

Chapter 9

Social Media and Events: Before, During, and After

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ABSTRACT

Globally, the number of the internet and social media users is increasing day by day. The event industry has been affected by that popularity of social media and so event management and event marketing activities have changed radically. In this research, the importance of the social media in the events, management of the event, and finding how to take advantage of the social media by the marketing of the event are explored. Using of the social media in events was examined in these three parts: before, during, and after the events. Today it is regarded as an important tool used by the event managers of social media platforms and so social media has become an indispensable part of the events.

INTRODUCTION

The habits related to communication are changing. Especially in the last 10 years, the channels used in communication have evolved and new communication channels are becoming more popular. As one of the most striking examples of today, 13 million people followed the marriage of Prince William and Catherine Middleton on the official YouTube channel, rather than the usual communication channel, television. They preferred two-way communication instead of one-way communication of traditional media by making live comments during the entire marriage process.

Social media gained the throne of television, which is the most important communication tool due to the emerging technology and the rapid increase of people's use of internet and mobile technology. TV celebrities are being replaced by influencers and bloggers and people prefer to be in touch around the clock or even 24 hours a day, not just at the beginning, as on TV.

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This emerging communication technology has a serious impact in many sectors. Especially the event sector is one of the most common areas of this impact. Without social media support, it seems unthinkable for events to take place. Therefore, event management is also evolving with this process and continues to develop in order to benefit from the benefits of social media at a high level.

Communications with participants, stakeholders, and sponsors through social media, especially before, during, and after the event, are supported by social media in some cases carried out only through social media.

BACKGROUND

Key Success Factors of Use of Social Media at Events

Social media is an environment that gives people opportunities at the online social life. Social media is an internet-based group of applications allowing user-centered creation and exchange of content built (Kaplan & Haenlein, 2012, p. 102). Events are a part of real social life. online social life unimaginable without the social media and this indicates social media has a magic role in the events. In order to reach, announce and manage the potential participants social media activities are very important for the success of the events (Grate, 2020). According to the research, although there are existing studies about the social media and events, there has not been enough studies about using social media for the events.

According to investigated the sources during the research process; it is indicated that the using of the social media in activities should be examined in 3 phases such as before the event, during the event and after the event. These phases play a key role in the social media management in the events.

MAIN FOCUS OF THE CHAPTER

Globally the number of the internet and social media users is increasing day by day. Social media is a current and popular topic, especially in recent years. The widespread and increasing popularity of social media has also left its mark on the event industry and social media has become an indispensable part of events. A comprehensive literature review shows that research on the use of social media tools within the scope of event marketing and management processes should be increased. In this context, in order to contribute to the literature, the importance of social media in events and how social media can be used in event management and marketing are tried to be revealed. In this chapter; using of the social media in events was examined in these three parts: before, during and after the events.

Events

Events are an important source of motivation for tourism and play an important role in the development and marketing of many destinations (Getz, 2008). In addition to serving various policy areas such as the recent growth in the number, size, cost, and impact of activities, such as urban and economic development, it also includes various social efforts to promote community integration (Getz, 2012). Activities seen as an integral part of the tourism sector also help to market goods, services, ideas, places or people (Fuchs, 2014, p. 248).

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