



May 12-15, 2025 • Huntington Place • Detroit, MI

PROMOTING AUTOMATE ON YOUR SOCIAL MEDIA CHANNELS

www.automateshow.com

EXHIBITOR SOCIAL MEDIA STRATEGY

Social media is a great place to promote your show presence to your customers. This guide features tips to help you drive attendees to the show — and to your booth.

For all of the social media elements and tools you'll need to boost your show marketing efforts, check out the [Exhibitor Marketing Kit](#).

Set yourself up for success

Boost the reach of your posts by sticking to these three simple principles:

EDUCATE	EXCITE	ENGAGE
<p>Spread the word about your presence at the show.</p> <ul style="list-style-type: none"> • Share your booth location and contact info to help attendees find you. • Promote exclusive demos, events, or sessions to draw more visitors. • Provide easy ways for attendees to contact you at the show. 	<p>Get people excited to attend and stop by your booth.</p> <ul style="list-style-type: none"> • Share cutting-edge automation solutions you'll be showcasing. • Emphasize their practical applications and highlight how they align with current industry trends and demands. • Reflect on past successes and leverage insights, interviews, or articles to build credibility and interest. 	<p>Make your posts stand out and connect with your audience.</p> <ul style="list-style-type: none"> • Give your audience a reason to stop scrolling with captivating photos and short-form videos. • Encourage engagement with behind-the-scenes content, questions, or polls. • Most importantly, interact with your audience to build engagement.

Quick tips

Copy

- Grab attention with your first line of text and keep your captions concise to convey meaning quickly
- Break thoughts apart with paragraph spacing, emojis, or bullet points
- Maintain a consistent and positive tone that your audience will find sincere
- Avoid hard-selling and spammy language
- Utilize SEO keywords within captions, tag your location, and use hashtags to improve discoverability and ensure your content gets in front of the right people

Visuals

- Prioritize sharing show photos and videos vs. only graphics or flyers
- Avoid using too much text on images and videos
- Utilize show creative and imagery when possible

Engagement

- Answer comments, direct messages, and reply frequently to keep your audience informed
- Tag people and businesses to generate conversation on your posts

Profile & Bio

- Ensure your bio/about section is populated
- Add your website link to all profiles
- Understand each platform's unique capabilities and tools (e.g., LinkedIn articles, X (formerly Twitter) threads, Facebook stories, etc.)

Maximize the Automate Show reach

Be sure to follow Automate's channels to keep up with the latest:

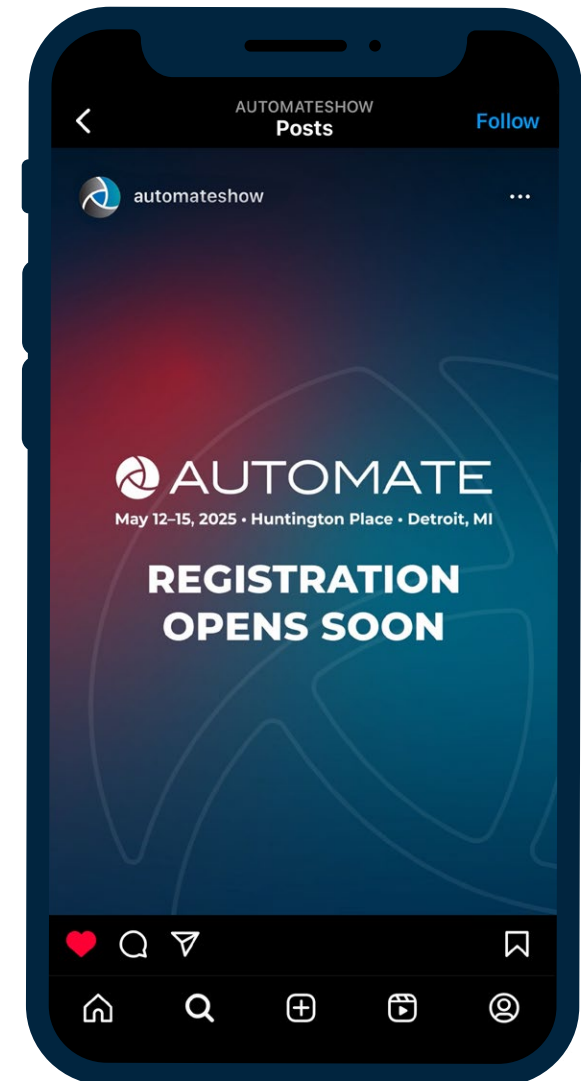
-  [Facebook](#)
-  [X \(Formerly Twitter\)](#)
-  [LinkedIn](#)
-  [TikTok](#)
-  [Instagram](#)
-  [Threads](#)
-  [Youtube](#)

- Reshare Automate's posts to your own feeds to generate more awareness
 - Avoid copying and pasting the exact posts from the Automate Show channels
- Maintain Automate's brand identity as outlined in the Automate Style Guide
- Consider updating your header images to promote Automate 2025
- Tag @AutomateShow when promoting the show
- Include the #Automate2025 and #AutomateShow hashtags when promoting the show



Proper capitalization within hashtags is key for accessibility, and using the correct show name within the hashtag is key for brand recognition.

Please do not use #theautomateshow #automationshow #automate25 #automate or alternative hashtag versions.



BEST PRACTICES BY PLATFORM



LinkedIn

Selling the show and being a trusted industry leader

- Text-only posts, LinkedIn articles (native blogs), photos, and videos are most successful on LinkedIn (Refer to the [Exhibitor Marketing Kit](#) for assets)
- Thought leadership topics that spark conversation are known to do well among the B2B audience on LinkedIn
- Be sure to grow your company's network by connecting with new people throughout the year for maximum reach
- If you're part of industry-related LinkedIn groups or host your own LinkedIn group, spread the word about the show and your presence there



Facebook

Selling the show and connecting with your community

- Posts with links, photos and short-form videos are most successful on Facebook (Refer to the [Exhibitor Marketing Kit](#) for assets)
- For additional exposure, share story and reel post formats
- If you're part of industry-related Facebook groups or host your own Facebook group, spread the word about the show and your attendance there
- Prioritize sharing in-feed videos and reels, and test different lengths to see what performs best

BEST PRACTICES BY PLATFORM



Instagram

Selling the show and bringing it to life

- Engagement on Instagram comes down to visuals
 - Consider developing a consistent look and feel with clear branding
- **Remember: Instagram doesn't allow clickable links in posts — only in the bio**
 - Update the link in your bio as needed and direct followers to check there
 - Tools like Linkinbio, linktree, or Sprout Social allow you to house multiple links in one
- The Instagram algorithm favors quality vs. quantity; be sure to keep a consistent posting schedule with engaging visuals and copy vs. sharing several less-engaging posts
- Carousel posts, reels, and stories are most successful on Instagram (Refer to the [Exhibitor Marketing Kit](#) for assets)



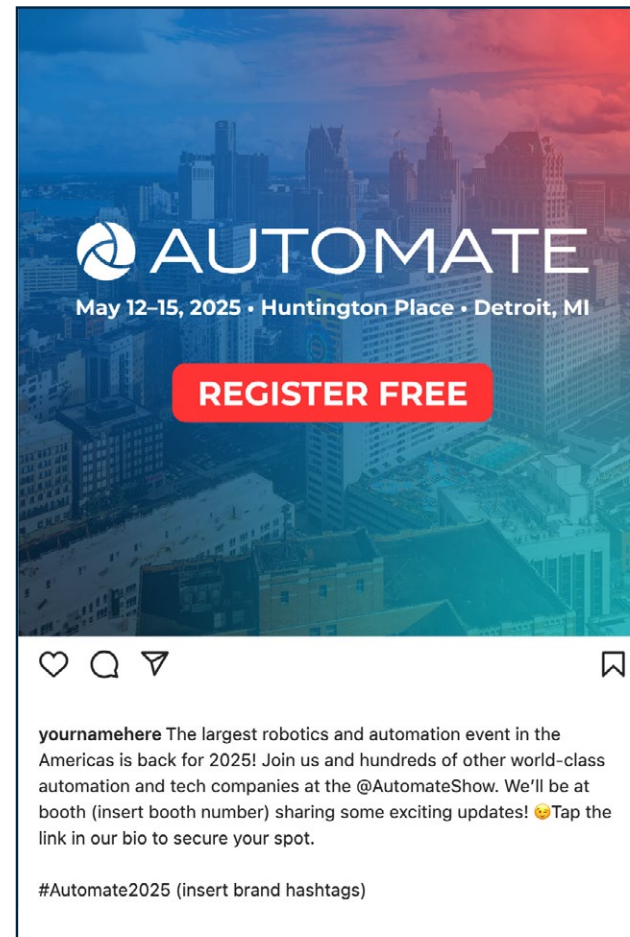
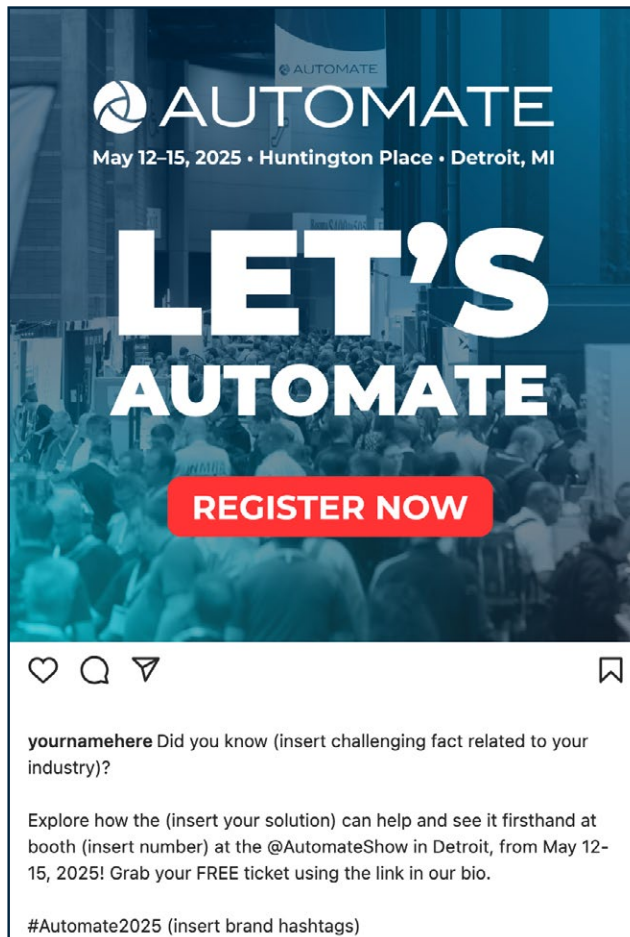
X (Formerly Twitter)

Selling the show and starting conversations

- X is more conversational by design, so you'll want to post often to ensure your content remains top of mind — and timeline
- Follow other industry leaders and relevant brands to gain followers, increase your presence on the platform, and boost awareness of your presence at the show
- Experiment with different post formats: photos, videos, text-only posts, threads, and polls (Refer to the [Exhibitor Marketing Kit](#) for assets)
- When reposting, add a quick note to “quote tweet” vs. just reposting directly
- Keep posts short and sweet to meet the 280-character limit (unless you subscribe to X Premium)

SOCIAL POST TEMPLATES

Need help crafting your first social posts? Check out [these templates](#) or use one of our post ideas outlined on the next page.



Two of the social post templates (versioned for all platforms) available for download.

30 POST IDEAS TO HELP YOU GET THE MOST OUT OF THE SHOW

Pre-show



1. Show announcement/save the date: about info, date, and location
2. Registration information: website and prices
3. Booth information
4. Speaker information
5. Incentive: onsite giveaway, live demos, product release, promotion, etc.
6. Behind the scenes: how you're preparing for the show
7. Polls: will you be attending/have you registered? What are you most excited for?
8. Throwback photos from previous shows
9. Fun facts about the show/your presence at the show
10. Top reasons to attend

Onsite



1. Where to find us/booth information
2. Still need to register? Onsite registration information
3. Behind the scenes: show set up
4. Employee/staff content: why we're excited for the show, etc.
5. Incentive: on-site giveaway, live demos, product release, promotion, etc.
6. Polls: have you visited our booth yet? What are you most excited about?
7. Demos
8. Speakers
9. Daily recap/highlights
10. User-generated content (UGC)

Post-show



1. Thanks for attending
2. Our favorite part of the show
3. Show recap/ highlights
4. Behind the scenes: show tear down
5. We'll see you next year: next show information
6. Incentive: giveaway winners, promotional info, etc.
7. Polls: what was your favorite part of the show? Are you attending the next show?
8. User-generated content (UGC)
9. Contact info: where to find us, location, website, etc.
10. Keep in touch: follow us on social, subscribe to newsletter or Youtube channel, etc.