



Exhibitor Social Media Quick-Start Guide

Reach 16,000+ attendees & our online community!

Step 1: Prepare Your Content

- Gather high-quality photos/videos of your products, services, or team.
- Highlight anything special you'll showcase at the show.
- Create short “sneak peek” clips to excite your audience.

Tip: Bright, clear images and authentic captions get the best engagement.

Step 2: Tag & Hashtag

Tag us: @HomeshowstO (Instagram & Facebook) | LinkedIn: Home and Backyard Show

Use hashtags:

- #HomeAndBackyardShow
- #Backyardliving
- #HomeImprovement
- #YourBusinessName (be sure to add your hashtag based on your company name)

Why: Tagging lets us share your posts with our audience, instantly increasing your visibility.

Step 3: Use the Marketing Kit

- View the kit on our [website here](#).
- Follow suggested posting schedule: Pre-show, During, Post-show.
- Use sample captions, image ideas, and engagement tips.

Even if social media isn't your focus, this makes it easy to get results.

Step 4: Post Consistently

Pre-Show: Build excitement

"We're bringing something special to #HomeAndBackyardShow – see you at
[@HomeshowsTO](#)"

During Show: Live updates, booth highlights, visitor interactions.

Post-Show: Thank attendees, recap your participation, follow up with leads.

Tip: Short videos or stories outperform static posts.

Step 5: Engage Your Audience

- Respond to comments/messages promptly.
- Encourage visitors to tag your business.
- Repost customer content to show authenticity.

Step 6: Track Results

- Monitor likes, shares, comments, follower growth.
 - Note leads or booth visits driven by social posts.
 - Use insights to improve future campaigns.
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Step 7: Enjoy the Benefits!

- Reach **your audience + our online community**
- Generate **more booth traffic & leads**
- Maximize your show participation – **included with your exhibitor package!**