

EXPERIENCE THE POWER OF LIVE EVENTS

A large, stylized thumbs-up icon in white with a black outline, set against a red background with a blue border.

# Beginners guide to social media for exhibitors

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Did you know...

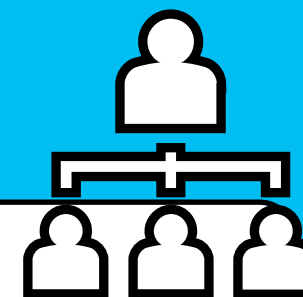
**67%** of **YOUR** customers expect you to use social media?

**The most successful businesses that exhibit at events, are those that tell a story and give their online presence a heartbeat through a two-way conversation.**

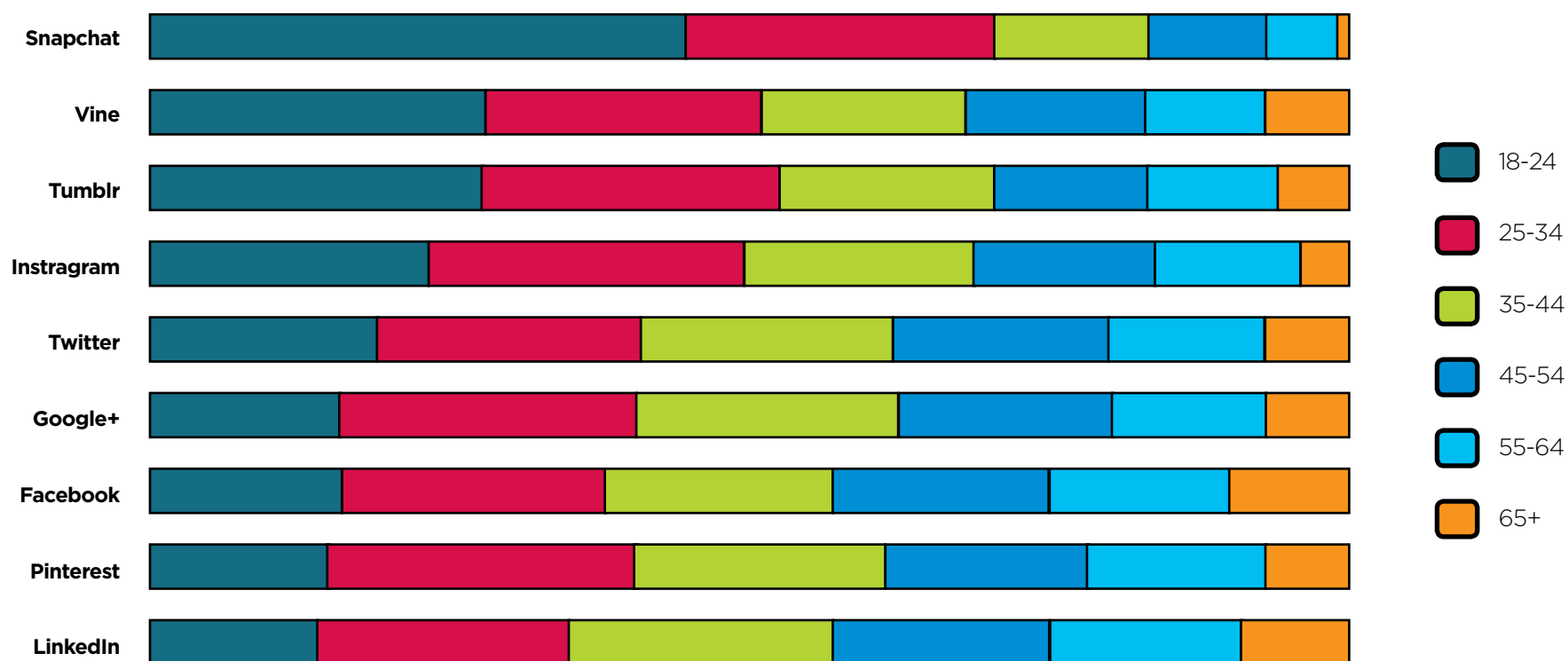
Whether you're on social media or having a conversation with someone face-to-face, you need to find a way to turn a handshake into a hug. Make your customers feel comfortable, whilst being as transparent, honest, and as engaging as possible.



# Choose the right network for you:



Age distribution at the top social networks

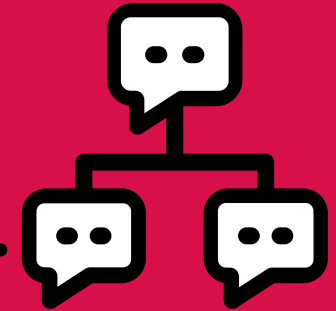


% of users in each age group - US data - Users aged 18 and over - December 2014



# Social Media Explained:

How can you promote your event presence on social media?



## Facebook

Like Me



### How to promote

Looking forward to being at the event tomorrow. We are going to be on Stand 325. Come and say hi!

## Twitter

Listen to Me



### How to promote

Come and see us at #FaceTime on Stand 325.

## YouTube

Watch Me



### How to promote

Watch the latest video on how we help you in your business.

## Instagram

Picture Me



### How to promote

Our stand 325 is up for the #BestStand at the #EventsAwards... Please vote for us!

## LinkedIn

Hire Me



### How to promote

Our team are going to be in London at the latest event. We would like to book you in for a meeting with our CEO to discuss our latest product/service.

## Google+

You & Me



### How to promote

To view the rest of our products/services available, please go to our event collection.

## Pinterest

Show Me



### How to promote

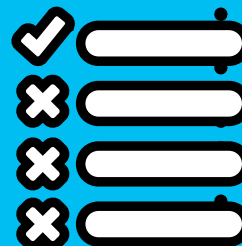
Here's a great picture of the team at the stand. Looking forward to an exciting two days at the show.



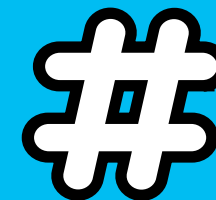
# Get your communications right!

## Start with a social media audit:

- Do your images reflect your brand across all social networks?
- Are you using the right elevator pitch in your social media bio?
- Is the website URL in your social media bio correct?
- Are you nurturing your community before an event?
- Are you monitoring brand mentions on social media?
- Are you monitoring your competition on social media?
- Are you using the event hashtag to promote your stand?
- Are you engaging with the event sponsors online?
- Have you included your stand number in all of your online and offline marketing material?



## Ready to Go?



### Create your own hashtags

Your hashtag is what will connect you with your community, and those visiting the event you are exhibiting at. (See guide on how to create a hashtag)

### Use the show hashtags

Talking about your event on social media is just the start of your marketing, so how can you find out more about what others are saying?

Hashtags are used to centralise online discussions around a certain topic and in this case, an event, trade show or exhibition. Not only is it important that you use your own hashtag, but you need to understand what other hashtags are used to promote the event.

### Now you are ready to connect with us, your followers, and your prospects!



To see ITE's full portfolio of events, visit our website and start connecting your business with the world.

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