

SOCIAL MEDIA STARTER KIT

Signed up for the latest Calgary Woman's Show? Make sure to let your customers know on social media! This kit is designed to help you promote your participation in the upcoming Woman's Show.

Did you know? [According to BMO](#), nearly half of Canadian small business owners use social media for their business. With all the new tools in social media marketing, it is now easier than ever to grow your business. Below is a list of updates you can post to promote your business at the Woman's Show.

Post Ideas/Checklist:

- Let followers know you'll be exhibiting at the Calgary Woman's Show
 - Include dates and venue: April 8-9, 2017 at the BMO Centre - Hall A&B
 - Use attached images: <https://www.calgarywomansshow.com/Exhibitors-Information>
- Announce exclusive show specials and products
- Create buzz with contests and giveaways
- Post photos/videos of your products or booth
- Share show-related posts from the Woman's Show page

Tips and Best Practices:

- Use images. *Posts with relevant images get 94% more views.*
- Post show updates regularly:
 - After you register
 - Two weeks prior
 - Weekend of the show
- Incorporate the event hashtag: #WomansShowYYC
- Proofread your text for spelling and grammar errors
- Consider paying for a digital ad on Facebook, Twitter, etc.

Prizing

Looking for additional social media exposure? Consider donating prizes for giveaways. The Calgary Woman's Show runs giveaways on its social media pages year-round. Giveaway posts often reach thousands of users and garner higher engagement. Submit a prize and we will make sure to mention, tag and thank your business!

Contact

To discuss social media opportunities or for more information, please contact Pauline Zulueta at pauline@canwestproductions.com or 403-242-0859.