

regonline™

Get the word out about your event directly through RegOnline!

# Social Networking Tools



# RegOnline's Social Networking Tools

## Get your events noticed!

Get the word out about your event directly through RegOnline!

We provide the social tools for event organizers and guests alike, to spread the word and increase buzz around your events.

Expanding your reach and generating buzz is easy with the help of Facebook, Twitter, LinkedIn, event directories, QR codes and more. Best of all, these features are accessible directly from RegOnline!

## AS AN EVENT ORGANIZER

### Get Started

After activating your event, several promotional options display. Choose Facebook, active.com, Eventful, Upcoming or other social sharing options. All options are guaranteed to expand your marketing reach and increase awareness around your event.

#### Facebook

Let your friends see your event, by quickly and easily pushing your RegOnline event to Facebook!

Fill out a few details about the event and hit publish. The system asks for permission to integrate with your Facebook account. Once granted, an event is automatically created in Facebook.

The RegOnline address to your event is embedded within the Facebook event description. Your friends simply click on the link, and are then taken directly to the event website.

#### Event Directories

Promote your event on event directories such as active.com, eventful and Upcoming. Simply enter your information, upload an image, and select the classification categories that best suit your event. Once published, your event will be listed on these respective sites.

#### QR Code

The 'Generate a QR Code' link creates an image file that includes a QR code. Include the QR code image in presentations, promotional materials, and more. When scanned, the QR code opens the browser and navigates to the registration page associated with your event. It allows easy, direct access for anyone to register for an event directly from a mobile device.

# LET REGISTRANTS SPREAD THE WORD!

## Get Started

After registering for your event, your attendees have the power to help spread the word for you! After registration is complete, a dialogue box with promotion options appears. This provides the registrant with the ability to use Facebook, Twitter, LinkedIn and email to engage others into the event!



**Facebook** - Your guests can post the event for which they just registered, directly to their Facebook wall. Use Facebook to include a brief introduction, and allow the post to speak for itself. Potential attendees are able to click on the post which leads directly to the event website.



**Twitter** - Through Twitter, guests are able to promote to their followers! RegOnline generates a Tweet with an embedded event URL. Once the tweet is posted, followers are able to directly access the registration.



**LinkedIn** - Registrants can reach to their LinkedIn networks posting an update to their profiles through RegOnline. Additionally, they can post an update in a LinkedIn group or send to individual contacts.



**Email** - By clicking email, your guests can email everyone in their network! A branded email is generated through RegOnline, with colors matching the event website.

## Still have questions?

Use RegOnline, and our Social Networking Tools to run a successful event every time. For any questions, please contact your Account Manager directly or by phoning (303) 577-5151. You can also reach our Support organization by phoning (888) 351 9948, option 2.