# GLOBAL EXHIBITIONS DAY 8 JUNE 2016

## 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.

## TWITTER
## THE BASICS

Twitter is really easy. First things first, is to make sure you are connected with Global Exhibitions Day (GED). The simplest way to do this is:
- Follow @GED_2016
- Use the hashtag #GED16 in any exhibition or GED related tweets
- Retweet content from @GED_2016

## JOIN THE
## EXHIBITIONS FAMILY

**WHO ELSE TO FOLLOW?**
There are a number of exhibition associations from around the world who are supporting Global Exhibitions Day. Their twitter handles are:
**Associations** *(a number of these have regional accounts which may have more relevant accounts to engage with. If you are unsure, visit the Association website, look for links to a specific region and their twitter link):*

***Global***

@UFILive
**USA**
@IAEE_HQ
@SisoOrg
**Canada**
@CAEMEvents
 **Central and South America**
@AFIDALatinAmeri
**Mexico**
@AMPROFEC
**France**
@UNIMEV_Fr
**Germany**
@AUMAeV

@FAMAB
**Italy**
@Infoaefi
**Russia**
@UEFexpo
**UK**
@AEONews
**South Africa**
@AAXO_SA
@EXSA_SA
**Australasia**
@EEAAUpdate

Don't see your association listed? Check the other social media guides to see if they have Facebook, LinkedIn or YouTube pages.

**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 association why they love exhibitions too. Example: *I love exhibitions: Meeting new and exciting people #GED16. @IAEE_HQ why do you love exhibitions?*
- If you are a member of the association, shout about that! Example: *Supporting #GED16 as a member of @AEONews @GED_2016 @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 celebration 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 140 characters anyway. Think of the Tweet as more of a headline, you can always link to more content if you need. HINT: make sure to use a URL shortener to save characters, for example www.bitly.com

   Example: *Exhibitions are face to face #GED16*

2. **Keep it relevant**
   If you're tweeting about Global Exhibitions Day make sure that the content it applicable to an exhibition audience

   Example: *Exhibitions support economical growth #GED16*

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. Be careful, adding a picture "cost" characters; hence your message needs to be even shorter.

   Example: *We love exhibitions: The peoples' industry #GED16 (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 #GED16 @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 #GED16 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 #GED16 important? Why do you support exhibitions?

Example*: Why do you support #GED16? @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*: #GED16 finds great support at #ufichiangmai @UFILive*

*One extra!*
11. Don't forget the hashtag #GED16!

**Don't forget there are a number of pre-written tweets available within the key messages or you can use the Global Exhibitions Day Ideas Factory to come up with other ideas for engaging social media content.**

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.

## OTHER TOOLS TO MAKE TWITTER MORE POWERFUL

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's 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!!*

## THE BASICS
## CHECKLIST

*Remember, don't tweet all in one day:*

| | |
|---|:---:|
| Follow @GED_2016 | ☐ |
| Retweet a tweet from @GED_2016 | ☐ |
| Use the hashtag #GED16 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!** | ☐ |