



HYBRID 2021

SOCIAL MEDIA TOOLKIT

#OTC2021

16-19 AUGUST 2021 » NRG PARK » HOUSTON, TEXAS, USA

SOCIAL MEDIA TOOLKIT

Prepare for the upcoming [Offshore Technology Conference](#) being held 16–19 August. Spread the word about your presence at #OTC2021 on your company and personal social media channels.

This toolkit contains key elements for overall posting. Additionally, there are sample messages crafted uniquely to each social media platform that you are welcome to share/customize.

Thank you for your support of OTC! Be sure to follow our official social media channels for the conference on Facebook, Twitter, LinkedIn, and Instagram for even more content.

POSTING SUGGESTIONS

Use discretion when determining dates and times. Base your posts on the audience, keeping in mind that the conference starts 16 August and runs through 19 August.

- Use the [#OTC2021](#) hashtag as appropriate
- Tag OTC's handle when posting
 - Twitter - [@otcevents](#)
 - Facebook - [@otcevents](#)
 - Instagram - [@otcevents](#)
 - LinkedIn - [@Offshore-Technology-Conference-\(OTC\)](#)



[#OTC2021](#)



TWITTER

"We're excited to be exhibiting at #OTC2021. Whether you attend in-person or virtually, swing by our booth 16–19 August for in-booth presentations and live product demonstrations @OTCEvents."

"With so many great technical presentations, thousands of new contacts made, and engaging discussions, why would you want to miss #OTC2021?"

"It is almost time for @otcevents. Make the most of your in-person or virtual visit, stop by our booth to discuss the latest in #offshore #tech, and #digitalization 🌊 #OTC2021

"We hope to see you in #Houston or virtually for #OTC2021. Visit us in our booth to learn more about our product solutions."

Best practices:

- Keep posts short and focused on one, specific message
- Use images, videos, or GIFs in your post (up to four photos can be added to a single post)
- Expand your reach with hashtags. Don't forget to use your hashtag, industry hashtags, and #OTC2021
- Engage your audience with questions or polls
- Curate content and connect with your followers with retweets and replies. Retweet and share OTC posts with comments to keep the conversation flowing
- Monitor engagement rates to understand your audience's preferences

#OTC2021



FACEBOOK

"📅 Mark your calendars!
@otcevents will be held
16–19 August. We can't
wait to see you there!
#OTC2021"

"How can our products
save you time and money?
Join us at #OTC2021 to
learn more @otcevents."

Post ideas and best practices:

- Ask followers to Save the Date for OTC 2021
- Use Facebook Live to share your exhibit announcement and to provide a sneak peek of what they will find in your booth at OTC 2021
- Encourage coworkers to connect with you on Facebook and encourage them to share your company posts
- Film your team at work to share with followers
- Use industry hashtags and **#OTC2021** to generate a larger audience
- Encourage followers to download the OTC mobile app, so they can easily find you on the exhibit hall floor
- Great for: behind the scenes, announcements, engaging content

#OTC2021



LINKEDIN

"We're excited to connect with you at #OTC2021, 16-19 August! Come visit our booth to learn more about how we're changing [topic] with our [product solution]."

Will you be attending @offshore-technology-conference? Be sure to visit us to discuss the latest in [topic]. See you soon! #OTC2021#[topic(s)]

Post ideas and best practices:

- Share your industry knowledge by adding a link to a relevant article
- Encourage your employees and network to share brand content or share OTC posts to stay current
- Ask relevant questions, provide industry insights, and discuss industry-specific content to drive dialogue
- Include images of company personnel showing how you're getting ready for OTC 2021
- Don't forget to weave-in hashtags related to your post, and [#OTC2021](#)



INSTAGRAM

"We're gearing ⚙️ up for #OTC2021. Check out our booth to learn more about our [product solutions]. 🎉"

"Photocvents is 16-19 August. We're ready, are you? We can't wait to show you our [product solutions]. #OTC2021"

Post ideas and best practices:

- Include people and get creative developing visual content about what your brand is doing for OTC 2021
- Tag people and businesses that are related to your post
- Encourage your audience to engage by adding a call-to-action or asking a question
- Increase visibility by adding industry-relevant hashtags. Use the event hashtag, **#OTC2021**, to interact with the related audience
- Create eye-catching copy by including a fun and relevant emoji
- Use Instagram Stories to share what you are doing behind-the-scenes for OTC 2021

#OTC2021

SUGGESTED TIMELINE

FEBRUARY–MARCH 2021

- Create your editorial calendar and graphics
 - Download the OTC logo at otcnet.org/otc-event-logos
 - Download OTC 2021 provided images in your graphics at otcimages.com
- Make a general announcement that your organization will be exhibiting at OTC 2021
- Save the Date post for 16–19 August 2021

APRIL–JUNE 2021

- Encourage customers and social media followers to register for OTC 2021 and invite them as your guests
- Post more frequently on your social media channels to inform people about your company's presence at OTC 2021
- Share the Facebook OTC 2021 events page in your feed
- Invite customers to share your posts and participate in polls or other tools to increase engagement
- Share video messages on your YouTube channel and other social media platforms

JULY–AUGUST 2021

- Use Facebook Live to share your updates and announcements
- Upload interviews and videos pre-show and onsite
- Don't be shy about sharing your updates and company presence at OTC 2021 while you are in your booth
- Use lots of images, GIFs, videos to stand out

#OTC2021