

Promoting The NAFEM Show on your social media channels



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Exhibitor **social media strategy**

Your social media channels are a great way to promote your show presence to your customers. This guide features tips to make the most of your efforts to drive attendees to the show – and to your booth. Your posts should:

1. Promote your presence at the show
2. Educate your followers on what they can expect at your booth

Check out the [Exhibitor Marketing Kit](#) for all the elements and tools you'll need to boost your show marketing efforts.

Set yourself up for success

- Maintain The NAFEM Show's brand identity as outlined in the [creative guidelines](#).
- Keep your captions short and concise to convey meaning quickly.
- Maintain a consistent and positive tone that your audience will find sincere.
- Answer comments, DMs and replies on a frequent basis to keep your audience informed.
- Ensure your bio/about section is populated and add your website link to all profiles.

Maximize your reach

- Be sure to follow **The NAFEM Show** channels, so you don't miss a post.
 - [Facebook](#)
 - [LinkedIn](#)
 - [Twitter](#)
 - [Instagram](#)
- Share posts from **The NAFEM Show** to your own feeds to keep your followers informed.
- Utilize SEO keywords (relevant brand, product or industry keywords) within social media captions to improve discoverability.
- Tag **The NAFEM Show** channels when sharing about the show.
- Use location tags when appropriate.
- Include hashtags where applicable.

Hashtag usage

Hashtags allow you to categorize your posts around a certain topic, making it easy for people to find specific content on social media. They can also help boost your social media reach and engagement, which ultimately generates more interest for your booth at the show.

Hashtag tips

- Use your brand and/or SEO keyword hashtags in all posts.
- Leverage The NAFEM Show hashtags: **#TheNAFEMShow** and **#NAFEM23** in your posts so your audience can quickly get to the show page for more information.
- Don't use too many hashtags in a single post or use a hashtag that's too long – keep them short and sweet!



Best practices by platform

Facebook

Selling the show & connecting with your community.

- Posts with links, photos and short-form videos are most successful on Facebook. These elements are all available in the [Exhibitor Marketing Kit](#).
- For additional exposure, share story and reel post formats.
- If you're part of industry-related Facebook groups or host your own Facebook group for foodservice professionals, spread the word about the show and your attendance through these groups.

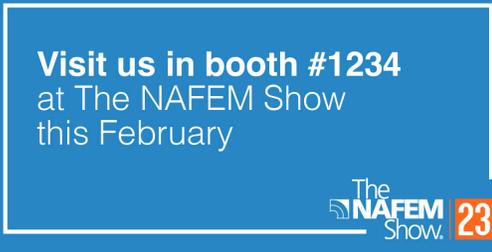
Example Facebook posts

Your Company Name

Have you heard? @TheNAFEMShow is returning this Feb. 1 – 3, 2023, in Orlando, Fla.! 📍 Join us in booth **(number)**.

Register here ➡ <https://www.thenafemshow.org/show-info/register/>

#TheNAFEMShow #NAFEM23



Like Comment Share

Your Company Name

The NAFEM Show is returning to the Orange County Convention Center, Orlando, Fla., Feb. 1 – 3, 2023! 📍 Be sure to meet us at booth **(number)**!

Register here ➡ <https://www.thenafemshow.org/show-info/register/>

#TheNAFEMShow #NAFEM23



Like Comment Share

Replace **(number)** with your booth number before posting.

LinkedIn

Selling the show & 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 necessary elements.
- Many foodservice leaders, manufacturers, suppliers and other industry connections can be found on LinkedIn. Be sure to grow your company's network by connecting with new people throughout the year for maximum reach.
- Similar to Facebook, if you're part of an industry-related group or host your own LinkedIn group for foodservice professionals, use them to spread the word about the show and your attendance.

Example LinkedIn posts

Your Company Name

Be at the center of it all! The NAFEM Show is returning to the Orange County Convention Center, Orlando, Fla., Feb. 1 – 3, 2023! 🌴 Meet us at booth **(number)**!

Register here <https://www.thenafemshow.org/show-info/register/>

#TheNAFEMShow #NAFEM23



The NAFEM Show | Feb. 1 – 3, 2023 | Orlando, Fla.
thenafemshow.org · 1 min read

Recommend Comment Share Send

Your Company Name

Don't miss @TheNAFEMShow next year! Stop by our booth **(number)** to discover today's top leading equipment and supplies!*

Register for just \$40 here <https://www.thenafemshow.org/show-info/register/>

#TheNAFEMShow #NAFEM23

*Should be an explanation of what attendees can find at your booth.

Discover new supplies
and equipment to
grow your business



The NAFEM Show | Feb. 1 – 3, 2023 | Orlando, Fla.
thenafemshow.org · 1 min read

Recommend Comment Share Send

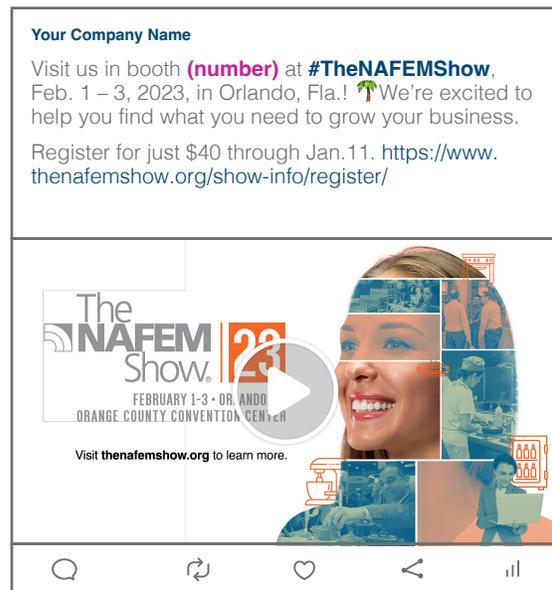
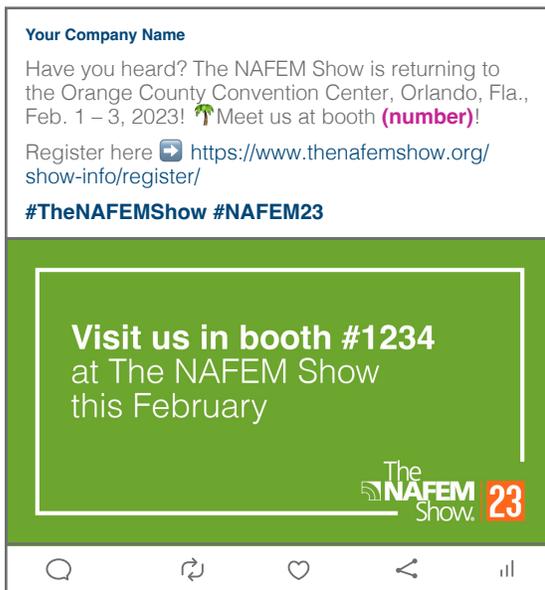
Replace **(number)** with your booth number before posting.

Twitter

Selling the show & being a conversation starter.

- Twitter is more conversational by design, so you'll want to tweet often to ensure your content remains top of mind – and feed.
- Gain followers by following other foodservice industry leaders and E&S manufacturing accounts. This is a good way to build a relevant following, increase your presence on the platform and your presence at the show.
- Experiment with different post formats: photos, videos, text-only tweets, threads and polls. Refer to the [Exhibitor Marketing Kit](#) for necessary elements.
- When retweeting, add a quick note to 'Quote Tweet' vs. just retweeting directly.

Example Twitter posts



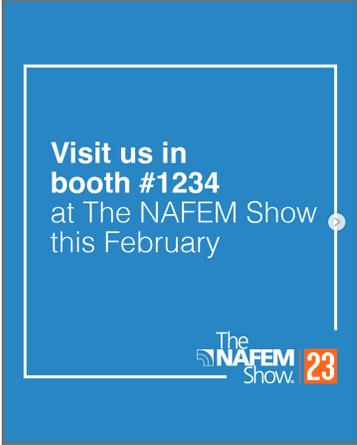
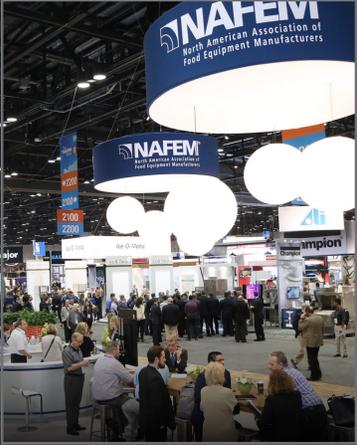
Replace **(number)** with your booth number before posting.

Instagram

Selling the show & 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 – so be sure the link in your bio is updated as needed.
- Instagram 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 necessary elements.

Example Instagram posts

		
<p>♡ 👁 🗑</p> <p>Your Company Name</p> <p>Have you heard? The NAFEM Show is back and bigger than ever!</p> <p>The leading foodservice E&S showcase is returning to the Orange County Convention Center, Orlando, Fla., Feb. 1 – 3, 2023! 📍 Meet us at booth (number)!</p> <p>Click the link in our bio to secure your spot!</p> <p>#TheNAFEMShow #NAFEM23</p>	<p>♡ 👁 🗑</p> <p>Your Company Name</p> <p>You won't want to miss @TheNAFEMShow next year! Stop by our booth (number) to discover today's top leading equipment and supplies!*</p> <p>Tap the link in our bio to register!</p> <p>#TheNAFEMShow #NAFEM23</p> <p><small>*Should be an explanation of what attendees can find at your booth.</small></p>	<p>♡ 👁 🗑</p> <p>Your Company Name</p> <p>Headed to @TheNAFEMShow next year? Visit us in booth (number)! We're excited to help you find what you need to grow your business.</p> <p>Tap the link in our bio to register for just \$40 now through Jan. 11, 2023.</p> <p>#TheNAFEMShow #NAFEM23</p>

Replace **(number)** with your booth number before posting.

30 post ideas to help you get the most out of the show

Before the show

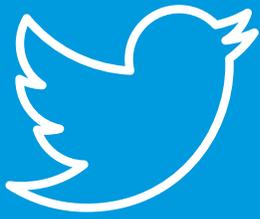
1. Show announcement/save the date: about info, date & location
2. Registration information: website & prices
3. Booth information
4. Event and education information
5. Incentive: on-site giveaway, live demos, product release, promotion, etc.
6. Employee/staff content: why we're excited about the show, etc.
7. Polls: will you be attending/have you registered? What are you most excited about?
8. Throwback photos from the last show
9. Fun facts about the show/your presence at the show
10. Top reasons to attend

At the show

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

After the show

1. Thanks for attending
2. Our favorite parts of the show
3. Show recap/highlights
4. Behind the scenes: show tear down
5. We'll see you 2025: 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. Share user-generated content (UGC)
9. Contact info: where to find us, location, website, etc.
10. Keep in touch: follow us on social, subscribe to our newsletter or Youtube channel, etc.



Visit The NAFEM Show social media channels for more marketing inspiration.

