SOCIAL MEDIA GUIDE FOR EXHIBITING SUPPLIERS

TravelTech Show 14 -15 September 2021 Virtual Event



WHICH CHANNELS SHOULD I USE?

For business to business communication, LinkedIn and Twitter are best suited to achieve your objectives

You can amplify your own social media campaigns by piggybacking on ours







https://www.linkedin.com/company/traveltech-show

https://www.linkedin.com/groups/1877998



https://www.facebook.com/traveltechshow21



TIPS FOR TOP TWEETING

- Invest time to follow and find new followers
- 1-3 tweets daily
- 20% company news; 80% noncompany news
- Like and retweet others' tweets
- Engage in conversation!
- If you start a tweet with @ it needs to be .@

- Use pictures and video as often as possible
- 1-2 hashtags per post -use #TTShow
- Tag twitter users in your posts-@TravelTech_Show
- Have fun with your followers and yourself



TWEET TEMPLATES BEFORE THE SHOW

Visit us at #ttshow and you could win [insert comp prize] just by book marketing our profile #traveltech"

Less than a month to @TravelTech_Show, book your free virtual tickets now at https://traveltech-show.com/register and make sure you drop by our virtual booth #TTShow

We're at #tteshow in a week -follow what's going on @TravelTech_Show

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16 Aug. 21

6 Sep. 21

Just 2 weeks to #TTShow – we can't wait

to see you there – register now for your

free place - https://traveltech-

show.com/register



https://traveltech-show.com

To find ougt more about [what we do],

don't miss us @TravelTech Show at

LINKEDIN TOP TIPS

- Invest time to encourage followers
- Send email invites through LinkedIn
- Post daily but only if you have something to say
- Post content on Pulse
- Link to your news content
- Follow industry groups and post in them

- Use pictures and video as often as possible
- Consider infographics
- Repost industry news
- Create branded graphics with the TTS URL
- Send weekly announcements



FOR MORE USEFUL GUIDES & TOP TIPS GO TO FACETIME.ORG FOR FREE RESROUCES

