



# Social Media Tips

## A Guide to Help You Host *The Big Table* Conversation

*Connect Knox* is a community-centered initiative that connects people who have ideas and energies to invest in our community with others who are equally passionate about making big, new ideas happen.

**Hashtag: #BigTableKnoxville**

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### SHARING IDEAS THROUGH SOCIAL MEDIA

We hope your conversations will remain personal and interactive with both you and your guests staying present and engaged in the discussion. However, we encourage you to share your experiences on social media so that others can learn about and interact with your group's thoughts and ideas as well.

Before and after your conversation, post some photos or takeaways from your conversation and encourage your guests to do the same. While social media should be a supplement to, not a focus of, your conversation, it's a great way to extend connections with your guests and to continue the discussion online, even after the physical conversation has ended. You may want to share usernames and other social media information as an icebreaker to start your conversation.

### SOCIAL MEDIA IDEAS:

- Post a group photo with your guests gathered around your table.
- Capture a powerful quote from the conversation and share it with a picture of the person quoted.
- Share the general topic of your conversation and your group's top idea for making the community stronger and more connected.
- Connect with your guests on social media; mention or tag them using their usernames.
- Share what you are committing to do for our community as a result of your conversation.
- Be sure to include the hashtag **#BigTableKnoxville** with your social media posts!

### CONNECT KNOX ON SOCIAL MEDIA:

Facebook: <https://www.facebook.com/connectknox/>

Twitter: @connectknox

Instagram: @connectknox

LinkedIn: <https://www.linkedin.com/company-beta/21684643/>