

SOCIAL MEDIA WORKSHOP: JOIN THE CONVERSATION

What is Social Media?

Media for social interaction using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.

Source: Andreas M. Kaplan, Michael Haenlein (Business Horizons)

Get to Know the Platforms

Match the following social media platforms to their definitions.



a. Curate relevant content. Optimize web content.



b. Go-to social platform, photo albums, recaps, elicit engagement, extend campaigns.



c. Storytelling with photos and video. Engage with audience.



d. Engage professional connections, show thought leadership.



e. Videos, demos, commercials, unique web-based content.



f. Real time participation, high-quality text and visuals. More 1:1. Engage with clients, peers, influencers.



g. Large global reach. Text based content, videos, visuals. Hangouts.

Social Media Lingo

Key terms to know when using social media.

1. Hashtag **Example:** #PROCESSEXPO, #DEFEATHUNGER
2. Mentions **Example:** @processexpo, @fpsa
3. Retweets **Example:** RT @processexpo
4. Like **Example:** 
5. +1 **Example:** Google +1
6. Favorite **Example:** 

Ideas that Work

Pre-Show:

- Sneak Previews
- Differentiate Yourself
 - 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 @ABC Booth 123 to obtain the knowledge you need #PROCESSEXPO #FSMA
 - "Customer Quote" – Stop by ABC Booth 123 to learn about ABC's value #PROCESSEXPO

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
- Need a caffeine kick this afternoon? Stop by @ABC Booth 123 to grab a cup of coffee #PROCESSEXPO
- Take pics of customers and partners visiting your booth. Tag them! Post on Twitter, Facebook, Instagram

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)

10 Ways to Expand Your Booth

Complete the checklist. What has your company done or will do in the future?

	Been there, done that!	Great idea, something to use in the future!	Not sure...
1. Share your Comp Code – FREE Guest Pass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Use existing videos and images as show teasers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Highlight and promote your sponsorships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Inform guests of special or unique offerings and/or giveaways.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Bilingual? Multi-lingual? Post show updates in another language.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Build anticipation for a product launch and/or unveil.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Create event buzz for industry partners who are also exhibiting at PROCESS EXPO.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Educate your audience about PROCESS EXPO U courses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Host a Happy Hour for PROCESS EXPO After Dark.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Capture real-time moments using the new platforms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BONUS: #PROCESSEXPO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PROCESS EXPO Contacts

If you have any questions or concerns, please contact your PROCESS EXPO Team!

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Follow Us!



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#PROCESSEXPO