

Congrats on being a 2018 Women's EXPO exhibitor!

Please follow these social media guidelines to promote your business and the EXPO:

Encourage friends, networking connections, and customers to attend the event.

Use the hashtag #wEXPOli whenever talking about the Women's EXPO on all social media

Share Your Story

Post on a regular basis

Consider hashtags like #handmade, #craftfair, #art, #holidayshopping, #womanentrepreneurs, #smallbusiness, #DIY, #buylocal, #llcraft But keep it 2-3 tags a post!

Follow these posting guidelines to have content on your social media;



1-3 Posts Per Day



1-2 Posts Per Day



3-5 tweets Per Day



5-10 pins Per Day

A picture is worth a 1,000 words

Use different posts for different social media accounts.

Engage your audience with polls and quizzes

Create events on FB for your fairs, expos, or festivals

Cross-promote whenever you can! The trend on Instagram now is to share the love, so to speak, by tagging others or even by outright promoting other companies, products, and services.



Social Media Post Samples

- Guess what! I'm an exhibitor at the Women's EXPO on 10/4. Join me for some great #holidayshopping, #wEXPOli, <https://tinyurl.com/wexpo>
- Get a jump start on your #holidayshopping with great #handmade items. Shop the Women's EXPO on 10/4 and come by and say hi. #wEXPOli, #buylocal, <https://tinyurl.com/wexpo>
- Will I see you at the Women's EXPO on 10/4? Join me for some great #holidayshopping and #buylocal opportunities! #wEXPOli, <https://tinyurl.com/wexpo>
- Attention #LongIsland! Join me and 80+ exhibitors at the 18th annual Women's EXPO on 10/4! #LIcraft, #buylocal, #wEXPOli, <https://tinyurl.com/wexpo>

**Please use these examples to
help jump start your social
media for this year's
Women's EXPO!**

Have a social media question?

**Please contact Sara at fadesara@mcplibrary.org or
(631) 585-9393 x218**