



GLOBAL EXHIBITIONS DAY TWITTER GUIDE

LET'S SHOUT ABOUT EXHIBITIONS

How to make the world hear about Global Exhibitions Day

Twitter is really powerful. Twitter is an effective way of sharing news and information instantly. With hundreds of millions of users and over 500 million Tweets being sent each day, Twitter presents a great opportunity to share Global Exhibitions Day with a worldwide audience.

CONTENTS:

Twitter: The Basics	2
Join the exhibitions family	2
Making Twitter easy	3
Measure your success	4
Other tools to make Twitter more powerful	5
The basics checklist	6
Countries with restricted access	6



Twitter is easy. First things first, make sure you are connected with Global Exhibitions Day (GED). The simplest way to do this is:

- Follow [@UFI_GED_2022](https://twitter.com/UFI_GED_2022) and retweet the content
- Use the hashtag #GED2022 in any exhibition or GED related posts



WHO TO FOLLOW:

There are a number of exhibition associations from around the world who are supporting Global Exhibitions Day, "GED Partners". Visit www.globalexhibitionsday.org to access the list displaying the various accounts.

CONNECT WITH THE ASSOCIATIONS:

Step 1. Follow them. You can follow them all, only those that are relevant to you and the regions that you operate in or only those that you are a member of

Step 2. Retweet their Global Exhibitions Day content

Step 3. Get involved with any conversations they may have about GED

Step 4. Tweet them about your GED activities. Examples:

- Get them involved in your GED campaigns. If you are tweeting about why you love exhibitions, ask the associations why they love exhibitions too. Example: *I love exhibitions: Meeting new and exciting people #GED2022. @IAEE_HQ why do you love exhibitions?*
- If you are a member of the association, shout about that! Example: *Supporting #GED2022 as a member of @AEONews @UFI_GED_2022 @UFILive*

In addition to the associations, this is an opportunity to engage and follow your regional trade press as well as clients, suppliers, partners, prospects and everyone else who is interested in GED. You can follow the steps above to interact with them on Twitter.



TWITTER MAKING TWITTER EASY

Every tweet makes a difference. Twitter is an opportunity to be creative in communicating Global Exhibitions Day key messages. Global Exhibitions Day is about promoting and celebrating the global exhibitions industry. This includes the benefits the industry brings, whether economically or socially, the innovation and competition that exhibitions promote and the fun you can have working within the industry.

Here are 10 tips on how and what to Tweet:

1. **Keep it short**

You only have 280 characters, double the number that you used to have, however, you need to think of the Tweet as more of a headline. You can add additional content via a link, photo, video, gif, or illustration you need. HINT: use a URL shortener to save characters:

www.bitly.com

Example: *Exhibitions bring market experts together under one roof #GED2022*

2. **Keep it relevant**

If you're tweeting about Global Exhibitions Day make sure that the content is applicable to an exhibition audience

Example: *Exhibitions support economic growth #GED2022*

3. **Images and videos will get you 150% more re-posts and 89% more likes.**

These could be pictures from your office celebrating GED or a funny Gif (Graphics Interchange Format) relating to the exhibition industry.

Example: *We love exhibitions: The peoples' industry #GED2022 (add a picture of your last exhibition showing a trade floor with plenty of interaction).*

4. **Tag others in your tweets**

It is an easy way to engage with others, such as the associations listed above. HINT: if tweeting a picture, save character space by tagging those in the photo rather than mentioning them in the tweet.

Example: *Exhibitions allow global networking #GED2022 @UFILive*

5. **Regular tweets result in more engagement with the audience**

You don't need to tweet every day, but the more tweets, the better the reach and interactions from your followers.

6. **Schedule your tweets using a Twitter management platform**

Don't send out all your content on one day. Think of how you can spread your campaign out leading up to Global Exhibitions Day. There are some great Twitter management tools that you can use to help with this, including **Hootsuite**, **Socialbro** and **FutureTweets**.

7. **Retweet other accounts GED content**

This is a global effort to promote Global Exhibitions Day, make sure to retweet others, whether regionally or internationally.

8. **Make sure that your tweets aren't always about you**

Use this as an opportunity to promote yourself, but if every tweet is about you it will get a bit boring for your followers.

Example: *Great video statement from @AAXO_SA #GED2022 on.fb.me/1VB9KvJ*

9. **Ask questions**

By tweeting questions to your followers you are starting a conversation which will lead to more engagement. The questions could be why is #GED2022 important? Why do you support exhibitions?

Example: *Why do you support #GED2022? @UFILive @IAEE_HQ @SisoOrg @CAEMEvents @AFIDALatinAmeri @UNIMEV_Fr @AUMAeV @uefexpo @aeonews @AAXO_SA @EEAAUpdate*

10. **Capture the highlights**

If you're onsite at an exhibition, tweet about what is going on and tap into the buzz around the event. HINT: make sure to include any hashtags or relevant users in your tweet.

Example: *#GED2022 finds great support at #ufichiangmai @UFILive*

One extra!

11. Don't forget the hashtag #GED2022!



There are a number of **FREE** ways to measure your reach and understand your audience better. Here are some of our favourites:

Twitter analytics - <https://analytics.twitter.com>

This tool, provided by twitter, gives an overview of your audience, engagement and reach. Split into a number of headings, Twitter analytics looks at your twitter activity and the number of impressions, the audience and provides a breakdown of your followers demographics and your Twitter Cards and the number of clicks they receive.

Tweet Reach - <https://tweetreach.com/>

Tweet Reach gives you a free snapshot of how a Tweet, hashtag or account, has performed during a set period. It provides the overview of estimated reach, impressions, activity (particularly useful if measuring a hashtag), contributors, most retweeted tweets and a timeline. You can also upgrade your account to get further detailed measurement.

Twitonomy – <http://www.twitonomy.com/>

Twitonomy offers different methods of Twitter analysis, providing an overview of your tweets and followers and statistical review of your activity and reach. Twitonomy also allows you to compare your account to another, including looking at which lists you're both part of, most popular tweets and engagement. You can also track conversations on Twitter based on keywords, users or lists.



There are a huge number of other free to use tools to help you with your social activations, including:

Paper.li – a tool that curates all your tweets and retweets into a newspaper-style format which can automatically be shared on your twitter account

IFTTT.com – If This Then That is a tool that allows you to create a 'recipe' that allows you to pull through other content to your twitter feed

Buffer – a tool that brings through a 'browser' button. If you found something online you would like to Tweet, you can click on the browser to Tweet automatically without have to leave what you're reading

Topsy – find out what is trending. It is a way to do market research on a particular term or keyword to see how it is performing

NOTE:

There are a number of countries that block / censor social media and Twitter is currently blocked in North Korea, China and Iran. If your target audience is in those countries, a social media campaign will be ineffective.

***Twitter is a great tool for sharing ideas and building relationships.
It's free, fun and really effective.
Get tweeting!!***



TWITTER A RECAP

Remember, don't tweet all in one day:

Follow @GED_2022

Retweet a tweet from @GED_2022

Use the hashtag #GED2022 in your GED related tweets

Follow the associations

Retweet an association's GED tweet

Reply to a tweet from an association

Tweet with a video or photo

Tag another account in your tweet

Retweet someone other than GED or an associations tweet

Reply to someone other than GED or an association

Use a Twitter tool to measure your success

HAVE FUN!

COUNTRIES WITH RESTRICTED ACCESS

Periodically countries have banned the access to Twitter or censored the materials posted, usually coinciding with an incident in that country. Iran, China, and North Korea currently have restricted or no access to Facebook or its subsidiary applications. Certain laws in a variety of countries can allow some content to be withheld.

THANK YOU!