

Social Media Tips for Exhibitors

Our combined damage prevention powers can make our community trend. Someone from Infrastructure Resources can periodically help promote online engagement and assist with photos.

Pre-Event: Get Exposure

Notes: People react positively to lifestyle photos, so try to keep sales posts to a minimum and learn about optimizing for more visibility such as with image size, platform guidelines, and keywords.

- 1.) Always pair #CGAExpo19 with a popular hashtag in your industry to show non-followers you're active in the damage prevention community, extend offers early, and earn appreciation of potential new customers for introducing them to something new.
- 2.) Keep messages short and interesting, post early weekday mornings, and never underestimate organic reach. Keep variations of your messages refreshed weekly.
- 3.) Are you a sponsor? Congrats! The Zero Damages mission thrives with your contribution, so be proud and don't hold back on sharing it.
- 4.) Make social media exciting but tie all promotions and activities to what your business does to attract the right audience and avoid clickbait.

Event Days: Drive Booth Traffic

Notes: Bring enough team members to cover both entertainment and customer service, get permission from anyone used in shared images, and ensure your activities are within Convention Center rules.

- 1.) Use #CGAExpo19 frequently throughout the day with photos and videos of team activity to show attendees what you're doing so they know you're there.
- 2.) Get creative with your booth and post about it. Examples: Take videos of participation in a damage prevention knowledge challenge or a game that incorporates demoing your products, create an entertaining contest, have a fun activity like a toss game for prizes to create a crowd, or distribute a uniquely branded novelty that's worth people talking about.
- 3.) Use the hashtag to show off to draw in curiosity. Example: Put your logo on a prop and encourage selfies with it. Have people post them with the hashtag to enter a drawing.
- 4.) Bring your booth activity to your customers at home via live stream or live blog. If your company has a blog, offer to 'live blog' updates at the event and share across all social platforms.