

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://twitter.com/TravelTech_Show



<https://www.linkedin.com/company/travel-tech-show>

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

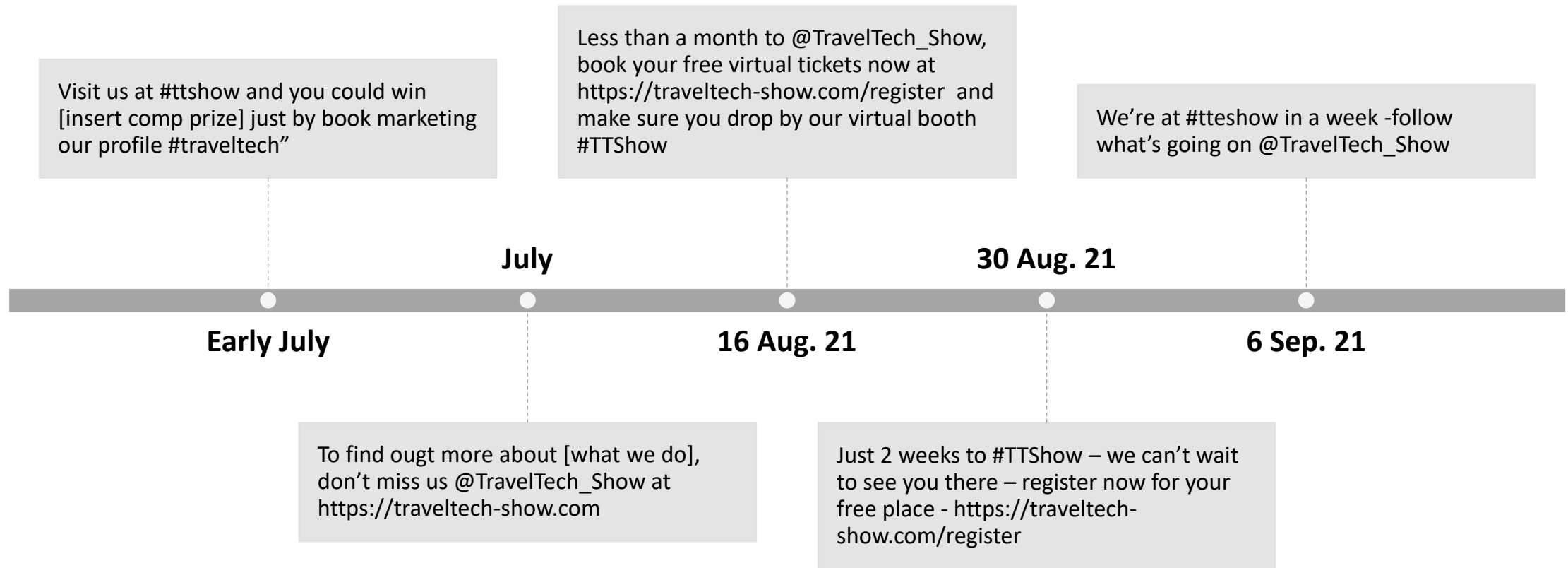


<https://www.facebook.com/traveltechshow21>

TIPS FOR TOP TWEETING

- Invest time to follow and find new followers
- 1-3 tweets daily
- 20% company news; 80% non-company 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



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](https://www.facetime.org) FOR
FREE RESROUCES**