaddisphotos
- the videos: http://tinyurl.com/sfaddisyoutube
- the social web: http://tinyurl.com/sfaddismention
- the podcasts: http://share-fair.podomatic.com

3. How will we use the public tools?

- blogs: document the Share Fair, and the sessions:
    - o summarize and document the sessions
    - o publish short 2-5 mins videos
    - o reference material to refer to during and after the event
    - o for storytelling
    - o Daily digest
    - o post summaries of the "radio shows" with links to full stories to to an audio blog?

- podcasts:
    - "radio show" with interviews on all kind of possible topics
    - podcasts posted to an audio blog?
- Twitter:
    - Take instant snapshot of what is happening in situ
    - Broadcast links related to the topics discussed
    - encourage people to sign up for feeds (e.g feeds on your mobile)
    - Daily digest (via paper.li)
- UStream: live video streaming to broadcast the event for off-site participants

4. The teams, and division of labour:

Pre-fair blogposts write-ups about the planned sessions
Meena, Gauri, Roxi, Pier Andrea, Peter C.

Onsite social reporting during the Share Fair:

- **Twitter**: (Elder: Maureen)
  Gauri, Peter, Maureen, Roxy, Francesco, Andrew, Ednah,Tsehay, Maria, Davide
- **Live blogging**: (Elder: Peter)
  Roxy, Peter, Maureen, Gauri, Pier Andrea, Andrew, Ednah,Maria, Davide, Tezira
- **Write-up blogging**: (Elder: Peter)
  Roxy, Peter, Maureen, Francesco, Pier Andrea, Andrew, Ednah, Maria, Davide, Tezira
- **Pictures**: (Elder: Ednah)
  Peter, Francesco, Elena, Ednah, Maria, Tsehay, Davide
- **Video**: (offline interviews) (Elder: Pier Andrea)
  Pier Andrea (recording and edit), Roxy (recording), Elena (recording), Tsehay(recording and edit), Andrew (recording), Ednah
- **Audio**: (offline interviews) (Elder: Jan)
  Pier Andrea, Peter, Ednah, Jan, Maureen, Gladson
- **Audio**: (streaming) (Elder needed)
  Pier Andrea, Peter
- **Webpage updates**: (Elder: Gauri)
  Gauri. Francesco
- **Training/guidance for newbies**: (no elder assigned)
  Gauri, Pier Andrea,
- **Slides (Power Point):** (elder needed!)
  Gauri, Elena
- **Facebook**: (Elder: Davide)
  Davide
- **Daily summary page on the wiki:** (Elder: Davide)
  Davide

Appendix 4: Addis Share Fair: Onsite social reporting priorities

At the first onsite meeting, we agreed on the following key points:

- We will have fun while doing the social reporting work. Life is too short without fun.
- Many of the social reports are both Share Fair participants as well as social reporters. Each of us will have to strike a balance between the two, and realize that social reporting will give us extra work beyond 'participating in the sessions'
- Social reporters will be able to choose which session they report from, based on their interest as 'participants in the Share Fair'. If some sessions are insufficiently covered, we will ask for volunteers to report from them.
- The overall purpose of the social media team is to "reflect on and register of what is going on", to the participants as well as to the outside world. The "social media produce" will be used as the legacy for the Fair, as well as for advocacy purposes (arising awareness of the issues brought up).
- Beyond social reporting, we are also here "to learn and to teach": each of us can learn from the others in social media tools we don't master yet. At the same time, we can share our own knowledge of tools and methods with our peers.
- We will recruit Share Fair participants as new volunteers within the social media team. Each of us will ensure these 'newcomers' integrate well, feel part of the team and get access to all tools. If these newcomers are also social media newbies, we will ensure they get properly trained on the tools which are of interest to them.
- Our key priority is to report from the sessions, from the Share Fair as a whole, but also leave room to focus on key issues which come up during the Fair. We will do so through:
    - o session wrap-up reports,
    - o on-site live snapshots (key phrases, issues which catch our attention),
    - o side-line interviews with interesting people and on issues,
    - o while leaving room to reflect on our personal appreciation of the Share Fair.

- We will use interviews with people to delve deeper into certain issues

Appendix 5: Addis Share Fair: Lessons learned

At the first onsite meeting, we agreed on the following key points:

What worked well:

1. We had fun. Yeah!
2. We did a lot of work. Yeah!
3. Connectivity worked very well. ICT team support was great. Yeah!
4. Integration of 'newbies' in the team went very well. Loads of new people got 'recruited' and trained. (Yeah too!)
5. We surely generated a lot of 'social media' noise ! (Triple Yeah)
6. There was a good overall quality of social media output! (Yeah!)
7. The social media team coverage was well appreciated by the participants and outsiders. (Yeah!)

To improve:

7. Need to check on spelling mistakes on the blogs
8. In general, the "elders" need to check on the quality of their area (blogs, pictures, podcasts, etc..) and guide the others. This is utmost important during the first days
9. We need to be more rigid to organise the coverage of the different sessions as some sessions were insufficiently covered.
   Team coordinator needs to ensure all sessions are covered and assign people to different sessions, a responsibility the team members have to acknowledge and agree to from the start.
10. The more social media output, the more important it becomes to get one page with an overview of all the media - also on the Share Fair Website
11. We need to ensure more 'integrated posts', which combine all social media aspects of a particular subject or session. At this moment, it was too dispersed.
12. We might make a video on the event itself (as a wrap-up video)
13. We should define before the Share Fair who is interested in what topics, so we can subdivide the topics (as we subdivided the type of media)
14. We need to further expand the feedback loop (using social media to integrate feedback into the sessions). We need to ensure we integrate this with the session schedule/dynamics on forehand so it does not disrupt.
15. When live tweeting with multiple people from the same session, sit next to each other so one reports and the other one interacts with the outside audience
16. External blogposts should not be cut/pasted in full. Just a first paragraph as a teaser is good enough
17. Daily wrapup posts take a lot of time. This duty might be rotated, or at least one dedicated person allocated to this task.
18. Ustreaming needs to be fine tuned with better audio (wireless mike for the facilitator), and better video quality.
19. We need to further capitalize on Facebook. (Do we?)
20. We need to clearly promote the key URLs of social media output amongst the participants (posters, small cards with the URLs...)

21. We should use Delicious more so that we can bring together everything related to the Share Fair and each specific session. This might be easy way of documenting each session. (one problem with this might be that people blog about more than one session in one post) Delicious will also generate RSS feeds specific for each session.

The End

Picture courtesy Charlie Chaplin

Comments? Suggestions on how to improve this guide?

Comment on the ICT-KM site:

http://ictkm.cgiar.org/tutorials/organise-social-reporting-from-events/