



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. **For speakers like you, social media is an excellent way to stay engaged and connected with industry leaders, fellow attendees, and exhibitors.**

By using industry-related hashtags (#) in social media posts, social media users are able to quickly find others that are at the same event or having conversations on the same topic on Facebook, Twitter, Instagram, and LinkedIn. By including the official show hashtag (“#Medtrade18”) in your social media posts before, during, and after the show, you will be able to connect and share ideas with those that are also involved at Medtrade and Medtrade Spring.



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, we’ve included some suggested posts for your social media networks. Remember, these posts can be expanded with more details, links, videos and pictures.

VIDEO ON SOCIAL MEDIA

The demand for video content on social media is rapidly growing. Another way that you can generate excitement about your upcoming Medtrade presentation is to create short videos telling attendees what they will learn in the session!

The power of an engaging social media video does not require advanced camera equipment. You can make quality photos straight from your cell phone and upload to your personal and business social accounts! Video is an effective tool for sharing ideas, takeaways, and even behind-the-scenes clips on social media. Utilize “Facebook Live” or “Periscope on Twitter” to increase your views.

CONNECT WITH MEDTRADE ON SOCIAL MEDIA

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 and ask questions to stir up industry discussion:
<https://www.linkedin.com/groups/1225227>



SUGGESTED SPEAKER SOCIAL MEDIA POSTS

- *I'm looking forward to speaking on [YOUR TOPIC] at #medtrade18 in Atlanta! Don't miss it October 15-17 --> www.medtrade.com*
- *Do you want to learn more about [YOUR TOPIC]? Attend my session at #medtrade18 [include date/time] --> www.medtrade.com*
- *#medtrade18 connects the HME Industry. Improve your business this spring in Atlanta October 15-17 --> www.medtrade.com*
- *Get out of your comfort zone. Connect with the HME Industry at #medtrade18 - October 15-17 in Atlanta --> www.medtrade.com*
- *Home Medical Equipment pros know #medtrade18 is crucial to their success in the year ahead. Register --> www.medtrade.com*
- *Focus on HME Products at #medtrade18. Learn More --> www.medtrade.com*
- *Focus on Learning at #medtrade18. Learn More --> www.medtrade.com*

WE WANT TO MAKE YOUR MEDTRADE SESSION A SUCCESS!



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, please reach out to our Director of Social Media, Christina Brown Morrison (pictured left) at christina.morrison@emeraldexpo.com.