



(210) 691-4848
www.theabcshow.com
amanda@theabcshow.com

SOCIAL MEDIA BEST PRACTICES

- Images are eye-catching and result in strong engagement. Consider adding to your post a photo of your product or repurpose an ABC Kids Expo banner ad, or include video of a demonstration.
- Make sure you monitor the show hashtag #ABCKidExpo18 to stay engaged with what show attendees are engaged with and talking about.
- Use #ABCKidExpo18 in all your posts so that attendees who are not currently following you will see your posts.
- Respond to conversations that are already occurring. Become a part of the discussion to network with your potential customers and influencers.
- Reach out to prospects and customers through their social media profiles and invite them to meet you at the show.
- Keep your posts *real* and *relevant*. Posts should contain 30% promotional content about your business and 70% informational content that your followers will find useful.
- Consider using live video on Facebook, Twitter or Instagram to highlight anything specific happening with your company or at your booth, such as a product reveal, press conference or celebrity appearance.
- Highlight show specials or other special opportunities as a way to drive engagement.
- Let your followers know where you will be and when so they can engage with you onsite and online.
- Tag ABC Kid Expo in all your posts for a chance to be reposted



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SAMPLE SOCIAL MEDIA POSTS

TWITTER

- We're unveiling a new product line @TheABCShow18 – be the first to get it on your shelves! We'll see you at booth #XXX
- Stop by booth #XXX @ TheABCShow18 for a chance to win a [insert prize]!
- Coming to @ TheABCShow18 ? Stop by booth #XXX to say hello! We'll be looking for you!
- Check out [Product] at our booth #XXX @ TheABCShow18 Oct. 9-11!
- We're excited to be exhibiting @ TheABCShow18 in Las Vegas—join us and make sure to stop by booth #XXX to say hi!
- 1 week/month/day until @ TheABCShow18 – can't wait to see everyone there! Come check out our [product/service] at booth #XXX
- Join us @ TheABCShow18 to see our new line of [insert product category]. Can't wait to see you at booth #XXX!
- Exclusive @ TheABCShow18 show special: visit us at booth #XXX to receive [insert your show special].

FACEBOOK

- We're exhibiting at @TheABCShow18 in Las Vegas, come see us at booth #XXX. Register for free today and join us at the juvenile products event of the year! <http://www.theabcshow.com>
- Looking forward to exhibiting at @TheABCShow18 in Las Vegas in October. Come see us at booth #XXX where we'll be [unveiling/showcasing product/service]. <http://www.theabcshow.com>
- ABC Kids Expo begins Oct. 9 in Las Vegas. Come visit us in booth #XXX to see the new [insert your product name]. Register for free now at <http://www.theabcshow.com>



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- Join us at booth #XXX Oct. 9 – 11 at the ABC Kids Expo in Las Vegas to see our new line of [insert product category]. Register now for free at <http://www.theabcshow.com>
- BREAKING: We will be offering ABC Kids Expo attendees [show special] at the show this Oct 9-11 in Las Vegas. Make sure to stop by booth #XXX to take advantage of this exclusive deal! Register here for free: <http://www.theabcshow.com>
- Where can you find us on October 9-11? At ABC Kids Expo in Las Vegas! We'll be at booth #X showcasing our latest [product/service]. Register for free at <http://www.theabcshow.com>

INSTAGRAM

Following our ideas for photo posts. In all postings, be sure and tag your company and @theabcshow in the post. Make sure to list your booth number in every post so your prospects know where to find you!

- Add a picture of your booth staff who will be at the show and invite your prospects to join you at your booth
- Take a video of your booth personal introducing themselves to your followers and inviting them to come visit your booth
- Add a picture of the product(s) you will be showcasing at the show
- Post information about a contest, giveaway or special attraction at your booth
- Show off the booth swag you are offering at the event
- Take a “behind the scenes” video of your booth set up