



Successful Presentations

Social Media Tips for Marketing and Engagement

Your presentation takes time and effort. We therefore encourage you to amplify the impact of your content and engage in meaningful dialog about your topic using social media both before and during the event. To assist you in doing so, we've provided some resources and best practices for using social media as a marketing and engagement tool. No matter your current activity level on social media, we encourage you to give some or all of these ideas a try!

Connect with FMI

Before you attend the event, be sure you're following us on social media and receiving our information. Here's how:

- Follow the main handle for the event including @FMI_ORG*
- Follow us on *Instagram* at @FMI_ORG
- Like us on *Facebook*
- Connect with us on *LinkedIn*
- Subscribe to the *Voice of Food Retail Blog* or download our *FMI News App*
- Use the conference hashtag in your posts*

* Your conference manager will provide any additional handles for the event.

Once you have connected with us, help us connect with you. Be sure to share your social media handle with your FMI conference program manager so we can follow you back and help promote your conference-related posts.

Promote Your Role in the Event

Leading up to the conference, work your network and share insights into your presentation. It's a best practice to share your participation in the conference on social media and give a taste of what you will be covering. Here are some sample social media posts that you can customize. You can shorten links using a free resource called Bitly.

I'll be speaking at #EVENTHASTAG on **YOUR TOPIC**. RT or LIKE if you'll be there!

PROVIDE A STAT OR RESEARCH FINDING. Learn more during my session #EVENTHASHTAG. **LINK TO YOUR SESSION DESCRIPTION**

Heading to **LOCATION** for **#EVENTHASHTAG**. Here is the link to my session and what to expect: **YOUR TOPIC DETAILS LINK TO YOUR SESSION DESCRIPTION**

Include an image in your post if possible.

Provide Attendees With Your Details

Be sure to include both your Twitter handle and the program hashtag on your presentation slides. If you do not have a Twitter handle, consider including your company's handle.

The title slide and upper right corner of each slide are the best placements for your social media details so people can easily see and utilize the information.

Share on Social Media during the Event

There are a couple of best practices for sharing your session content and resources during the event:

Live Session Tweeting

A best practice to engage your session attendees is to have live tweets about your presentation go out during your session. Work with your organization's social media team to coordinate this and let your session attendees know to look for the live tweets by following your handle and the event hashtag. This is a great way to collect more followers and to get good engagement and retweets.

Resources You Mention

If you have resources as part of your presentation, we encourage you to share those on social media before, during or after your session. Again, let your session attendees know to look for these on social media. During your session, perhaps have a colleague capture a photo of your presentation for sharing on social media. You can shorten links using a free resource called Bitly.

Show Others Love

If people are posting on social media about your session, be sure to thank them afterwards on social media or respond to any of their questions and comments. Also, be sure to share highlights from other event sessions you attend using the event hashtag. Remember, a picture is worth a thousand words!