

## iDo - here comes the iBride

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FIRST POSTED: SATURDAY, JANUARY 21, 2012 12:00 AM EST



Brides and grooms are going online when it comes to planning and executing their weddings. Yes, social media has created social media. (Fotolia)

"Something old, something blue, something borrowed." What's the something new? Social media.

Increasingly, brides and grooms are going online when it comes to planning and executing their weddings. Yes, social media has created social media.

iDo? There's an app for that.

From documenting your journey to saving time and money, to adding that e-xtra magic to your matrimony, you can be a tech-geek to be social media chic. Bookmark these tips:

Forget the wedding planner: The worldwide web is the worldwide wed too. Don't run around looking for vendors when you can find them instead. And those vendors you can't afford? Get inspired by their tweets and work online. Check out sites like OffBeatBride.com for testimonials and fun and affordable suggestions.

Click yes for the dress: Brides.com says about 18% of women buy their dresses online, used and new. Claire Finkelstein says: "I don't want to pay more than \$500." When she finds a dress online, she calls around to find a local boutique to try it on before she clicks to buy. (Some sites tailor dresses for brides.) Find surprising deals at sites like anyweddingdress.ca.

Document an interactive journey: Theresa Thomson and her husband were among the 65% of couples who use social media for their wedding. "It saved us money, paper, and is a great way to get others excited for you and the wedding." Not too technical? Sites such as eWedding.com do the technical work for you. Use your www. for an announcement, invitation, album, registry, hotel bookings and more. And get your guests involved in creating playlists - if you are so brave.

Facebook it: Not into a website? Create a Facebook page or event - a great save-the-date feature too. Today, couples go paperless with online invitations (Evite.com). Even those who are not paperless go green with e-Rings. Create an email address for replies.

Tweet of Honour/Best Twit: Some couples have tweeted their "I do's," though you don't have to take it that far. A tweet can be considered the plus-1 at weddings, but you'd rather people be present for your ceremony than their presence.

appoint a Tweet of Honour or Best Twit to keep your guests and absentees present too. During the reception, also announce incoming tweets or Facebook messages. To track your event on Twitter from the start, create a hashtag (#TheRealRoyalWedding), add it to your website, invitations and table number cards.

No one misses out: Perhaps no one benefits more from the new world of social media than our older loved ones. Streaming, Bubby can join you under the chuppah from her bed and Gramps can make a speech from Florida. Help you choose a dress from several provinces away, or bring everyone together at your destination wedding. Videographer, ask to incorporate live streaming. Do it on your own - free - with Skype or at [webcastmywedding.com](#).

The gifts and the hon-e-moon: A green (double-entendre) alternative to typical wedding gifts, [DepositAGift.com](#) and family a click-away way to give you what you want, without worrying about cheques or cash envelopes. [A HoneyFund.com](#) serves as a registry for your honeymoon.

Oh, snap!: Ask your photographer and guests (or just guests if your budget is anti-photographer) to share photos on Flickr (which doesn't compress as much). Use an Eye-Fi card to upload photos wherever you wish as you take and as you upload pictures, project them onto the wall at your reception. (Cordon off a social media section - want to be filmed won't.)

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