

# Social Media Engagement Toolkit

Strengthen your digital presence



## Take the Lead

Why share? It's quite simple: brands who share posts further their reach. "Reach" is the number of social media accounts that see your post. By following the best practices outlined below, you can maximize the number of eyes on your content so you can "reach" your full potential.

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We are so excited to head to Philadelphia this Fall for ..... 1  
3 ..... @NatProdExpo East! Stop by booth #123 to get a sample, ... 2  
expoeast.com  
4 ..... #expoeast #naturalproducts #foodandbeverage

”

## Best Practices

By following the best practices below, your content could see a **50% increase in reach**.

- 1 **Authenticity** ..... ➔ When posting or reposting from another account, add your own voice to the caption. Your followers want to hear YOUR voice—be authentic!
- 2 **Call-to-Action (CTA)** ..... ➔ Use a Call-to-Action (CTA) in your caption to inspire your audience to engage with your posts.
- 3 **Use Tags** ..... ➔ Tag brands, partners, and team members in your posts to further your reach!
- 4 **Hashtags** ..... ➔ Use 4-6 relevant hashtags to maximize your post's reach.

It's a virtual world, make sure your brand owns the online conversation!

# Add an Expo East Badge to Your Photos/Videos!

Click on the badge you want to download.

