CONVENTION/TRADESHOW SOCIAL MEDIA PRIMER



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

Sample Messages

- 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 #<<u>CONFERENCENAME</u>>, Nov. 15-16 #<CONFERENCEHASHTAG>
- 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 #<<u>CONFERENCEHASHTAG</u>>. Great networking and best practices. Already looking forward to next year!
- 4. Share Photos. Feel free to share photos from the event.



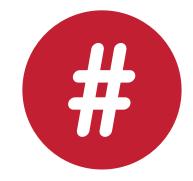


Twitter Contest

How can you share your excitement about the <<u>CONFERENCE NAME</u>> and engage with other industry professionals? Tweet about it! You could even win a prize! Simply send one or more tweets using the #<<u>CONFERENCEHASHTAG</u>> 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 <<u>INSERT PRIZE HERE</u>>. 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 #<<u>CONFERENCEHASHTAG</u>>, it's easy for the <<u>YOUR ORGANIZATION NAME HERE</u>> 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 <<u>YOUR ORGANIZATION NAME HERE</u>> 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