SOCIAL MEDIA WORKSHOP:
JOIN THE CONVERSATION!
I ♥ Rock N Roll
Information Age: We’re Social
2015 U.S. Snapshot

- Internet Users: 280M
- Active SM Accounts: 186M
- Active Mobile Connections: 329M
- Active Mobile SM Accounts: 160M

Source: www.wearesocial.sg;
We’re Social
“Build it, and they will come” only works in the movies.

Social Media is a “build it, nurture it, engage them, and they may come and stay.”

~Seth Godin
Know the Platforms
Know the Lingo

- # Hashtags #PROCESSEXPO
- @ Mentions @PROCESSEXPO
- RT Retweets: RT @PROCESSEXPO
- +1 Google+
- ⭐ Favorite Twitter
- 👍 Like Facebook
Listen

- Customers
- Followers
- Connections

- Media Groups
- Industry Bloggers
- #

- Discussion Boards
- Brands
- Competitors
New Competition!
Panda and Bao Bao having some post-firework fun
Italy? Hawaii? Where would you go with $10,000? Tell us and enter for your chance to win - bit.ly/1OluttN
New K.I.S.S.
Keep It Simple and Shareable

Source: www.rodbrooks.com, NW Marketing Guy
Pre-show

What can attendees learn from YOU

Sneak Peak! Create Show Buzz

Integrate into existing campaigns
Pre-show

FREE Guest Pass
Share your comp code

Highlight
PROCESS EXPO U offerings

Create buzz for your industry partners
We’re a proud sponsor of the #PROCESSEXPO Welcome Reception! Visit us in Booth 123 and join us Sept. 15 from 5:00pm-6:30pm, Lakeside Terrace

Are you well versed in FSMA? Stop by @[Company] Booth 123 to obtain the knowledge you need #PROCESSEXPO #FSMA

Looking for a place to dine during #PROCESSEXPO Week? @ABC Restaurant offers private rooms for groups URL to link
AAMP members can receive free admission to the @ProcessExpo.
View this week’s Choice Cuts email for the promo code.

Get Your Free Passes
Visit us this September at PROCESS EXPO
East Hall Booth 1412
Learn more at ftiinc.org/expo
Meet us @ PROCESSEXPO in Chicago 9/15 - 9/18 Booth 6834 & see our foodprocessing system solutions

PARKER ON THE ROAD

Show: PROCESS EXPO 2015
BOOTH 6834

Location: McCormick Place, Chicago, IL
Avure HPP Foods
@avureHPP FOLLOW US
Avure, the world leader in HPP food processing, serves up food news, equipment tips and tasty tweets. Follow us. No pressure. More: facebook.com/AvureHPP

Tweets: 1,662
Following: 1,170
Followers: 653
Favorites: 468
Lists: 11

Tweets

Avure HPP Foods @avureHPP 3h
F.D.A. Wants Food Labels to Quantify Added Sugars & Food Manufacturers Are Fighting Back buff.ly/1MSm5Hy
#FoodLabels #ConsumerDemand

Avure HPP Foods @avureHPP 4h
We have big news for you at #ProcessExpo! RT if we'll see you there! buff.ly/1UiPpe @ProcessExpo #HPPit

23 Followers you know

572 Photos and videos
On-Site

Demos
Unveilings
Giveaways

Pictures of your Booth, Videos

Quote speakers
Interviews
On-Site

- Bilingual? Post updates in another language!
- Promote your PE After Dark Happy Hour!
- Capture & share real-time moments
On-Site

Starting our demo at #PROCESSEXPO! @ABC will change the way you view enterprise software solutions.

Miss the presentation on XXXX? Fear not! Visit us in Booth 123 on Sept 16 from 11-11:45am #PROCESSEXPO

“Customer Quote” – Stop by [Company] Booth 123 to learn about [Your Company’s] value #PROCESSEXPO

Take pics of customers and partners visiting your booth. Tag them! Post on Twitter, Facebook, Instagram
Lea aquí nuestra cobertura especial: "Chicago se prepara para recibir otra edición de @ProcessExpo".
carnet.ec/1INzQYt
Post-Show

- Photo galleries
- Highlights
- Comments, RTs #PROCESSEXPO
Post-Show

- Keep the buzz going - #TBT
- Post videos to Instagram/YouTube
- Extend your Show Specials
Post-Show

• Valuable insight on #sustainability -- RT “Food Safety XXX,” by @ABC Speaker, @UN_Lincoln #PROCESSEXPO

• Highlights from @PROCESSEXPO! Thanks to everyone who visited Booth 123 to learn about food packaging solutions. (link to FB album) #PROCESSEXPO

• RT insights from attendees and speakers.

• Miss our demonstration on the VAV_110 at #PROCESSEXPO? See it here (video) (link to YouTube)
Check out our Photo gallery from PROCESS EXPO in Chicago
http://goo.gl/ZLh1Hh
# Social Media Do’s and Don’ts

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Listen</td>
<td>• Talk too much</td>
</tr>
<tr>
<td>• Inform</td>
<td>• Same Old Content</td>
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<tr>
<td>• Interact</td>
<td>• Difficult to share</td>
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<tr>
<td>• Inspire</td>
<td>• Be a robot</td>
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<tr>
<td>• Be Consistent</td>
<td>• Set and Forget</td>
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<tr>
<td>• Use Hashtag</td>
<td>• Dismiss/Ignore</td>
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TAKEAWAYS - NEXT STEPS

• Listen
• Know the channels + what works best for you
• K.I.S.S.
• Extend Your Booth
• Inform, Inspire, Interact
• Have fun!
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Join the Conversation

#PROCESSEXPO