OFN Conference Social Media Recap

The 2018 OFN Conference took place October 8-11, 2018 in Chicago, IL. At the event more than 1,450 community development financial institution (CDFI) practitioners and supporters gathered for a week of networking and deepening their knowledge on how to create more opportunities for low- to moderate-income communities across the country.

Attendees ranged in experience from new (several attendees were only their first week into the job) to seasoned leaders with more than 30 years of experience.

The Social Media campaign #OFNConf (annual hashtag) and #CDFIChangeAgents (event-themed hashtag) supported event registration in the weeks leading to the event with a heavy push or live-tweeting and recapping key moments during the week. The social media strategy included a detailed day-of cadence and supporting elements through the event app.

Using a powerful tool like Hashtracking, I was able to monitor the results in real-time and report out to our team our incredible event marketing success.

Key Results:

- More than 4MM engagements with #OFNConf on Twitter and nearly 2MM impressions for the event theme #CDFIChangeAgents
- #OFNConf trended in Chicago on October 9 and 10
- The social media campaign was enhanced with the engagement of more than 275 contributors