

- SOCIAL MEDIA TOOLKIT -

# 2024

The logo for the Offshore Technology Conference is a circular emblem. It features a white wave icon in the center, surrounded by the text "OFFSHORE TECHNOLOGY CONFERENCE" in a circular arrangement. A registered trademark symbol (®) is located at the bottom right of the circle.

## Offshore Technology Conference

LEADING THE GLOBAL ENERGY EVOLUTION

.....  
6-9 May 2024 >> NRG Park >> Houston, Texas, USA  
.....

[2024.otcnet.org](https://2024.otcnet.org) >> [#OTC2024](https://twitter.com/OTC2024)



# SOCIAL MEDIA TOOLKIT

#OTC2024



Prepare for the upcoming [Offshore Technology Conference](#) being held 6-9 May. Spread the word about your presence at #OTC2024 on your company and personal social media channels.

This toolkit contains key elements for overall posting. Additionally, there are sample messages crafted uniquely for 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 TIPS

Use discretion when determining dates and times. Base your posts on the audience, keeping in mind that the conference starts on 6 May and runs through 9 May.

- Use the [#OTC2024](#) hashtag as appropriate
- Tag OTC's handle when posting
  - Twitter - [@dotcevents](#)
  - Facebook - [@dotcevents](#)
  - Instagram - [@dotcevents](#)
  - LinkedIn - [@Offshore-Technology-Conference-\(OTC\)](#)

"We're excited to be exhibiting at #OTC2024. Come see us in our booth from 6–9 May for in-booth presentations and live product demonstrations @OTCEvents."

"Don't miss our product demonstrations at #OTC2024! Let's connect to discuss the challenges, solutions, and changing energy landscape!"

"It is almost time for @otcevents. Make the most of your in-person visit. Stop by our booth to discuss the latest in #offshore #tech, and #digitalization 🌊 #OTC2024

"Hey #Houston-we're coming your way 6–9 May for #OTC2024. Come see us at booth# 1234 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 #OTC2024
- 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



# FACEBOOK

#OTC2024

"📅 Mark your calendars! @otcevents will be held 6-9 May. We can't wait to see you there! #OTC2024"

"How can our products save you time and money? Join us at #OTC2024 to learn more @otcevents."

### Post ideas and best practices:

- Ask followers to Save the Date for OTC 2024 and even register their interest in attending [here](#)
- Use Facebook Live to share your exhibit announcement and to provide a sneak peek of what they will find in your booth at OTC 2024
- 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 [#OTC2024](#) 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



# LINKEDIN

#OTC2024

"We're excited to connect with you at #OTC2024, 6-9 May! 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!  
#OTC2024 #[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 2024
- Don't forget to weave in hashtags related to your post, and [#OTC2024](#).



# INSTAGRAM

#OTC2024

"We're gearing ⚙️ up for #OTC2024. Check out our booth to learn more about our [product solutions]. 🎉"

"🌊 @otcevents is 6–9 May. We're ready, are you? We can't wait to show you our [product solutions]. #OTC2024"

## Post ideas and best practices:

- Include people and get creative in developing visual content about what your brand is doing for OTC 2024
- 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, [#OTC2024](#), 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 2024

# SUGGESTED TIMELINE

## FEBRUARY–MARCH 2024

- Create your editorial calendar and graphics
  - Download the OTC logo at <https://www.otcnet.org/otc-logos-download>
  - Download OTC provided images in your graphics at [otcimages.com](https://www.otcnet.org/otc-images)
- Make a general announcement that your organization will be exhibiting at OTC 2024
- Save the Date post for 6–9 May 2024
- Encourage customers and social media followers to register for OTC 2024 and invite them as your guests
- Post more frequently on your social media channels to inform people about your company's presence at OTC 2024
- Share the Facebook OTC 2024 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

## APRIL–MAY 2024

- 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 2024 while you are in your booth
- Use lots of images, GIFs, and videos to stand out



**#OTC2024**