



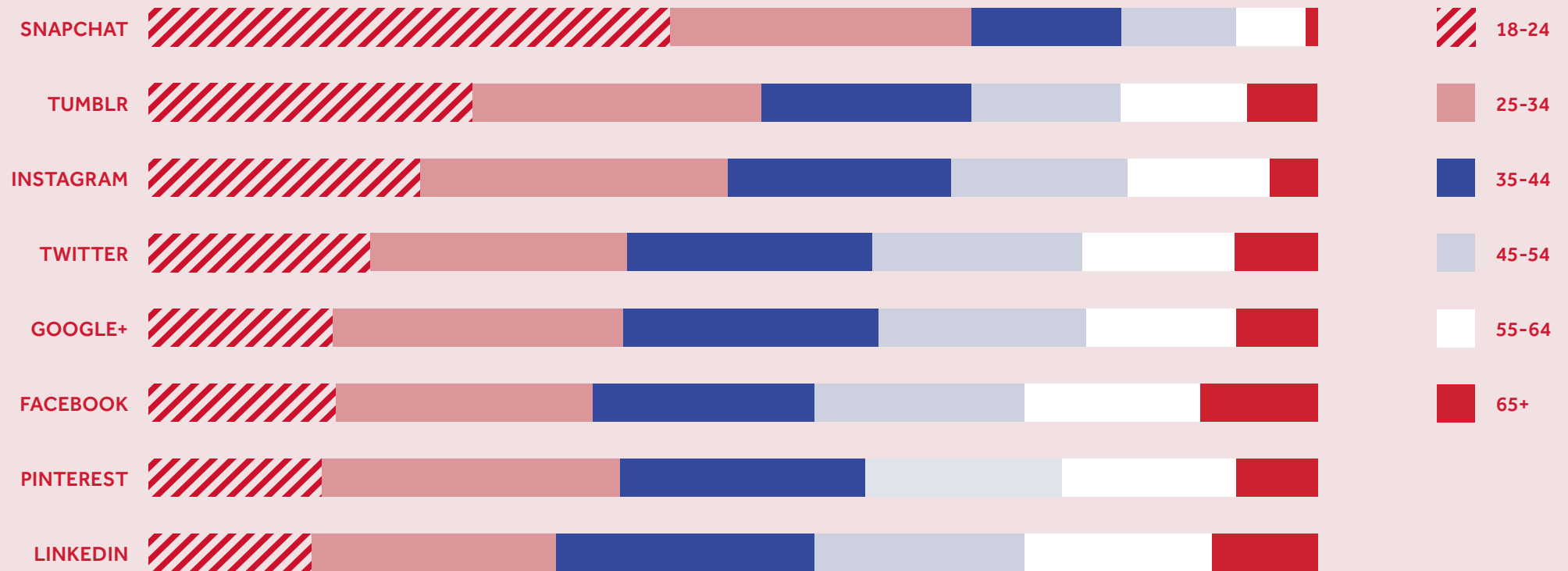
# **Beginners guide to social media for exhibitors**

**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.

# Choose the right network

## Age distribution at the top social networks



% of users in each age group - AUS data - Users aged 18 and over - December 2018



# 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 #EventHashTag 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 Sydney 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 communication 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?

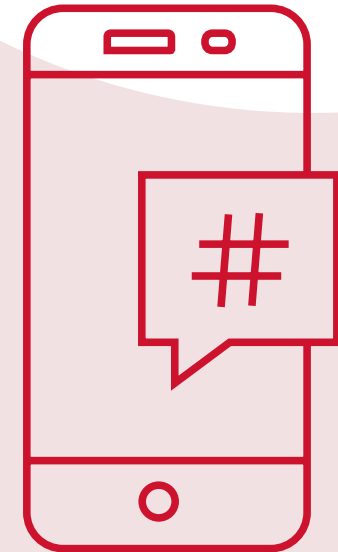
### CREATE YOUR OWN HASHTAGS

Your hashtag is what will connect you with your community, and those visiting the event you are exhibiting at.

### 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 being used by us, the organiser, to promote the event. It's valuable for you to add these to your posts too.



**Now you are ready to connect with the event, your followers and your prospects!**





# Careful planning leads to strong results

So spend some time doing this upfront. Use our handy Exhibitor Training Modules, they'll show you just that. Find them all at [www.etf.com.au](http://www.etf.com.au)

For more information, contact your Exhibitions & Trade Fairs' representative. They can help you through the guides and answer any questions you have. After all, if you're going to ask a question, ask an expert!

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Our team has experience across incredibly diverse sectors, from energy storage, construction, mining, oil & gas, irrigation, automotive, manufacturing, to travel and lifestyle. We offer a full suite of services, so we tailor what we do for different organisations depending upon their needs. The result is an excellent event — from its quality as an industry-building tool to its ROI.