

Goals

- Effectively document and showcase the journey from preparation to the execution of the LSE Africa Summit 2025.
- Achieve a wide reach across social media platforms (+30k engagements).
- Increase summit sign-ups and registrations through engaging, informative content.

Objectives

- Maintain an active presence on Instagram, Facebook, LinkedIn, and X (formerly Twitter) with:
 - **3-4 posts per week** (Jan–March) leading up to the summit.
- Publish 1 **blog per week** (in-house and guest writers) focused on summit themes, testimonials, and insights.
- Host **2 Twitter Spaces** (Feb and March) with panelists discussing summit topics.
- Utilize interactive Instagram features such as:
 - “Ask Us Anything” (Wednesdays)
 - Behind-the-Scenes (BTS) updates (monthly)
 - Polls (Fridays)
 - Interviews (2x monthly)
- Regularly update the website with blog posts, speaker bios, and event information.

Platforms

- **Instagram**
- **Facebook**
- **LinkedIn**
- **X (formerly Twitter)**
- **Website** (for blogs, event details, and registration)

Timeline

December 2024

Start Date: December 6th

- Publish bios of the organizing committee across social media platforms.
- Tease the summit's theme (if finalized, introduce it).
- Post BTS content of the committee formation.
- "Meet the Committee" series: Introduce each member and their role in the summit.

December 2024

- **WK 1:**
 - Release teaser content related to the summit theme.
- **WK 2:**
 - Share BTS footage of brainstorming and planning sessions.
- **WK 3-4:**
 - Introduce the summit's theme and explain its relevance to Africa's development.
 - Announce early registration details.

January 2025

- **WK 2:**
 - Introduce the summit's theme and explain its relevance to Africa's development.
 - Announce early registration details.
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- **WK 3:**
 - Publish BTS videos on the theme development.
- **WK 4:**
 - Share interviews with students and professionals discussing the theme's importance.
 - Launch "Ask Us Anything" sessions on Instagram.

- Introduce sponsors and start sponsor appreciation posts.

February 2025

- **WK 1:**
 - Breakdown of thematic sessions (x2 posts).
 - Post a reminder about any ongoing competitions.
 - Publish a blog summarizing key summit details.
- **WK 2:**
 - Introduce speakers and their contributions (x3 posts).
 - Host a Twitter Space discussing the summit's theme.
 - Publish a guest blog highlighting an education-related issue.
- **WK 3:**
 - Share speaker profiles and sponsor features.
 - Launch a call for volunteers.
 - Website: Upload summit program and update confirmed speakers and panels.
- **WK 4:**
 - Share interviews with speakers and stakeholders.
 - Publish another Twitter Space with expert panelists.

March 2025

- **WK 1:**
 - Highlight key plenary sessions and their importance.
 - Announce competition winners and continue showcasing speaker profiles.
 - Website: Publish an event brochure and additional blog content.
- **WK 2:**
 - Engage attendees by asking for their questions for speakers and panels.
 - Showcase sponsor rollouts and keynotes.
- **WK 3:**
 - **Event Day:**
 - Full social media coverage with real-time posts and stories (allocate team members for each platform).
 - Livestream plenary sessions and panel discussions.

- Ensure sponsor logos are displayed prominently across event collateral (banners, brochures, etc.).
- Facilitate networking opportunities and exhibit booths for sponsors.

Post-Summit

March–April 2025:

- **WK 4:**
 - “Thank You” posts to attendees, speakers, and sponsors across all platforms.
 - Send personalized thank-you emails to sponsors, speakers, and participants.
- **April 2025:**
 - **WK 1:**
 - Post-event highlights on social media.
 - Share feedback and testimonials from attendees and team members.
 - Publish a final blog summarizing the event’s impact and success.
 - **WK 2:**
 - Release BTS reels showcasing the event’s preparation and execution.
 - Conduct a post-event survey to gather feedback for future improvements.

Team Responsibilities

Content Creation: Lead and manage social media posts, graphics, and videos.

Social Media Engagement: Monitor platforms and respond to comments and inquiries. - Clara

Website Management: Update event information, upload blogs, and optimize for SEO.

Email Marketing: Coordinate email campaigns to attendees, speakers, and sponsors.

Analytics & Reporting: Track engagement metrics, website traffic, and registration rates to refine future strategies. -Clara

Additional ideas:

Potential ideas-Clara notes

1. **Social Media Storytelling:**
 - a. **Platform Choice:** Focus on platforms like Instagram, LinkedIn, and Twitter, with targeted content for each audience.
 - i. Instagram reels w/ interviews from past speakers, attendees of the panel
 - ii. Twitter spaces w/ key voices in the African development space
 - b. **Content Creation:** Share stories from speakers, panelists, and partners about their work, experiences, and insights into Africa's growth. Visuals, quotes, and videos that reflect the summit's key themes (e.g., youth, innovation, culture).
 - c. Reaching out to speakers for interviews
 - d. **Hashtag Campaign:** Create a hashtag like #AfricaRising or #VoicesOfAfrica, encouraging attendees and partners to share their stories or thoughts on Africa's future. Offer incentives like free summit tickets or shout-outs for the best posts.
2. **Email Campaigns:**
 - a. **Segmented Lists:** Target different audience groups (students, professionals, sponsors) with tailored messaging and content based on their interests (e.g., innovation, sustainability, culture).
 - b. **Personalised Content:** Feature speaker highlights, sneak peeks of panel discussions, and exclusive behind-the-scenes content. Include latest blog posts
3. **Interactive Webinars and Livestreams:**
 - a. **Pre-Summit Webinars:** Host virtual webinars with key summit speakers to give previews of the topics that will be discussed. Attendees can submit questions and engage directly with the speakers.
 - b. **Live Q&A Sessions:** During the summit, livestream certain sessions with interactive Q&A features on social media, making remote attendees feel involved.
4. **Collaborations with Influencers and Partners:**
 - a. **Industry and Cultural Influencers:** Features of the week or month: Collaborate with influencers who focus on African development, innovation, or art, and have them share their content leading up to and during the event or write a feature on them (linkedin/insta)
 - b. **Partner Amplification:** Ask key partners and sponsors to promote the event through their channels, leveraging their networks to increase reach.
 - i. Interviews w/ partners, goodie bags from sponsors?
 - ii. Info on how partners are contributing to Africa's development
5. **User-Generated Content (UGC):**
 - a. **Summit Attendee Experiences:** Create a call-to-action for attendees to share their personal experiences and what the summit means to them. This could involve tagging the summit on social media and creating video or photo content from the event.
 - b. Interviewing various members of the student body about what the summit theme means to them
 - c. **Contest:** Launch a contest encouraging participants to share their highlights from the summit for the chance to win a prize

