

CONVENTION/TRADESHOW SOCIAL MEDIA PRIMER



Use the **<YOUR ORGANIZATION NAME HERE>** social media channels to expand your network and increase your engagement with the other attendees. You can connect with the **<CONFERENCE NAME>** and your industry colleagues via Twitter, Facebook, LinkedIn and Instagram.

Sample Messages

- 1. Before the convention.** Share your excitement about the event. For example, your pre-event message might read: *Looking forward to meeting new contacts and seeing old friends at the #<CONFERENCE NAME>, Nov. 15-16 #<CONFERENCE HASHTAG>*
- 2. During the convention.** Compose short messages throughout the event, commenting on what you're enjoying or sharing key takeaways from speakers.
- 3. After the convention.** Bid farewell to your colleagues and share your convention takeaways. For example: *Heading home from #<CONFERENCE HASHTAG>. Great networking and best practices. Already looking forward to next year!*
- 4. Share Photos.** Feel free to share photos from the event.



Twitter Contest

How can you share your excitement about the **<CONFERENCE NAME>** and engage with other industry professionals? Tweet about it! You could even win a prize! **Simply send one or more tweets using the #<CONFERENCE HASHTAG> and you'll be entered into a drawing to win a prize.** The only rule is that you must send your tweet between Oct. 20 and Nov. 16, 2017, and your tweet must include the **#CONVENTIONHASHTAG**. After the Convention, the "organization" will hold a drawing and one lucky winner will receive a sought-after **<INSERT PRIZE HERE>**. Your tweets will help to increase engagement before, during and after the event.

What Is A Hashtag?

A hashtag is an identifier that categorizes tweets together. When you use the **#<CONFERENCE HASHTAG>**, it's easy for the **<YOUR ORGANIZATION NAME HERE>** and others to track and re-tweet your messages.



I'm New To This...

If you don't have a Twitter account, ask the person who manages your company's Twitter account to send out a positive tweet about the **<YOUR ORGANIZATION NAME HERE>** on your behalf. Or, set up your own account today in a few quick steps at www.twitter.com.

Need Help Or Have Questions? Contact Spencer X. Smith at spencer@ampliphibiz.com