

Annex: Live event social media plan

Event: DigiCollab Hackathon · Event dates: _____ · Social media lead: _____



How to use: Complete the Owner column for every row before the event begins. Fill in exact caption text and asset file names as content is created. Review at the end of Day 1 and adjust Day 2 plan based on what is performing.

Team roles and contacts

Role	Name and contact during event
Social Media Manager	
Photographer	
Videographer	
Student Ambassador 1	
Student Ambassador 2	
Media / press liaison	
Event hashtag	#DigiCollab2026
Emergency / IT contact	

Hour-by-hour content schedule

Sample rows show suggested content. Edit captions to match your event. Add rows as needed for your specific schedule.

Time	Day	Platform	Content type	Caption idea / message	Owner
 DAY 1 MORNING – Arrival and opening					
8:30	1	InstagramFacebook	Arrival photo	[Venue exterior / crowd arriving] “The doors are open! Welcome to DigiCollab 2026 🎉”	SM Manager
9:00	1	Stories	Welcome video	Short clip: organisers welcoming first arrivals. “See you inside!”	Videographer
9:30	1	Twitter / X	Opening ceremony	Live tweet: keynote opens – quote key line from opening speech. #DigiCollab2026	SM Manager
10:00	1	LinkedIn	Professional update	“[X] VET students from [regions] are now tackling digital literacy and sustainability challenges at #DigiCollab2026”	SM Manager
11:00	1	Instagram	Team formation	Photo of teams introducing themselves. “New teams, new friendships – let the collaboration begin!”	Photographer
12:00	1	Stories	Challenge reveal	Video clip: moment challenges are announced. Poll: “Which theme excites you most?”	Videographer
 DAY 1 AFTERNOON – Challenge and ideation					
13:00	1	TikTok	Ideation montage	Fast-cut clips of teams at whiteboards. Trending audio. No caption needed.	Videographer
14:00	1	Instagram	Mentor spotlight	Photo of mentor with team. “Meeting [Mentor name]: expert in [field], here to guide our teams”. Tag mentor.	Photographer
15:00	1	Twitter / X	Progress update	Live tweet: teams are building their first prototypes. “The ideas are flying ⚡” #DigiCollab2026	SM Manager
16:00	1	Stories	Team takeover	Hand account to student ambassador. “I’m Team [X] – here’s what we’re working on!”	Student Ambassador

🌙 DAY 1 EVENING – Development begins					
17:00	1	Instagram	Collaboration shot	Teams working together. “As Day 1 winds down, solutions are taking shape 🚀”	Photographer
18:00	1	Facebook	Day 1 wrap-up	Longer post with 3–4 photos. “Here's what happened today...” Summary of highlights for parents and community.	SM Manager
19:00	1	Stories	Evening energy	Clip of teams still at work, energised. Q&A sticker: “What's the boldest idea you've heard today?”	Student Ambassador
⚡ DAY 2 MORNING – Final sprint					
8:30	2	InstagramStories	Morning countdown	Countdown sticker: “8 hours to presentations!” Clip of venue opening.	SM Manager
9:00	2	TikTok	Sprint clip	30-sec fast montage: teams arriving fresh, opening laptops, resuming build. Energetic audio.	Videographer
10:00	2	Instagram	Prototype reveal	Best photo of a prototype in progress. “Check out what Team [X] is building...”	Photographer
11:00	2	Twitter / X	Final countdown tweet	“T-minus 2 hours to presentations. 12 teams. 12 solutions. Who's ready? 🕒 #DigiCollab2026”	SM Manager
🏆 DAY 2 AFTERNOON – Presentations and awards					
13:00	2	InstagramLive / FB Live	Presentations live stream	Go live for team presentations. Announce in advance. Welcome viewers by name.	Videographer + SM Manager
14:00	2	Stories	Pitch reactions	Short clips of audience reacting to each pitch. No commentary needed.	Photographer
15:30	2	Twitter / X	Judging live tweet	Live tweet scores and reactions as judging is announced. #DigiCollab2026	SM Manager
16:00	2	InstagramFacebook	Winner announcement	“And the winners are... Congratulations Team [X]! 🏆” Photos of winning team with award.	Photographer + SM Manager
16:30	2	InstagramTikTok	All-team carousel	Photo carousel or video: every team with their project. “Every team a winner today.”	Photographer
17:00	2	All platforms	Closing gratitude	“What an incredible 48 hours. Thank you to every participant, mentor, judge, and sponsor. ❤️” Full team photo.	SM Manager

ADD MORE SLOTS – Fill in as needed

Media release tracker

Only share images and videos of people who have signed a media release. Complete this tracker at registration and share with the photographer and videographer.

Name / team	Media release signed?	May be tagged?	Notes (restrictions)
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
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	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Real-time engagement tactics

Use these tactics throughout both days to maintain interaction with the virtual audience.

Tactic	Example / how to use
Story poll	"Which team will win?" · "Was this your first hackathon?"
Story question box	"What skill do you most want to develop?" · "Ask our mentors anything"
Story quiz	"Guess what this prototype does" · "How many teams are competing?"
Caption contest	"Best caption for this photo wins a DigiCollab sticker!"
Countdown sticker	Use hourly on Stories throughout Day 2 morning
Participant takeover	Student ambassador runs your Stories for 1–2 hours
Live Q&A	"We're going live in 10 min — ask your questions below"
Hashtag reshare	Repost best participant content in Stories every 2 hours

Photography shot list

Shot	Priority · Notes
Venue exterior before doors open	High · Establishes setting for those following online
Registration desk: participants arriving and signing in	High · Energy and anticipation
Opening ceremony: speaker at microphone, crowd listening	High · Get multiple angles
Team formation: handshakes, introductions, name tags	High · Human connection moments

Challenge reveal: teams' reactions when brief is announced	High · Capture range of emotions
Teams at whiteboards in full brainstorm mode	High · Show diverse participants
Mentor working one-on-one with a team	High · Tag mentor if social handle available
Close-up: hands writing, typing, sketching	Medium · Detail shots for carousel posts
Screens showing prototypes or work in progress	Medium · Get permission before sharing code
Snack break / informal peer conversation	Medium · Authenticity moments
All-team group photo (mid-event, while energy is high)	High · Use at end of Day 1
Each team with their finished solution	High · One per team before presentations begin
Presentation: presenter at front, judges listening	High · Varied angles; audience reaction too
Judging: judges deliberating	Medium · Atmosphere shot
Winner announcement: faces of winning team	High · Authentic celebration
Award ceremony: certificate or trophy presentation	High · Formal record and social share
All-team closing group photo	High · Primary post-event social image
Organisers and volunteers – often forgotten!	Medium · Include in gratitude post

Accessibility reminders: Add alt text to every image before posting. Add captions to every video. Use high-contrast text on graphics. During live streams, describe visual elements verbally. Keep captions concise and jargon-free.