

Vendor Social Media Guidelines: Tips & How-Tos

First and foremost, why social media is important for businesses?

Everyone is on social media. Business partners and general consumers are incessantly influenced by social media content and brands who don't participate in the larger conversation are missing out on an opportunity to demonstrate industry expertise and increase brand awareness. Social media builds relationships, increases website traffic and drives sales.

Interacting with Arizona Wedding Show

We are so excited you have decided to be a vendor at the upcoming Arizona Wedding Show. Not only do we hope you'll take full advantage of these social media tips and tricks to reach new customers, but we also encourage you to connect with us for the opportunity to be highlighted on our accounts and named an expert during potential media interviews.

AZ Wedding Show Social Media Handles

- Facebook: @ArizonaWeddingShow
- Instagram: @azweddingshow
- Pinterest: Arizona Wedding Show

Using Hashtags

Hashtags are used to group content and discussion topics to make it easier for others to locate topics of interest. To reach new followers, incorporate popular, relevant hashtags in social media posts. Don't forget to use the show hashtags and create your own! Your hashtag is what will connect you with your community, and those visiting the Arizona Wedding Show.

AZ Wedding Show hashtags:

Show hashtags:	#ArizonaWeddingShow2022	#AZWeddingShow2022	#AZWeddingShow
Additional tags:	#WinterWeddingShow	#AZWedding	#BoothXXX

The volume of hashtags matters: one or two hashtags should be the max for Facebook and Twitter. On Instagram post hashtags in comments sections, instead of the caption.

Posting the Best Content

Content is the essential ingredient for how brands communicate and connect with new and loyal customers. Sprout Social reports that video, images and text-based posts are the most successful forms of content on social media, so it is important to invest in unique visual content. Try to take a step beyond stock product images. The tips and tricks below can help you capture high-quality photo and video.

Guidelines:

- Clean your camera lens: Smudges can distort your photo and decrease the overall quality.
- Take photos horizontally, not vertically: It's easier to crop these images and ensure they display properly for all social media platforms.
- Don't zoom: Zooming can cause the picture to look blurry or grainy.
- Use a simple but creative background: Shoot in front of a textured building or colored wall, or find a vibrant background outside.
- Add variety to your product pictures: People make great subjects, and photos with faces are proven to get more likes and comments.
- Use a gentle hand when editing: You want to enhance the lighting and color of the photo, but don't overedit and make it look unrealistic.

To be featured on AZ Wedding Show social accounts, send content and description to Show Manager Stephanie Gatzionis at StephanieG@mpeshows.com.

Pre-Event Checklist

- Do your images reflect your brand across all social networks?
- Are you using the right elevator pitch in your social media bio?
- Is the website URL in your social media bio correct?
- Are you monitoring brand mentions on social media?
- Are you using the event hashtag to promote your stand?
- Are you engaging with the event sponsors online?
- Have you included your stand number in all your online and offline marketing material?

General tips

- Tag other accounts in the post (AZ Wedding Show, influencers, customers, etc.)
- Always respond and/or "like" positive comments left on your posts/wall
- Ignore spam and delete if possible
- Negative reviews require a calm and considerate response or no response at all
- Have a "standard replies" document to which you can refer but always customize it and include a person or company's Twitter, Instagram, Facebook, LinkedIn handle so they are sure to see it
- Posts shared should be cohesive – each post should have something that ties it back to your brand. Here are a few tactics for achieving this:
 - Use specific color schema in imagery
 - Share picture/video content in a pattern
 - Share original content as much as possible (limit use of stock photos)

Resources

[Buffer](#), [Hootsuite](#) and [Sprout Social](#) are online social media managing platforms. These sites typically have a free profile option but only allow the user to connect a few sites. Consider a monthly membership to gain increased access to helpful tools, measurement and reach analysis.