SOCIAL MEDIA TIPS FOR SPEAKERS

Medtrade, along with AA Homecare, state associations, and other member groups, see an increase in social media activity before, during, and after large events or gatherings, like Medtrade. For speakers, it's an excellent way to stay engaged and connected with industry leaders, fellow attendees, and exhibitors. By using hashtags (#) in your social posts (like the official show hashtag: "#Medtrade17"), attendees are able to quickly find other members that are at the same event or having conversations on the same topic. By including this hashtag in your social posts before, during, and after the show, you are able to connect and share ideas with those that are also involved at Medtrade.

In fact, according to a recent study from Sparks' exhibit survey, when asked whether or not business people, who currently use social media for business purposes, had used social media connected to a professional event (before, during or after) over the last two years, 83% of respondents indicated that they had in fact done so.

Event attendees also told Sparks that they use social media because they find it adds value to event experiences. When asked, "How valuable to you is the use of social media at events," 89% of respondents indicated that it was at least somewhat valuable. Only 11% said it failed to add any kind of value.

At Medtrade events, we encourage our speakers to increase their session attendance by building excitement about their involvement at the show. We invite you to join us by putting out relevant social media content on your personal and professional accounts (Facebook, LinkedIn, Twitter, Instagram).

To help get you started, here are some suggested posts that are designed for Twitter. Remember, these posts can be expanded with more details, links, and pictures when you post on other social networks like Facebook, LinkedIn, and Instagram. Twitter only allows for 140 Characters within a post, so we suggest starting here and expanding these messages when you post on other networks.

SUGGESTED SPEAKER TWITTER POSTS

Looking forward to speaking on [YOUR TOPIC] at #Medtrade17! Don't miss it Oct 23-25-- http://bit.ly/registerMT17

Want to learn more about [YOUR TOPIC]? Attend our session at #Medtrade17 [include date/time, if space allows]--> http://bit.ly/registerMT17

#Medtrade17 Connects the HME Industry. Don't miss it Oct 23-25--> http://bit.ly/registerMT17

Get out of your comfort zone. Connect with the HME Industry at #Medtrade17 Oct 23-25 in ATL-- http://bit.ly/registerMT17

Home Medical Equipment pros know #Medtrade17 is crucial to their success in the year ahead. Register--> http://bit.ly/registerMT17

Find your element for succes at #17. Learn More--> http://bit.ly/registerMT17

If you haven't already done so, please connect with the following social media accounts for Medtrade:

- Twitter: www.twitter.com/medtradeconnect
- Facebook: www.facebook.com/medtrade
- Instagram: www.instagram.com/medtradeconnect
- LinkedIn (Page): https://www.linkedin.com/company/medtrade
- Request to Join the "HME Industry Network" Group on LinkedIn: https://www.linkedin.com/groups/1225227

We'll be watching for your social media posts and may even re-share them on the official Medtrade social media accounts for extra exposure! For more information on social media activities at Medtrade 2017 please reach out to our Director of Social Media, Christina Brown Morrison at christina.morrison@emeraldexpo.com.