

Use social media to tell the industry story.

Your professional experience can help make public policy more understandable.

Social media gives industry professionals a direct way to explain how policy decisions affect their work, their customers, and their communities.

You don't need to become a political commentator. You just need to share what you know.

What should I post about?

“I work in business events because...”

Show what the industry means to your career.

“Here is what this event means to our community...”

Highlight jobs, small businesses, visitors, or economic activity.

“One policy issue affecting our industry is...”

Explain the issue in plain English.

“Here is what I wish policymakers understood...”

Share one real-world perspective.

“Here is the question I’m asking candidates this year...”

Use one of the ECA Votes 2026 Miterm Voter Guide candidate questions.

The best posts are personal

Instead of:

“Visa policy is important to the events industry.”

Try:

“One of the things people don’t always see about our industry is how international it is. At our events, exhibitors and attendees come from around the world to meet customers, introduce products, and do business in U.S. communities. That is why reliable visa processing matters to us.”

The second post explains the why.

When engaging with candidates or elected officials

- Keep it professional.
- Ask questions rather than assuming motives.
- Stick to your experience and expertise.
- Avoid personal attacks.
- If you tag someone, make sure the post would still feel appropriate if you were saying it to them face-to-face.

Sample posts

Business and professional events are where people meet customers, discover new products, and build professional relationships. As we head toward the 2026 midterms, I'm paying attention to policies that affect the ability of people and products to come together. #ECAVotes

I work in the business and professional events industry, where small businesses make up 99% of the ecosystem. One question I'm asking candidates this year: How should trade policy address unfair practices without creating unnecessary costs and uncertainty for U.S. small businesses? #ECAVotes

One thing I wish our elected officials understood: an international attendee who cannot get to a U.S. event can mean more than one lost registration. It means lost business opportunities for exhibitors, hotels, restaurants, and communities. That's why international participation matters to our industry. #ECAVotes