

SOCIAL MEDIA

DMN maintains a strong presence on social media. With over 50,000 combined followers, increase your reach by adding our social channels to your campaign.

READY TO MAKE A SERIOUS SOCIAL IMPRESSION?

A sponsored Tweetchat is your answer. Tweetchats are fast-paced, action-oriented, live discussions that take place around a designated hashtag. They allow you to engage directly with top-level integrated marketers who follow @dmnews, while also spreading awareness of your brand and increasing your social footprint.

PRE CHAT:

- Sponsor recruits speakers
- 1 tweet per day the week prior from @dmnews
- 2 tweets per day the week of the Tweetchat from @dmnews
- Post on DMN LinkedIn the week of the chat
- Promotion in our Daily Insider newsletter the day before
- Prestitial promoting event day before and day of event
- Email blast to our Twitter followers

DAY OF CHAT:

- DMN moderates
- Sponsor owns Twitter skin exclusively

POST CHAT:

- DMN moderator blogs the “findings” of the Tweetchat from an editorial perspective
- Storify your chat so a “cliff note” version is available for anyone who missed the live event



23,400
Twitter Followers



25,945
LinkedIn Followers

SOCIAL

Tweet Chat Sponsor	2 Sponsored Tweets	5 Sponsored Tweets
\$4,565	\$1,750	\$3,350

