



GLOBAL EXHIBITIONS DAY LINKEDIN GUIDE

LET'S SHOUT ABOUT EXHIBITIONS Make the world hear about Global Exhibitions Day

LinkedIn is the professionals' network. With over 260 million users, LinkedIn is the primary social media platform for doing business. The network is centred on careers, and helps people connect with businesses, colleagues and other work-related accounts.

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LINKEDIN THE BASICS

From a professional standpoint, LinkedIn is the most effective social media platform. LinkedIn is the opportunity to show your business connections that you are supporting Global Exhibitions Day (GED) and encourage them to engage with GED too.

There are multiple ways to engage on LinkedIn:

- Posting content on your own personal profile
- Posting content on a company page
- Participate in relevant groups



LINKEDIN TOP TIPS

Share with your companies' followers

If you have a company page, ensure that you have posted an update about being involved with

Global Exhibitions Day. This could be a simple message like 'We support Global Exhibitions Day, 1 June 2022', to a longer post with images and video links.

Use your influence

Tap into your connections and share an update from your own profile that you and your company are supporting Global Exhibitions Day. To tag a company, type '@' then the company name.

Share content

There are a number of regular content contributors within the exhibition industry. Share their content with your own message about Global Exhibitions Day. HINT: if you are a member of any groups on LinkedIn you can post directly to them.

Change your cover photo

Just like Facebook and Twitter, LinkedIn has a 'cover photo'. Look to change the photo to the Global Exhibitions Day logo, or create your own cover photo using a design tool, such as Canva.

Change your profile picture

Many exhibition industry professionals around the world have already started the trend of taking pictures with the Global Exhibitions Day logo and posting them to social media. You can do this for your LinkedIn profile picture. HINT: for a big impact, coordinate within your company for everyone to change their pictures on Global Exhibitions Day.

Add Global Exhibitions Day as a project

You can show your support for the project by adding GED as a project. To do this, scroll to under your position details until you find 'Add media – document, photo, link, video, presentation'. If you have already created Global Exhibition Day assets then share them here, otherwise, add in the www.globalexhibitionsday.org link.

Use photos and video occasionally

Unlike Twitter and Facebook, where video and photos drive more engagement, for LinkedIn, this isn't always the case. Text-only updates from a personal profile perform as well as those with photos and videos and in some cases, they perform better (this is not the case for company pages and groups).



ON YOUR PERSONAL PROFILE:

Share an update

An update is intended to be a quick way of letting your connections know what you're up to. HINT: include a link in case your connections want some more information.

EXAMPLE: *Get behind Global Exhibitions Day – 1 June 2022 – and celebrate all that is great about the exhibition industry #GED2022 www.globalexhibitionsday.org*

Share a picture

Have you taken a team shot recently? Have you taken a selfie with the Global Exhibitions Day logo? Post it on your profile and be sure to include a caption.



EXAMPLE: *IELA's Campaign #GED2021RiseAgain*

Publish an article

An article is longer than an update and is similar to a blog (not an essay). This is an opportunity to talk about any topic relating to the exhibition industry. Topics or titles could include:

- Your personal journey within the exhibition industry
- What you think Global Exhibitions Day means for the industry
- Why exhibitions are important
- What your company does for exhibitions
- The future of exhibitions
- A specific element of the industry that you are an expert in

In your post, you can add links, photos, slides, snippets and videos.

Once you've written an article, make sure to share it in any group you're a member of on LinkedIn. You can also share it easily on Facebook and on Twitter. When you post an article it will also be added to your personal profile and displayed in the article section of your LinkedIn profile.

HINT: LinkedIn members who aren't in your personal network can still follow your articles.

ON YOUR COMPANY PAGE:

By posting regular updates, you can engage in conversations with any of your company followers. LinkedIn have provided 10 handy tips for posting interesting LinkedIn company updates:

1. Think like a journalist – write snappy headings

EXAMPLE: Bringing the world of exhibitions together - #GED2022

2. Always include a clear call to action

EXAMPLE: Visit www.globalexhibitionsday.org to find out how to get involved in #GED2022

3. Ask questions to engage your audience

EXAMPLE: Why do you think exhibitions are important?

4. Always include an image

5. Check your content before sending – including any images or links

6. Post YouTube content – links to YouTube play directly in the LinkedIn Feed and usually result in a 75% higher share rate

7. Make your content bitesize and relevant for connections to share

EXAMPLE: #GED2022 brings the global exhibition industry together to celebrate exhibitions. Find out how to get involved at www.globalexhibitionsday.org #GED2022

8. Targeting – you can ‘target’ an audience to make sure only those that you want to see your content do. HINT: don’t over ‘target’ which could exclude potential audiences

9. Be timely – while scheduling content is important, don’t forget to check relevant updates and trends that you can tap into and which countries’ time zones they will apply to.

EXAMPLE: The global exhibition industry is showing their support for Global Exhibitions Day through selfies! Here’s our team showing their support! #GED2022 www.globalexhibitionsday.org

10. Respond to comments – if someone comments, keep the dialogue going by responding

IN GROUPS:

LinkedIn has a wealth of exhibition industry groups, including UFI’s own group, which you can join. Once a member you can post ‘conversations’ which can be updates, photos and include links. Groups are an opportunity to promote Global Exhibitions Day amongst like-minded professionals and share the activities you are doing around GED.

1. Make the content relevant. If the group isn’t related to exhibitions, don’t post about GED in there
2. Make the headline interesting
3. There is a character limit in groups of 2,000 in the body of the text, so keep the content short and relevant. If you want to share more information, you can include links.

COUNTRIES WITH RESTRICTED ACCESS

LinkedIn is subject to export control laws and regulations and as such cannot sell, licence, support or otherwise make available its Premium accounts or other paid services to individuals or companies in Cuba, Iran, Sudan, Syria or North Korea. However, free memberships and the access to and use of LinkedIn's free and publicly available services are available to anyone anywhere.

THANK YOU!