

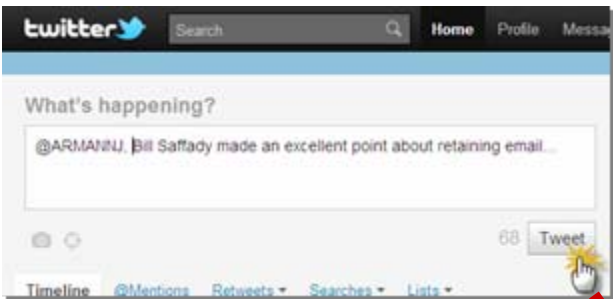
This meeting will be ARMA NNJ's first live blogging event using Twitter. We are encouraging all attendees as well as individuals who are not able to make this meeting to participate.

It's easy to "Tweet" using Twitter:

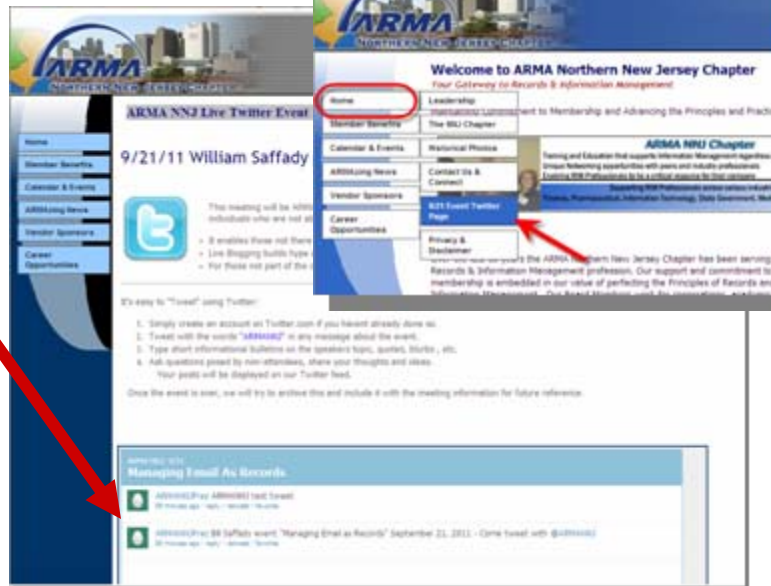
- Simply create an account on Twitter.com if you haven't already done so.
- Tweet with the words "ARMANNJ" or "@ARMANNJ" in any message about the event and write short informational bulletins on the speakers topic, quotes, blurbs, etc.
- Ask questions posed by non-attendees, share your thoughts and ideas.

Your posts will be displayed on our Twitter feed. Once the event is over, we will try to archive this and include it with the meeting information for future reference.

**Your twitter profile:**



[www.armannj.org](http://www.armannj.org):



**Some tips on live tweeting an event:**

**Publish nuggets, not manifestos.** Think about this - real time means you need to get content up and out quickly. Using shorter content sharing quick thoughts is much better for this. So save the big ideas for a recap post or something that comes later and focus on speed in the short term. Twitter is great for this as well - but *don't just tweet everything a speaker says*. Instead, focus on finding the best soundbites. And always tag your content with the hashtag (keyword) being used by people at the event (or create one if one does not exist).

**Have a point of view.** Speed doesn't mean lack of substance, however. The worst kind of content to come out of events is where people share what is happening on stage in a word for word "book report style" format. Most social media events already have someone assigned to do that. And trust me, you don't want to be "that guy (or girl)." Always have a point of view on what is happening on stage.

**Share the real pulse of the event.** Often the most interesting thing about an event isn't just what people say, but the intangibles about the event. Did everyone head back to their hotel rooms during the breaks or were they networking? What sessions were the most popular? Keep your eye out for broader trends that help you to understand the vibe and pulse of the event on a greater level.

**Offer an insider perspective.** Being an attendee or speaker at an event gives you a unique insider view of what is happening. If you can, try to share as much of that experience online as you can. Remember, the people following live are most likely those who were interested in the event but could not make it themselves, so give them a good look inside the event.

**Represent the virtual attendees.** When you find yourself with an audience following your content in a live fashion, you have the option to be their representative at an event. This means you could poll your audience and ask a question in a session on their behalf - or ask others to follow up directly with those individuals as well. Be their voice and they will thank you for it.

**Do a recap.** No matter how many posts or tweets you get out during an event, always do a recap of the event and what you learned as part of your effort. Often, you'll find this post lets you talk about things you just didn't have time to during the event. And it will most probably be your *most visited* effort from the entire event.