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.
- d. Engage professional connections, show thought leadership.
- e. Videos, demos, commercials, unique web-based content.
- 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?

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