

CAMEX

Five CAMEX Exhibitor Social Media Must Dos

1. Promote Your Presence at CAMEX

Let your audience know you'll be at CAMEX pre-show. Create a [Facebook Event](#) page and share your booth number and location. Follow/like the official CAMEX social sites:   

2. Plan Ahead of Time

Plan your CAMEX social media strategy in advance. Know generally what you're going to post, on which social channels, and when.

3. Share Your Photos

Share the CAMEX experience with your audience, whether they're attending or not. Show photos are also great opportunities to leverage [Snapchat](#) and [Instagram Stories](#).

4. Engage with Your Audience

Continuously monitor your social feeds during the show. If someone mentions your brand or takes a photo of your booth, liking and sharing/retweeting that content is an easy, valuable way to engage.

5. Use Event Hashtags

The official CAMEX hashtag is #CAMEXShow. Use that hashtag when posting related content to maximize your reach among attendees.

The Detailed CAMEX Exhibitor Social Media Guide

According to a [recent survey](#), 78% of marketers said social media is a way to keep track of spontaneous trade show moments, with another 78% saying it creates a channel through which people can experience show activities. Approximately half said social media brings more people to a company booth.

No matter what size your exhibitor space at CAMEX, an effective social media strategy can maximize your show presence. Not sure where to start, or looking for additional tips when it comes to trade show social media?

Here's our exhibitor social media checklist:

Pre-Show

- Evaluate Your Social Media Presence:** Where is your brand present on social media? If you only have a Facebook account, consider establishing a presence on other channels. According to the same survey, 93% of marketers rank Twitter as the most useful social media tool for trade shows, followed by LinkedIn (67%). Being visible on the tools used by the majority of attendees can help increase engagement with your brand.
- Craft Your Social Strategy:** When are you going to post content, and what about? While trade show schedules can be subject to change, having a game plan ahead of time helps ensure that no key messages or opportunities are missed. A few suggestions for social preparation include:
 - Promote your presence at CAMEX before the show, including booth number and location. Follow/like the official CAMEX social sites:   
 - Create a [Facebook Event](#) page for your CAMEX presence. Use it to promote what your brand will be exhibiting, any special show pricing, hours you'll be at the show, helpful contact info, and more.
 - If fitting and appropriate for your brand, create a [Snapchat Geofilter](#) for attendees to engage with during the show. Once created, promote that your filter will be available at CAMEX.
 - If you want a Twitter presence for the show, but your brand currently doesn't have one, launch your Twitter channel at least a few weeks in advance. That way you're not dealing with a new channel launch and posting CAMEX content at the same time.
 - Create a timeline for what content you will be posting, on which channel you will be posting, and when. Use the CAMEX schedule to your advantage, finding times for peak foot traffic and when attendees are most likely to be using mobile devices.
 - Establish who will be posting on behalf of your brand throughout the show. This will help eliminate any confusion over who is responsible for posting what types of content and on which channels.

During the Show

- Take Plenty of Photos:** Just as they help with social engagement in general, photos are critical to effective trade show coverage. Even if you don't post all of the photos you take at the show, save them to post as a recap album on Facebook post-event. When posting photos, make sure they are high-quality, accurately captioned (ideally using the [#CAMEXShow](#) hashtag), good representations of your brand, and photos that resonate with your audience. Show photos are also great opportunities to leverage [Snapchat](#) and [Instagram Stories](#).
- Appeal to On-Site and Remote Audiences:** Some of your customers may not be at CAMEX, so make sure your content is valuable to them as well. Capture key show moments, essential takeaways, and insights that those both attending and not at the show will appreciate. By covering the event, your brand is doing more than promoting itself. It's serving as a resource.
- Use Event Hashtags:** The official CAMEX hashtag is [#CAMEXShow](#). Use that hashtag when posting related content to maximize your reach among attendees. Plus, it helps us find content to like, retweet, and engage

with in general.

- ❑ **Avoid Posting Non-CAMEX Related Content:** You want to maintain the impression that your brand is live from CAMEX. Posting non-show related content during your presence at CAMEX can break that momentum, and feel somewhat random to your audience. Plan ahead so that any unrelated, key content is posted either pre- or post-show.
- ❑ **Engage with Audiences:** Monitor your social feeds during the show—but be careful to always watch for attendees entering your booth so you don't seem uninterested in show business. Look for any mentions of your brand (both through tagging and hashtags), photos of your booth, etc. If someone mentions your brand or takes a photo of your booth, liking and/or sharing that content is an easy, valuable way to engage.
- ❑ **Create Demand Situations:** Beyond promoting show specials in general, consider creating additional specials/ opportunities only available during certain days or hours (ideally aligned with times when there is maximum foot traffic) and promote on your social channels. This can help create a sense of urgency and potentially drive attendees to your booth.

Post-Show

- ❑ **Wrap Up:** Post a few final photos of the show, thanking everyone who stopped by the booth or followed show coverage online. Post any show albums within the next few days, and transition back to regular brand content.
- ❑ **Follow-Up:** Has anyone asked for additional information on your social channels during the show? If you weren't able to follow-up during the show, aim to do so shortly after. Also, do a final sweep for any brand mentions/ inquiries that may have been missed.

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